Our client’s unique needs and key performance indicators are the starting point and basis of every ILS project.
Independent Learning Systems (ILS) offers services in training development and implementation for manufacturers in the automotive and related sectors.

Simply put - since 1993, we’ve been helping our OEM clients and their dealers achieve their sales targets and KPIs.

Whether increasing vehicle sales, building customer satisfaction, motivating teams, achieving F1 or inspiring customer-focused practices and processes, our clients’ unique needs and key performance indicators are the starting point and basis of every ILS project.

Our service offerings include:

**Curriculum Development**
- General Dealership Training
- OEM Field Staff Training
- Dealership Management Training
- Sales Training (Vehicle Sales, CPO and Business Office)
- After-Sales Training (Service, Parts and Technical)

**Delivery Formats and Training Administration**
- eLearning
- Webinars
- Classroom
- In-Dealership Consulting / Coaching
- Blended Learning
- Training & POS Resources
- Training Administration

**Systems Development, Hosting, Support and Maintenance**
- Learning Content Management Systems (LCMS)
- Recognition Programs
- Product Knowledge Online Database
- Online Bilingual Accounting Manual
- Other OEM Systems
We have a multilingual – multicultural staff featuring senior training analysts, training program designers, instructional designers, content developers, copywriters, database designers, web designers, multimedia designers, eLearning specialists, programmers, program coordinators, and project managers.

We operate in a collaborative manner to combine our experience in learning management and the automotive industry with our client’s business objectives to provide consistent and measurable results.

We deliver superior training and applications services, not pre-packaged products.

On the training side, we customize our core content or create new content based solely on each client’s needs and requirements. Similarly, ILS-developed applications, eLearning and database deliverables are custom-built for each client’s unique management, planning, and reporting needs.

We have designed, developed and managed the delivery of nation-wide English and French training/eLearning for numerous corporate clients, including Toyota Canada, J.D. Power & Associates, Nissan Canada, Infiniti Canada, Mercedes-Benz Canada, Kia Canada and Subaru Canada.

We are a single point of contact training solutions provider.
Client List

Automotive Industries Association of Canada / I-Car Canada

Honeywell Global Tracking

J. D. Power & Associates, Canada

Kia Canada

Kubota Canada

Mercedes-Benz Canada

Mitsubishi Canada

Nissan / Infiniti Canada

Nissan / Infiniti Mexico

Nissan / Infiniti North America

Subaru Canada

Toyota / Lexus Canada
Curriculum Development

We have extensive instructional design and development experience in the automotive sector, including sales, service, business office and management course design and curriculum writing. We also develop dealership processes and standards for automotive manufacturers and for J.D. Power and Associates.

All titles listed below represent core content modules previously developed by ILS.

Any title can be customized or similar new content can be created based upon your unique objectives as well as your specific content and delivery requirements.

