



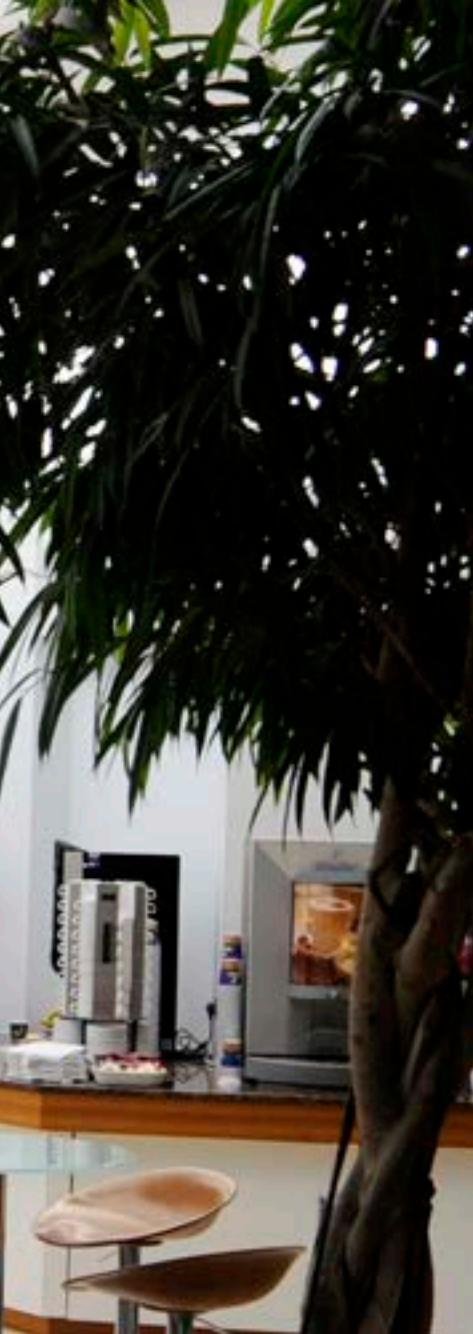
# BMW GROUP ACADEMY UK.

Training Prospectus 2013.









2012 was another fantastic year for the Academy and we are delighted to introduce you to our new Prospectus for 2013. We have redesigned this guide to ensure you have all of the information you need in an easy to use format. For the first time we have introduced a dedicated MINI section so be sure to share this with your MINI colleagues.

In times of difficult economic conditions and challenging targets, it is important to note that excellent training will allow employees to do their job better, it will motivate them and enable them to perform in the best possible way and overall increase employee retention. General training has a statistically positive effect on productivity growth.

BMW Group Academy training will allow your employees to:

- Sell more cars while increasing profit margins.
- Retain customers by understanding how to maximise your database.
- Build strong and lasting customer relationships.
- Find additional opportunities for business including options, accessories and up-selling.
- Resolve technical issues faster, more efficiently and benefit the customer by 'first time fix'.
- Understand customer needs and represent the brand and your dealership.
- Sell financing options by fully understanding all of the choices and what is best for the customer.
- Get excited by driving our cars, experiencing the competition and be passionate about our brand.

So how are we doing this and can we show that training works?

- BMW is number one in the automotive industry for training.
- Our apprentice programme is the only Ofsted awarded 'Outstanding' automotive programme in the UK.
- Our courses on average score consistently over 95% in feedback.
- We work in various locations – Wokefield Park, in-dealership and regionally to support your business.

We will continue to work closely with the dealer network and all areas of the business to provide industry-leading and relevant training that makes an impact to your business and to your employees that attend.

We look forward to welcoming you to Wokefield Park in 2013.

Richard Stubberfield  
General Manager, BMW Group Academy UK

# BMW GROUP ACADEMY UK.

Introduction & Welcome.







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# The BMW Group Academy UK.





## THE BMW GROUP ACADEMY UK.

The BMW Group Academy UK presents a state of the art, dynamic learning environment in its £17m 5,400 square metre site near Reading. It contains a 32-bay workshop, 22 training rooms as well as BMW, MINI and motorcycle showrooms. And its aim is clear – to develop, motivate and retain the best talent in our industry.

This is achieved through training methods that are as active and engaging as they are advanced, the provision of cutting-edge equipment and the mapping out of simple, clear and goal-driven career paths. It all takes place in an environment that is itself definitive of the powerful brands it represents.

Each delegate progressing through the Academy gains knowledge, focus on job skills and a more fulfilling work life. This in turn extends to greater productivity for the Dealer Network and BMW (UK) Limited.

World class training in the areas of Apprentice training, Sales, Product, Brand, Aftersales, Management and Technical training are complemented by training run regionally, within dealerships, or in specially built premises such as for Bodyshop training.

The Academy is staffed by a team of dedicated trainers, training advisors and support staff to ensure all the training needs are met on a daily basis in an environment that is best suited to learning.

In 2012, the BMW Group Academy UK delivered:

- Over 27,500 days of training.
- In 1,500 Classes.
- With 72 Trainers delivering the training.
- Supported by 7 Training Advisors, and 20 support, operations and management staff.

