

CERTIFIED SALES REPRESENTATIVE'S

CODE OF CONDUCT

A certified sales representative shall:

- o in the conduct of professional activities, present a professional demeanour
- o treat customers and fellow employees with courtesy and respect
- o promptly and courteously greet customers when they enter the showroom or lot

A certified sales representative shall not:

- o discriminate, prejudice or prequalify customers

A certified sales representative shall:

- o uphold the law in the conduct of their professional activities.
- o be knowledgeable in government laws affecting the vehicle selling process

A certified sales representative shall not knowingly:

- o misrepresent the capabilities of a vehicle and its features.
- o fail to disclose whether a new or used vehicle has been materially damaged
- o misrepresent the year, model, equipment, condition, mileage and previous use of a vehicle

- o fail to explain to customers the difference between a new vehicle versus a demonstrator unit or program unit, if applicable.

A certified sales representative shall:

- o be thoroughly trained in all aspects of the product that he/she represents
- o be totally familiar with all models and prices within the dealership inventory and apply this knowledge in assisting customer vehicle selection
- o accurately represent a vehicle's features and benefits to customers
- o encourage each customer to take a demonstration drive of a vehicle before purchasing it. Before the demonstration drive, the salesperson should enforce driving requirements, including the use of seat belts, child safety seats and ensure the customer has a valid driver's license.
- o assist customers to select the vehicle that best meets their transportation needs and financial capacity.

A certified sales representative shall:

- o properly execute an agreement of purchase and sale.
- o explain to customers the trade allowance
- o explain to customers the application of any rebates or other monetary incentives
- o explain the final price of the vehicle, including any dealer provided services, products or accessories

- o explain any extended warranty coverage or service contracts that are offered, including prices and terms.
- o properly introduce customers to the business manager and/or sales manager
- o assure that customers receive accurate information about any available financing or leasing options

A certified sales representative shall:

- o accept a deposit only in accordance with contract law and disclose if same is non-refundable
- o provide customers with accurate and truthful information over the telephone.
- o quote interest rates in accordance with the law.

A certified sales representative shall not:

- o employ high pressure or unreasonable tactics to coerce or induce a sale.
- o knowingly participate in “bait and switch” tactics
- o knowingly entice or encourage a customer who has entered into an agreement for sale or purchase, to break that contract.
- o alter the price of a vehicle when transferring information to a retail installment contract or misrepresent the final cost of the vehicle.

A certified sales representative shall:

- o explain the vehicle’s warranty and use all equipment during delivery of the vehicle

- o ensure that customers receive the final, signed copies of all paperwork in a timely manner.
- o deliver the vehicle and transfer the registration in a timely manner.
- o after delivery, promptly and courteously follow up all customers based on your dealership's or manufacturer's procedures, to ensure their complete satisfaction.

A certified sales representative should:

- o be involved in civic activities
- o take continuing education courses in relevant areas.

A certified sales representative shall:

- o adhere to the Code of Conduct
- o respond promptly and fully to communications from the Certification Program Administrative Committee
- o comply with the Administrative Procedures of the committee.