General Dealership Training

<table>
<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Heritage</td>
<td>• Organizational heritage overview</td>
</tr>
<tr>
<td></td>
<td>• Core values and mission</td>
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<td></td>
<td>• Key milestones and achievements</td>
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<tr>
<td>Being a Brand Ambassador</td>
<td>• Elements of brand identity</td>
</tr>
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<td></td>
<td>• The brand’s promise to customers</td>
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<td></td>
<td>• How brand identity influences your daily work</td>
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<td></td>
<td>• The components and benefits of a strong brand</td>
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<td></td>
<td>• Being the face of the brand / a Brand Ambassador</td>
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<tr>
<td></td>
<td>• Building brand strength</td>
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<tr>
<td>New Dealer Orientation / Dealer on-Boarding Toolkit</td>
<td>• Introduction to OEM programs, applications / systems, websites, dealer tools, LCMS, brand guidelines, acronyms, and more</td>
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<td></td>
<td>• Available training and resources by department / by position</td>
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<tr>
<td></td>
<td>• Vehicle ordering – systems, processes, dealer trades, ordering brochures</td>
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<td></td>
<td>• Parts ordering – resources, invoicing, inventory guidelines</td>
</tr>
<tr>
<td></td>
<td>• Diagnostic tools and technical resources</td>
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<tr>
<td>Understanding the Dealer Statement</td>
<td>• What is the Dealer Statement?</td>
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<td>• Types of transactions</td>
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<td>• Invoicing and payment policies</td>
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<td></td>
<td>• Frequently Asked Questions (FAQs)</td>
</tr>
<tr>
<td>Training Focus</td>
<td>Topics Available / Customizable</td>
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<td>-------------------------------------------</td>
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<tr>
<td>Understanding and Managing Customer</td>
<td>• The measures of customer expectations and satisfaction (JDPA, OEM survey process)</td>
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<tr>
<td>Expectations</td>
<td>• Key customer expectations / key drivers of CSI</td>
</tr>
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<td></td>
<td>• The impact of unmet expectations</td>
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<td></td>
<td>• Current situation</td>
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<td></td>
<td>• Customer-satisfying traits, behaviors, actions and tools that can help to satisfy customer expectations</td>
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<td></td>
<td>• Luxury customer expectations / mindset</td>
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<tr>
<td>Building Customer Relationships / Retention</td>
<td>• The brand promise and customer expectations</td>
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<td></td>
<td>• Elements of a positive customer experience</td>
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<td></td>
<td>• Assessing customer needs and building rapport</td>
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<td>• Building rapport: non-verbal communication; greeting customers - In person, On the telephone</td>
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<td></td>
<td>• Effective questioning and listening skills</td>
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<td>• Understanding your customer's style</td>
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<td></td>
<td>• Turning customer issues into opportunities</td>
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<td>• Showing empathy</td>
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<td>• Taking ownership</td>
</tr>
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<td>• Communicate the right message (words to avoid)</td>
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<tr>
<td>Soft Skills</td>
<td>• Understanding and describing ‘soft skills’</td>
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<tr>
<td></td>
<td>• Basic customer needs and wants</td>
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<td></td>
<td>• Strategies to communicate more effectively with customers (i.e. eye contact, body language, smiling, listening, showing empathy, open vs. closed gestures, open-ended vs. closed-ended questions, the impact of tone of voice, etc.)</td>
</tr>
<tr>
<td></td>
<td>• Making the best first impression</td>
</tr>
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<td>• Building rapport</td>
</tr>
<tr>
<td>Telephone Etiquette</td>
<td>• The basics of an effective telephone greeting</td>
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<td></td>
<td>• Your telephone ‘voice’ (impact of your tone of voice)</td>
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<td></td>
<td>• Listening actively</td>
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<tr>
<td></td>
<td>• Returning customer calls</td>
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<tr>
<td></td>
<td>• Leaving a voicemail message - what to say</td>
</tr>
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<td></td>
<td>• Setting up a personal voicemail greeting</td>
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<tr>
<td>Email Etiquette</td>
<td>• Best practices - Be prompt, professional, making a good first impression and being engaging</td>
</tr>
<tr>
<td></td>
<td>• Making your message easily readable</td>
</tr>
<tr>
<td></td>
<td>• What to check before you click ‘send’</td>
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<td>• Templates for common enquiries</td>
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</tbody>
</table>
### Curriculum Development

<table>
<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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</thead>
<tbody>
<tr>
<td><strong>Technology Training for Sales and Service</strong></td>
<td>• Understanding key vehicle technologies</td>
</tr>
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<td>• Hands-on demonstrations</td>
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<td>• Operating and explaining technologies to customers</td>
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<td>• OEM resources / job aids</td>
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<tr>
<td><strong>Customer Concern Management - Frontline</strong></td>
<td>• Customer concern management steps, skills, strategies and best practices</td>
</tr>
<tr>
<td></td>
<td>• Escalation protocol</td>
</tr>
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<td>• Primary OEM and field contacts</td>
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<td></td>
<td>• Goodwill strategies</td>
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<tr>
<td><strong>In-Dealership Coaching Program</strong></td>
<td>• In-dealership process review conducted by SME teams</td>
</tr>
<tr>
<td></td>
<td>• Identify strengths and opportunities for improvement</td>
</tr>
<tr>
<td></td>
<td>• Define and track KPIs, such as CSI, financial improvements</td>
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<td></td>
<td>• In-dealership activity can involve:</td>
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<td></td>
<td>• Initial Management Team Meetings</td>
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<td>• Process Review (sales, business office, service, parts and / or technical)</td>
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<td></td>
<td>• Data Analysis and Recommendations Development</td>
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<td>• Management Debrief and Planning Meetings</td>
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<td>• Staff Debrief and Training</td>
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<td>• Follow-up</td>
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### OEM Field Staff Training

