



Bulletin

Motor Vehicle Sales Authority of British Columbia



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Feedback contributes to success of classes

Learning continues to deliver

We have received excellent feedback from participants in the VSA's Level I and Level II licensing courses. Participants written comments and suggestions are reviewed carefully and often lead to changes and improvements to both course materials and course delivery.

We feel the courses have had a worthwhile and solid impact when we hear comments from participants who tell us they plan to use the take-away tools from the courses to strengthen their business strategies and sales processes. These tools and ideas come not only from the course materials but more importantly, from class members, partly because of the interactive class format, where participants are invited to share their experience and ideas in group discussions.

Up to the summer of 2011, over 2000 senior salespeople have taken the Level II course, and as they talk about it to those that they know and work with in the industry, many now come to the classes expecting the content to be not only informative, but helpful to them in the workplace.

Here is one testimonial the VSA received from a Level I course participant:

"After a number of years putting off getting my VSA licence, I decided it was time to complete the course. To be honest, I really didn't feel it was necessary for me to have a licence, I didn't actively sell vehicles or financing and my contact with customers was somewhat limited. I now see it completely differently. While my involvement with the customers has not changed, my realization of how the related regulations and laws affect our industry has. More importantly, how our salespeople have to handle customers and the information we have to provide.

While this kind of information may not be the more exciting, the instructor did a good job explaining how it was relevant to our daily business and providing real world examples of how things can go right and wrong.

As a result of taking part in the course I have made a number of changes here at the dealership, and none of these changes have made it more difficult for us to do business. But they ensured we are in line with the regulations and laws that govern how we do business."

**Todd Blumel
Dealer Principal
BowMel Chrysler Ltd.**

Manager of Compliance and Investigations

The Motor Vehicle Sales Authority of BC has appointed Daryl Dunn as the VSA's Manager of Compliance and Investigations. Daryl is stepping into the role held by Denis Savidan, who recently retired. We are excited to have Daryl lead our compliance team.

Highlights of Daryl Dunn's career:

- Had an extensive career with the RCMP. During those years, Daryl was involved in several complex investigations in the Lower Mainland. For several years, was involved with the investigation of fraud, theft and other criminal and civil matters involving heavy equipment claims as a part of the ICBC Special Investigation Unit.
- Spent several years in the private sector as a partner in an investigations company operating throughout Western Canada.
- Accumulated a great deal of experience testifying before the courts in Canada and the United States, and was declared an expert witness in many instances involving vehicle identification and investigations involving vehicles.
- Regularly lectures to Law Enforcement and Insurance agencies in the United States and Canada on vehicle identification, and keeps current with the trends throughout North America.

Daryl has been with the VSA for the past year and finds the challenges and their solutions very rewarding.

The professional experience of our attendees is invaluable in providing industry context for the course material, and the in-class discussions. Not only do our participants receive a thorough workshop on the various laws and regulations governing their industry, they also have the opportunity to network and learn from other industry members.

Feedback at the end of the courses includes comments such as:

'Really liked the exchange of ideas and interaction' J D, Level I

'Case studies were best to explain application of laws' D S, Level II

'Going to start documenting difficult sales' W F, Level II

'Did not want to come and put it off but glad I did... got some good advice' B H, Level II

A webinar version of the Level I course is available to those who live outside the lower mainland or are unable to attend the class in person. Using the same content and resource binder as the one used in the classroom, participants complete the course in five facilitator-led, fully-interactive webinar sessions, as well as following self-directed course work on a special VSA Learning website. The webinars are completed within a two-week period and the supervised exam is written in the area where the participant lives.

It is generally accepted that the in-class workshops are more cost-effective and the discussions that come out of the classroom experience are valuable, lead to new sales practices and build new relationships.

Strategic Business Plan

The 2010-2011 VSA Strategic Business Plan is now available on the VSA website www.vehiclesalesauthority.com If you have questions about the Strategic Plans, please send an email to [Judy McRae](mailto:Judy.McRae@vsa.ca), Manager, Corporate Services and Communications.

