

Salesperson Advisory Committee – October 8, 2009

Summary Report

The report is a summary of the principal issues and concerns raised by the committee members at their October 2009 meeting. The remarks in *italics* that follow an issue reflect actions taken or being actively considered by management.

Salesperson Advisory Committee members as of October 2009 are:

David Bradburne	Frontier Chrysler	Smithers
Peter Burrell	Morrey Nissan	Burnaby
Ken Charnetski	Brown Brothers Ford Lincoln	Vancouver
Grant Gregson	Penticton Toyota	Penticton
Guy Moody	Volvo of North Vancouver	North Vancouver
Jeff Polo		Richmond
David Thompson	Kootenay Import Auto Group	Cranbrook

Summary of Issues and VSA response - Salesperson Advisory Committee

The Economy

- In the current economy, many salespeople are having a difficult time trying to earn a living and as a result, licence and course fees and the Level II course requirement represent a hardship for many.

The VSA Management Team will discuss the monetary concerns raised by committee members with the Board of Directors at their next meeting. Alternate course-delivery options will be discussed by VSA management, and recommendations brought to the committee at its next meeting in the spring of 2010.

- The committee members also stated that salespeople pay a disproportionate share of the VSA budget and that they would like to see dealerships contribute more, and suggest that a consumer-pay option be added, such as the \$5 charge on each dealer transaction that is charged in Ontario.

It has been suggested that the consumer could contribute to VSA costs through a small “consumer protection” fee added to the APV9T (vehicle transfer) form. This consumer-pay proposal could fund some VSA activities; subsidize the cost of licensing, and lower enrolment fees for professional development courses. The suggestion will go to the three industry associations for further consideration.

Communications

- Communications remain a concern to Committee members and they would like to see timely action in informing the industry about concerns and issues raised at committee

meetings. A Summary Report of each meeting is to be emailed to SPAC members, and when the report and content are agreed to, the committee chair will inform the VSA Board of Directors on the issues followed by the publication of an industry bulletin.

The VSA published an industry bulletin on November 2, 2009, containing the highlights of the October Salesperson Advisory Committee meeting. Summary Reports of the twice-yearly meetings will be posted to the VSA website.

- Committee members want to hear from their colleagues about their concerns so they can put forward issues and concerns to the VSA Board

VSA management suggested a new publication titled "The Professional" as a useful communications tool designed to promote industry communications in a timely manner for both salespeople and dealerships. The format and content are open to suggestions.

Professionalism

- The committee members unanimously stated that they take pride in their work and they find their interactions with people rewarding, but noted that they would like to see an improved perception of industry professionalism by the consumer for both salespeople and dealerships.

The VSA presented committee members with a draft copy of a proposed Salesperson licence that is suitable for framing and display. It could include years of industry membership, the first licensing date, courses completed and it could be embossed with the VSA logo.

- The practices of some dealerships can have a negative impact on salespeople and can be contrary to legislation. Other dealerships subsidize the cost of VSA training courses.

The VSA encourages dealerships to contribute to industry professionalism by following best industry and human resources practices.

Compliance

- The Advertising Guidelines have been updated. Emphasis is on the fact that advertising must include all items, including documentation fees, in the total price.

The VSA has published several bulletins emphasizing the importance of full disclosure. The majority of the industry is in compliance.

- Curbing remains a concern. Dealers and salespeople could help by not selling cars to curbers 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.

- Committee members would like to see evidence of compliance actions by the VSA.

Compliance actions for 2009 are posted on the VSA website. Actions for preceding years are being readied for posting. A bulletin will be sent to industry once this project is completed.

Amendments to the Committee's Terms of Reference

It was proposed that representation on the committee should proportionately reflect the areas of the province. This change would result in increasing Lower Mainland membership from 4 to 5. A representative for Vancouver Island is still needed for the committee.