<table>
<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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</thead>
<tbody>
<tr>
<td><strong>Field Staff Orientation Guide</strong></td>
<td>• Strategic, program and component description</td>
</tr>
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<td>• Collateral samples</td>
</tr>
<tr>
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<td>• Sales and support tools</td>
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<td>• Report explanations</td>
</tr>
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<td>• Website/online/systems overviews</td>
</tr>
<tr>
<td></td>
<td>• Required tasks/processes descriptions</td>
</tr>
<tr>
<td><strong>Reading and Interpreting Financial Statements</strong></td>
<td>• Reading and interpreting the Financial Statement, including balance sheets and income statements</td>
</tr>
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<td>• Understanding of assets, liabilities and net worth; profit and loss; income and expenses</td>
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<td>• Concepts, tools and procedures for analysing a dealership’s operations and capital structure</td>
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<tr>
<td><strong>Reinforcing Sales, Service and Business Office Standards</strong></td>
<td>• The value of processes and standards</td>
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<td></td>
<td>• Recommended dealership processes, standards and practices</td>
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<tr>
<td></td>
<td>• Analyzing strengths and opportunities</td>
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<td>• Building a dealership action plan for performance improvement</td>
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# Dealership Management Training

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<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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</thead>
<tbody>
<tr>
<td><strong>Defining Your Dealership Values and Culture</strong></td>
<td>• Elements of service excellence&lt;br&gt;• Today’s customer – expectations, needs&lt;br&gt;• Current situation (how well are we meeting customer’s needs and expectations?)&lt;br&gt;• Brand strengths and opportunities&lt;br&gt;• Dealership culture and key values&lt;br&gt;• Defining your values&lt;br&gt;• Communicating your values and expectations&lt;br&gt;• Core values action plan</td>
</tr>
<tr>
<td><strong>Hiring Well</strong></td>
<td>• The impact of a ‘bad’ hire&lt;br&gt;• Defining your ideal candidate&lt;br&gt;• Establishing your hiring criteria&lt;br&gt;• Sourcing and selecting candidates&lt;br&gt;• Preparing for and conducting interviews - best practices, types of interview questions&lt;br&gt;• Evaluating interviewees&lt;br&gt;• Orientation essentials</td>
</tr>
<tr>
<td><strong>Effective Coaching / Build a Winning Team</strong></td>
<td>• Welcoming and orienting new employees&lt;br&gt;• Attributes of a great coach&lt;br&gt;• Coaching process and strategies&lt;br&gt;• Management Self-Assessment, Tools and Action Plan</td>
</tr>
<tr>
<td><strong>Building Employee Satisfaction</strong></td>
<td>• The impact of employee satisfaction on customer satisfaction&lt;br&gt;• Current situation - staff turnover rate&lt;br&gt;• The cost of staff turnover&lt;br&gt;• Defining your employee value proposition&lt;br&gt;• Assessing your current practices (from your team’s perspective)&lt;br&gt;• Supporting your team – strategies and best practices</td>
</tr>
<tr>
<td><strong>Building Customer Retention</strong></td>
<td>• Today’s reality (competition, customer expectations, etc.)&lt;br&gt;• Current situation&lt;br&gt;• The value of a lifetime customer&lt;br&gt;• Elements of positive customer experiences&lt;br&gt;• The impact of employee satisfaction on CSI&lt;br&gt;• Management Self-Assessment, Performance Evaluation Tools and Action Planning</td>
</tr>
<tr>
<td>Training Focus</td>
<td>Topics Available / Customizable</td>
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</tbody>
</table>
| **Customer Concern Management** | • Concern management steps, skills, strategies and best practices  
• OEM and dealer responsibilities  
• Escalation protocol  
• Goodwill strategies  
• Management and frontline best practices |
| **Building Sales** | • Creating a customer-focused, sales-friendly environment  
• Assessing your team’s ‘sales-readiness’  
• Preparing your team  
• Setting and tracking sales targets and KPIs  
• Measuring performance  
• Improving performance |
| **Quality Vehicle Delivery - Guidelines for Sales and Service** | • Customer expectations of purchase and delivery  
• Current situation  
• OEM’s new vehicle receipt, storage, preparation and delivery procedures and resources: What they are, their benefits, how to implement  
• Preparing for and conducting delivery appointments  
• Best practices and available tools – dealership orientation, sales to service hand-off, hands-on vehicle feature demonstrations, follow-up, etc.  
• Key actions to reduce unnecessary customer visits, questions and complaints in the first few weeks and months a new vehicle is on the road |
| **Running Effective Meetings** | • Types of meetings – for example: Daily Check-in / Huddle, Weekly Tactical, Monthly Strategic, Quarterly Off-Site  
• Key meeting ingredients  
  • Defining the purpose  
  • Analyzing your audience  
  • The Meeting Planner  
  • Preparing and distributing an agenda  
  • Agenda – Your Meeting Plan  
  • Minutes of Meeting and Record Keeping  
• Best practices  
  • Setting the tone  
  • Developing ‘ground rules’  
  • Keeping the meeting moving  
  • Using questions  
  • Handling problems in a meeting  
  • Brainstorming to generate ideas |
## Curriculum Development

