

Salesperson Advisory Committee – October 9, 2008

Summary Report

The report is a summary of the principal issues and concerns raised by the committee members at their October 2008 meeting. The remarks in *italics* that follow an issue reflect actions taken or being actively considered by management.

Salesperson Advisory Committee members as of September 2009 are:

David Bradburne	Frontier Chrysler	Smithers
Peter Burrell	Morrey Nissan	Burnaby
Ken Charnetski	Brown Brothers Ford Lincoln	Vancouver
Colleen Ferrante	Timberline Pontiac Buick GMC	Dawson Creek
Grant Gregson	Penticton Toyota	Penticton
Jeff Polo		Richmond
David Thompson	Mountain Mitsubishi	Cranbrook

Summary of Issues and VSA response - Salesperson Advisory Committee:

Communications

- Communications are a key concern of Committee members. They agreed that a Summary Report of each meeting is to be emailed to members, and once content is agreed on, the report will be presented to the VSA Board of Directors and then be published in an industry bulletin.

It was agreed that the VSA would publish a bulletin and post the April and October Summary Reports to the VSA website by mid-November. This action was delayed due to the completion of the Board of Directors-appointed committee Chair's term. A new committee Chair has been appointed and the Summary Report of the April meeting is now on the VSA website under the Industry tab. This October 9, 2008, report will be posted to the website once approved by the committee and after presentation to the VSA Board of Directors.

- Committee members would like to hear from their colleagues about their concerns and it was agreed that issues under discussion should be shared with all salespeople through bulletins and on the VSA website.

The VSA will send out a bulletin for salespeople with a request to contact their Advisory Committee members with their concerns. A further bulletin could request email addresses for email notices and notices of upcoming meetings of the Salesperson Advisory Committee could be posted on the VSA website and possibly the NCDA and ARA bulletin boards.

- Committee members would like to meet three times per year to address industry concerns.

Due to budgeting and cost concerns, Management is considering using the webinar format or a teleconference call for the third-yearly meeting and will discuss these options with the committee members at their next meeting.

Distance Delivery – Level I

- The committee heard that testing of an ‘on-line’ training pilot program for Level I will begin soon using Adobe Connect and blogs for communications. To cover course material, several two-hour sessions are planned over a two-week period with home-study part of the process. The first pilots will be conducted in areas away from the Lower Mainland.

In the future, Management plans to develop other on-line training courses to meet the on-going educational needs of industry.

VSA course fees and licence fees

- Both course and licence fees are a concern to those employed in sales and are a frequent cause of the negative attitude towards the VSA expressed by salespeople.
- To reduce the financial burden on sales personnel, it was suggested that a fee could be paid on the transfer of all vehicles (APV9Ts) at Autoplan agents’ offices. This consumer-pay proposal could fund some VSA activities; subsidize the cost of licensing, and lower enrolment fees for professional development courses.

Management agrees that some form of consumer-pay system associated with vehicle purchase will be recommended to government, who would need to approve any consumer- pay system, but there is no guarantee of success for this proposal.

Compliance concerns

- The Advertising Guidelines are being updated. All advertising is to include all items in the total price.
- Out-of-Province advertisers must obey the laws of their home jurisdictions and the Assistant Attorney General of Washington State has taken action on cross-border advertising.
- Curbing remains a concern. Dealers and salespeople could help by cutting off the supply of cars and by not bridging vehicles when selling unwanted inventory.

The VSA has asked the Ministry to increase the fines for curbing and there is an agreement in principle.

Salesperson Licence

- The committee agreed that they would like to see salesperson licences list courses taken, accomplishments and years of industry membership. A suggestion was made that there could be two licences, one a larger certificate with a stamped, embossed logo, that would include recognition of individual accomplishments.

This suggestion will be considered and a revised sample will be prepared for the next meeting.

Agenda Items for the next Salesperson Advisory Committee

- Advertising
- Status of proposed legislation review, including
- Classes of Licences proposal update
- Damage declarations – full disclosure