<table>
<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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</table>
| Performance Management / Strengthening Leadership Skills | • New staff orientation – best practices  
• Ensuring success through training and coaching  
• Assessing needs  
• The value of goal-setting and SMART Goals  
• Action planning  
• Key performance indicators (KPIs) of profitable dealerships  
• Management Toolkit - job descriptions, process standards, best practices, meeting guides, coaching checklists, action planning templates |
Sales Training

**VEHICLE SALES**

<table>
<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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</table>
| **Sales Boot Camp**                 | • Brand heritage and achievements
• Sales process steps: greeting, qualifying, product presentation, drive, dealership tour, closing techniques, delivery, follow-up
• Product knowledge – key features and technologies; qualifying and product knowledge tools; competitive vehicles
• Key sales and soft skills – non-verbal communication, asking questions, listening, presentation enhancers, FAB stories
• Assessing needs and buying motivations
• Handling objections
• Key drivers of customer satisfaction |
| **Product Knowledge / New Model Sales Training Events** | • Ride & Drive / Competitive Ride & Drive (static and / or dynamic)
• Sales ‘Rally’
• Building Value Workshop
• Auto Show Product Training |
| **Product Knowledge Resources and Sales Aids** | • Knowledge Tools (online and / or print) – each vehicle’s target market, key features, USPs, advantages, benefits, etc.
• Quick reference cards - key features and competitive advantages; walk-around sales aid, vehicle delivery job aid, and more |
| **Building Product Presentation Skills** | • Key customer expectations
• Product Presentation – standards and best practices
• Conducting a ‘Product Presentation Challenge’
• Using presentation enhancers and sales tools
• Planting the seed for accessory and extended service sales |
| **Selling Trucks**                  | • The market and sales opportunities
• Who are the truck buyers – typical characteristics and needs (commercial vs. retail buyers)
• Prospecting tips and connecting with truck prospects
• Truck terminology – types, performance considerations, cab configurations, payload
• Qualifying the truck buyer; assessing needs
• Determining payload weights and towing classifications
• Trailers and hitches
• Assessing customer payload and towing needs
• Presenting trucks |
<table>
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<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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<tbody>
<tr>
<td><strong>Understanding Finance Options</strong></td>
<td>• How buying and leasing are different</td>
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<td>• Buying – considerations &amp; advantages</td>
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<td></td>
<td>• Leasing – considerations &amp; advantages</td>
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<td></td>
<td>• Questions to ask your customer</td>
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<td>• Understanding the options</td>
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<td>• Debunking lease myths</td>
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<tr>
<td></td>
<td>• Presenting the options</td>
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<tr>
<td><strong>Advanced Selling Skills for Sales Consultants</strong></td>
<td>• Current trends</td>
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<td>• Building credibility</td>
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<td>• Adopt a mindset for success</td>
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<td>• Building sales opportunities / prospecting - sourcing qualified prospects, asking for referrals</td>
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<td>• Using social media as a networking tool</td>
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<td>• Building brand value and advantages</td>
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<td>• Prevent common objections before they occur</td>
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<td>• Active listening skills</td>
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<td>• Buying signals</td>
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<td>• Planting the seed</td>
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<td>• Using assumptive speech</td>
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<td>• Effective customer follow-up</td>
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<tr>
<td><strong>Lease Renewal</strong></td>
<td>• The opportunity and benefits</td>
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<td></td>
<td>• Your role</td>
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<td>• Planting the seed for lease renewal - how, when, why</td>
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<td>• Lease customer contact process</td>
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<td>• Booking an appointment for options review and pre-lease-end walk-around</td>
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<td></td>
<td>• Addressing common customer responses</td>
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<tr>
<td><strong>Ensuring a Positive Delivery Experience</strong></td>
<td>• The impact of new vehicle delivery</td>
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<td></td>
<td>• Preparing for and conducting a quality delivery appointment</td>
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<td>• OEM delivery process requirements and tools</td>
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<td>• Best practices - dealership orientation, sales to service hand-off, hands-on vehicle feature demonstrations, follow-up, etc.</td>
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<td>• Preventing unnecessary customer questions and misunderstandings</td>
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### CPO and Business Office

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<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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<tbody>
<tr>
<td><strong>CPO</strong></td>
<td>• CPO Program components&lt;br&gt;• The value of selling CPO&lt;br&gt;• CPO market potential and considerations&lt;br&gt;• Marketing and sales strategies&lt;br&gt;• CPO sales process&lt;br&gt;• Preventing and overcoming objections</td>
</tr>
<tr>
<td><strong>Business Office Program</strong></td>
<td>• The Business Office and its relationship to dealership departments&lt;br&gt;• The value of the Business Office&lt;br&gt;• Introduction to products and accessories&lt;br&gt;• Proven sales and service processes&lt;br&gt;• Identifying prospects&lt;br&gt;• The turnover process / maintaining customer trust&lt;br&gt;• Building value and closing sales&lt;br&gt;• Selling extended service plans and accessories</td>
</tr>
<tr>
<td><strong>Product Knowledge for Business Managers</strong></td>
<td>• Understanding available programs&lt;br&gt;• Program features and benefits&lt;br&gt;• The value of extended service&lt;br&gt;• Addressing common customer objections&lt;br&gt;• Frequently Asked Questions</td>
</tr>
<tr>
<td><strong>Introducing Sales Customers to the Business Office</strong></td>
<td>• Gathering information&lt;br&gt;• Planting seeds for products that meet customer’s needs&lt;br&gt;• Preparing your customer for Business Office meeting&lt;br&gt;• Providing debrief to the Business Manager&lt;br&gt;• Performing sales to Business Office turnover</td>
</tr>
<tr>
<td><strong>Building Sales – Tools &amp; Skills Practice</strong></td>
<td>• Using a consultative sales process&lt;br&gt;• Identifying customer needs and priorities&lt;br&gt;• Presenting products&lt;br&gt;• Building value&lt;br&gt;• Asking for the sale&lt;br&gt;• Ensuring a quality new vehicle delivery experience</td>
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### Service Advisor Audience

#### Training Focus

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<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
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</table>
| Service Advisor Orientation Program              | • Brand promise and customer satisfaction goals  
• Key service customer expectations and needs  
• Product knowledge (Being a Product Ambassador)  
• Using the maintenance guide and service tools  
• Preparing the work order  
• Understanding parts options  
• The elements of success – essential communications skills overview and role-plays / case studies |
| Essential Service Advisor Processes, Skills and Resources | • The impact of customer service  
• Customers, tasks and role  
• Service Process steps – review  
• Customer interaction/customer handling skills and strategies  
• Service support programs, resources and tools  
• Building a performance improvement and follow-up plan |
| Selling Skills / Building Value, Selling Benefits | • Sales opportunities – maintenance and additional service  
• Building rapport, credibility and customer trust  
• Educating customers  
• Building value for dealership service and parts  
• Asking for the sale |
| Service Walk-Around Inspection                    | • Walk-Around Inspection – What is it? What are the benefits?  
• What to look for / sales opportunities  
• Recommended walk-around inspection process  
• Making recommendations |
## Training Focus: Advanced Selling Skills for Service Advisors
- Appointment scheduling
- Preparing the customer
- Identifying sales opportunities - service history, declined services, asking questions, vehicle walk-around inspection
- Educating customers
- Selling the advantage of services and parts
- Using the FAB strategy
- Handling common objections
- Addressing the aftermarket option

## Training Focus: Preventing Upset Customers
- Understanding the work order
- Understand and manage customer expectations
- The value of consistency
- Be proactive and professional
- Build customer comfort
- Effective communication
- Have a can-do approach and vocabulary
- Educate customers

## Training Focus: Managing Difficult Situations
- Common customer perceptions and expectations
- Emotions that can create ‘difficult’ customer behaviours
- How to identify and control your own emotional triggers and responses
- Non-verbal communication strategies and active listening skills
- How to communicate positively
- How to manage customer behaviours

## Training Focus: Conducting Second Delivery Clinics / Appointments
- New owner expectations
- The opportunity and Second Delivery solution
- Second Delivery benefits and possible topics
- Conducting the Second Delivery - what, why, when, where
- Assessing customer needs
- Preparation essentials and implementation plan
- Key actions to reduce unnecessary customer visits, questions and complaints in the first few weeks and months a new vehicle is on the road

## Training Focus: Basic Warranty Claims Coding
- Understanding the work order
- Coding - basic mechanical claims, basic paint claims, unique claims
- Entering claims data
- Claims reports - dealership, daily and monthly
## Curriculum Development

### Parts Audience

<table>
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<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction to Parts Ordering</strong></td>
<td>• An overview of the OEM parts operations – the ordering process and associated tools</td>
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<td></td>
<td>• General information on facilities, delivery options, invoicing, support and systems, as well as how to maintain a professional Parts Department</td>
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<td></td>
<td>• Introduction to parts inventory management</td>
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<tr>
<td><strong>Maintaining an Effective Parts Department</strong></td>
<td>• Professionalism essentials</td>
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<tr>
<td></td>
<td>• Working with the Service Department</td>
</tr>
<tr>
<td></td>
<td>• Displays, marketing and selling – in the dealership and with wholesale accounts</td>
</tr>
<tr>
<td></td>
<td>• Parts inventory management</td>
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<tr>
<td></td>
<td>• Stocking and inventory management parameters</td>
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<tr>
<td></td>
<td>• Understanding the stocking process / criteria</td>
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<tr>
<td></td>
<td>• How to manage obsolescence</td>
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<td></td>
<td>• Monitoring parts movements</td>
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<td></td>
<td>• Managing special order parts</td>
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<td></td>
<td>• Recording of lost sales</td>
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<td>• Cost and profit management</td>
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</table>
# Service Technician Audience

<table>
<thead>
<tr>
<th>Training Focus</th>
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</thead>
</table>
| **New Technician Orientation / Toolkit** | • OEM heritage highlights and milestones  
• Training opportunities and resources  
• Vehicle systems - engines, suspensions, drivetrains, brakes, wheels and tires, chassis, advanced comfort and convenience technologies, safety systems, etc.  
• OEM Diagnosis and Repair Process steps and requirements  
• Pre-Delivery Inspection requirements  
• Diagnostic tools  
• Technical support  
• Product reports and special service tools |
| **Advanced Electronics Diagnosis** | • Review of electrical basics  
• Overview of the most up-to-date procedures and information required to test and diagnose various types of automotive circuits and electronic components |
| **Automatic Transmission Diagnosis** | • Basic adjustment  
• Pressure testing  
• Stall testing  
• Use of the Service Manual to isolate causes  
• Electronically controlled AT operations  
• Road testing and shift schedule verification  
• Diagnostic tools and self-diagnosis  
• Data monitor (interpreting graphs and tables)  
• Interpreting clutch and band charts  
• Hydraulic operation  
• Transmission power flows |
| **New Model Technical Training** | • Presentation regarding the operation, diagnosis and repair of the systems and technologies utilized on the all-new model  
• Hands-on activities, such as Vehicle and New Technologies Discovery and Overview, Vehicle Information Display System Overview, diagnostic tools plus data interpretation |
| **Noise, Vibration & Harshness (NVH) Diagnostics** | • Concepts of vibration order, amplitude and frequency and how they can be applied to effectively diagnose vehicle noise and vibration  
• Applying the correct information, tools and test equipment to accurately and efficiently diagnose and service OEM-specific noise and vibration concerns:  
  o Verify and isolate symptoms using road tests  
  o Effective use of available tools  
  o Use of noise reduction products |
## Curriculum Development

<table>
<thead>
<tr>
<th>Training Focus</th>
<th>Topics Available / Customizable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Conditioning Fundamentals</td>
<td>• Common AC concerns (based on data gathered from OEM field reports)</td>
</tr>
<tr>
<td></td>
<td>• Calibration of diagnostic instruments</td>
</tr>
<tr>
<td></td>
<td>• Refrigerant recovery and system charging</td>
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<tr>
<td></td>
<td>• Performance testing</td>
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<td></td>
<td>• Diagnostic techniques</td>
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</tbody>
</table>

*We have extensive instructional design and development experience in the automotive sector.*
On the administration side, we offer an experienced team who can expertly support a comprehensive range of training logistics and administration needs.
WE OFFER TRAINING SOLUTIONS DESIGNED TO MEET CLIENT BUDGET NEEDS. A SOLUTION CAN INCLUDE A COMBINATION OF ANY OF THE BELOW-NOTED FORMATS:

- eLEARNING
- WEBINARS
- CLASSROOM TRAINING
- IN-DEALERSHIP CONSULTING / COACHING
- TRAINING AND POS RESOURCES
- BLENDED LEARNING
An ILS eLearning module or program is branded and customized to each client’s unique needs and requirements.

ILS-developed online courses range in total length from 10 minutes to multiple hours. These eLearning training modules are prepared in shorter, modularized, chapter-formats and can include voiceover, video, exercises and interactive simulations. Users’ access and completion rates are tracked. Training module, and ultimately certification, completion is achieved and recorded when the related post-tests are successfully completed.

We can address English and French requirements by building in either of two options:

- Separate English and French versions for each course
- Bilingual courses with language swap functionality at the section level

Advantages of ILS-developed eLearning are:

- Ranges from static presentation of information to highly visual and interactive courses / simulations
- Complete online, SCORM 2004, 3rd Edition conformant
- Numerous validation tools available for development, including:
  - Post-tests (multiple choice, true/false, fill-in-the-blank, matching and sequence, etc.)
  - Complete simulations of large, complex systems
  - Scenario games
- Implementations can be:
  - Through our clients’ ILS-developed and maintain LCMS systems
  - Customized for our clients’ third-party-developed and maintained LCMS systems
  - Via CD delivery
  - As part of blended approach - for example, pre-course eLearning, facilitated, on-site course, post-course evaluation
Webinars

We support clients’ need to reach even remote dealers. We offer our ability to design, develop and deliver ‘web-based conferences’ - aka. webinars.

You pick the day and time and we will put into place all the logistics needed to consistently deliver your key messages across the miles.

Examples of ILS-developed webinars are:

▪ New model launch overview
▪ Introduction to vehicle pre-sale campaign
▪ New technology highlights
▪ Performance management best practices
▪ Running effective meetings
▪ Orientation to LCMS enhancements
▪ Understanding new technology

Classroom

Working with the client SME, we design and develop curriculum and training materials to facilitate classroom training, from ½ day workshops to intensive multi-day informational and skills practice courses.

ILS-developed outputs for classroom delivery can include:

▪ Training objectives and outputs
▪ Course design proposal
▪ Facilitator’s guide, including lesson plan / agenda, background trainer reference, talk tracks and answer keys
▪ Course workbook
▪ Training presentation (PPT)
▪ Activity worksheets
▪ Case studies
▪ Launch announcement
▪ Pre and post-tests
▪ Train-the-trainer facilitation

Further, we have a reliable network of trainers based in various cities across Canada who are experienced in the facilitation of training in the automotive training areas, including sales, service, management and Business Office training as well as technical training.

We engage our trainers on a contract basis and do not have instructors on staff on a full-time basis. Our experience causes us to prefer a position where we contract the best available for a specific project at any particular time.

As needed, we can co-ordinate all translation and verify the accuracy of all translated text.
In-Dealership Consulting / Coaching

We offer and deliver complete or partial in-dealership process review and coaching programs that can involve: needs assessment / process review, strengths and opportunities report, action planning, training, coaching, and follow-up.

Areas of focus may include...

Sales Department Training
- Managing customer traffic
- Managing customer information
- Building closing ratios
- Ensuring a quality delivery experience
- Ensuring an effective sales-to-service hand-off

Service Department Training
- Using your DMS data to its full potential
- Standardization of operation codes
- Accurate recording of customer information
- Communication and soft skills training

Management Training
- Setting-up cross functional teams
- Managing inter-departmental communications
- Defining roles & responsibilities
- Managing customer transitions
- Developing a target marketing strategy
- Pay plans and bonus plans that work

Business Office Training
- Building value in Business Office Products
- Inter-departmental support
- Product presentation and follow-up
Our training solutions are based on our clients’ requirements. As such, we offer blended learning solutions to address your unique objectives.

For example, to support a new model launch, an OEM client selected ILS to design, develop and deliver:

- An online Product Knowledge database with access to streaming video and printable sales aids
- New Model Overview eLearning
- An online, facilitated ‘pre-sale’ webinar
- An instructor-led, classroom-based Competitive / New Model Ride & Drive event
- An online certification test to validate Sales Consultants’ product knowledge
Training & POS Resources

We design and develop client-branded job aids, reference manuals, point-of-sale brochures and tools.

Sample ILS-developed outputs include:

- New Vehicle Sourcebooks
- New Dealer Orientation Toolkit
- Understanding the Dealer Statement
- Dealer Portal Orientation
- Quick Reference Guides
- Service POS Brochures
- Management Toolkits
- Process Standards Booklets
- Online Dealer Accounting System Manual
- Setting up Dealer Staff on OEM Applications
- New Vehicle Receipt, Storage, Inspection and Delivery Guidelines & Best Practices
- Dealership Position Descriptions
Training Administration

We have an experienced bilingual team to support all of your training administration needs. With a network of reliable third-party services providers, we can:

- Design print-ready materials
- Coordinate content translation
- Verify translation
- Coordinate printing

- Source and book training venues
- Source and book catering
- Prepare and ship training materials
- Receive and process attendee sheets and evaluation forms

- Register participants
- Proactively canvass dealerships to build participation
- Track attendance
Our knowledge of the automotive industry and our production team’s expertise can help you design, develop and launch dealer and/or consumer-friendly support systems.

ILS-developed systems include:

Learning Content Management Systems (LCMS)

ILS’s Learning Content Management System has been designed and built specifically for the automotive industry and supports multiple languages (currently operating in English, French and Spanish). Our LCMS clients include 6 unique-branded systems, 5 of which are Canadian OEMs.

ILS’s LCMS’s are secure, scalable and provide tracking and reporting functions and training records as well as role-based access, control and viewing privileges for different levels.

Starting from a common framework and architecture developed specifically for the automotive industry, we customize each client’s LCMS to address the unique branding, access, content and reporting requirements. As well, we offer hosting, maintenance and support services.
KEY ILS-DEVELOPED LCMS DESIGN & SUPPORT FEATURES:

- **Classroom Training**
  - Course descriptions, calendar, online training registration, attendee sheets, online evaluations, pre and post-tests

- **eLearning**
  - Complete online, SCORM 2004, 3rd Edition conformant modules

- **Training Resources**
  - Job aids, manuals, brochures, streaming video, PPTs, webinar capability

- **Certification**
  - Programs of study, reporting on progress, recertification requirements, ROI on specific KPIs

- **Reporting**
  - Training transcripts, reward programs, log-in reports, training saturation reports and others by job title, national, region, territory, etc.

- **Permissions**
  - Administrator users, trainers, students, custom permissions
Recognition Programs

We help clients design and define programs to incentivize and recognize performance excellence.

**ILS-developed and supported programs include elements of:**

- Vehicle Sales (General or specific model, performance against target)
- Customer Satisfaction (Sales and service, overall and specific question)
- Training Completion
- Staff Retention
- Warranty Ranking
- Dealership Performance and OEM Support
  - Gross profit of various departments and categories of labour and parts
  - Customer pay parts to labour ratio
  - Parts and accessories purchased ratio
  - And many other DMS and Financial Statement based measurements
- Marketing and Wholesale Operations Participation
These individual elements are then measured against:

- Previous time periods
- Target
- National, Region, District, Dealer Classification averages

Based upon performance, points are then awarded and individuals ranked nationally, regionally, by district and by dealer classification.

Incentives awarded can then be based upon some combination of qualifiers, points and/or ranking and take the form of redemption through a choice of prizes, that could include cash and/or a trip.

**ILS develops and supports recognition programs for various dealership positions:**

- Sales Consultants and Managers
- Parts Advisors and Managers
- Service Advisors and Managers
- Technicians
- Business Office
- Dealerships
To help OEM clients provide their dealer networks with core product and competitive information, we designed and developed the ‘Product Knowledge Online Database’. Information Categories include...

- Model Line-Up
- Market Position
- Buyer Profile
- Performance / DGR / Engineering / Safety Highlights
- Available Accessories and Warranty
- Pricing and Grade Walk
- Key Features and Unique Selling Points (USPs)
  - “What You Should Know About___”
  - “Key Advantages of___”
- Key Comparisons against Primary Competitors
  - Highlights of On-Model Comparisons
  - Highlights of Dynamic Comparisons
- Selling and Delivery Strategies
  - Prospecting Strategies
  - Walk-around Presentation Demo
  - Hands-on Feature Explanations at Delivery
  - Tools
Model-specific ‘Feature, Advantage & Benefits Stories’
Providing clients with easy to use and updateable online systems is our focus. Another example is the ILS-developed online bilingual accounting manual system with capabilities to search content and print-by-page functionality.

### Features offered by this system include:

- HTML content stored in a dynamic menu with full administration of all content and menu structure
- Search capabilities
- Ability to print a page or pages
- Content links to related content
- Integration into existing OEM login systems
- Tracking of site usage by login tracking
- Client ability to update content
- Hosting of online bilingual accounting manual
- Development and integration of embedded training lessons


**Other OEM Systems**

**ILS designs, builds, supports and hosts various other OEM systems, including systems for:**

- Warranty Flat Rate Time and Coverage
- Dealership Profile Information (Hours, Services, Addresses, Signature, Maps, etc.)
- Online Marketing Material Ordering and Customization
- Point of Sale Quote Tools
- Customer Relationship Management