## THE BMW GROUP ACADEMY EVENTS.

Every year BMW and MINI launch exciting new product and technologies to the network and we are delighted to inform you that 2013 will be no different. We plan to hold a series of new model launch events for both brands this year which will allow your dealer staff to experience the new cars and technologies first-hand giving them the confidence and knowledge they need to speak about our new products. As part of these events, we will also allow dealer staff to drive not only our product, but also that of our competition to truly stay ahead in the market and to ensure that our customers receive the best possible experience.

Feedback from 2012 has been extremely positive with our events scoring over 4.8 out of a maximum of 5 and with overall scores as high as 4.96 for MINI. We value your feedback and input and continually look to improve our events and your experience.

### **Retail Standards Requirement.**

In order to comply with retail standards, we would like to remind you that the dealer attendance requirements for Event Training are as follows, however you are always more than welcome to send more:

### **Sales staff (Non-Technical):**

- Dealers with up to 6 Sales staff must send 2.
- Dealers with 7 to 12 Sales staff must send 3.
- Dealers with 13 to 18 Sales staff must send 4.
- Dealers with 19 to 24 Sales staff must send 5.
- Dealers with 25 + Sales staff must send 6.

### **Aftersales staff (Non-Technical):**

- Dealers with up to 8 Aftersales staff must send 1.
- Dealers with 9 + Aftersales staff must send 2.

Note: Be sure to check the MINI Section of this Prospectus for Retail Standards guides as of November 2012 and images of some previous MINI events.











M5

PIRELLI



### BMW GROUP ACADEMY

#### APPRENTICESHIP AWARDS DAY.

All apprentices who complete an apprenticeship are invited to celebrate their achievement by attending the Awards Day at the BMW Group Academy UK. Each apprentice will then be presented with a certificate after achievement normally by the Managing Director of BMW UK Ltd.

Throughout the apprenticeship, learners are encouraged and supported to involve themselves in the wider motor industry and take part in competitions such as WorldSkills.



## UPCOMING EVENTS FOR 2013.

Throughout 2013 there will be a number of Training Events run and the table below gives you an idea of some of the potential things to expect.

Dates are to be confirmed closer to the time. For more information please contact The BMW Group Academy UK.

BMW GROUP ACADEMY LAUNCH AND EVENTS CALENDER 2013.	
January	
February	
March	<b>MINI</b>
April	BMW
May	
June	
July	
August	BMW
September	
October	<b>M Certification</b>
November	
December	BMW





## BMW AFTERSALES CURRICULUMS

## THE AFTERSALES CERTIFICATION PATH AND CURRICULUMS.

Curriculums have been defined to give a recommended path of training that aligns with particular job codes. The curriculums automatically populate an individual's Training Plan dependant on the job code assigned to them.

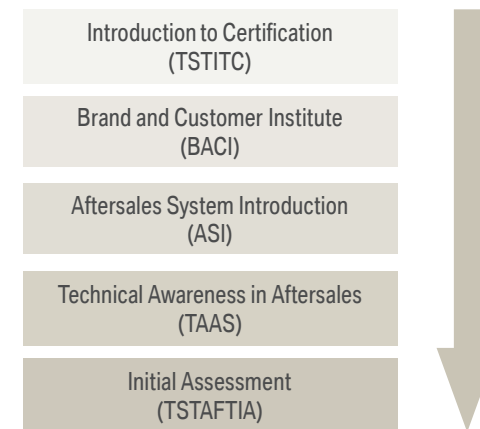
**Please note:**

If you have already completed Parts/Service Fast Track, you do not need to follow the path, just complete:

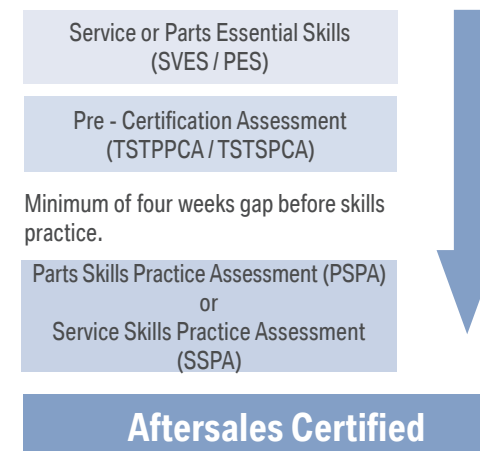
- Aftersales Systems Introduction (ASI).
- Brand Academy (BA) or Brand Academy and Customer Institute (BACI).

### The Aftersales Certification Path

Within the first 6 months Service Advisors, Team Leaders and Parts Advisors should have completed the following courses.



Within 12 months you should have completed all of the following courses in addition to the ones above.





# Aftersales Curriculums.



<b>SERVICE ADVISOR AND SERVICE TEAM LEADERS</b>			
<b>JOB CODE: 040 and 004</b>			
<b>COURSES REQUIRED FOR CERTIFICATION</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
Introduction to Certification	Online	TSTITC	
Brand and Customer Institute	1 Day	BACI	
Aftersales Systems Introduction	2 Days	ASI	
Technical Awareness for Aftersales Staff	2 Days	TAAS	
Aftersales Initial Assessment	Online	TSTAFTIA	
Service Essential Skills	4 Days	SVES	
Service Pre-Certification Assessment	Online	TSTSPCA	
Service Skills Practice Assessment	1 Day	SSPA	
<b>RECOMMENDED ADDITIONAL COURSES</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
MINI Full Works	2 Days	MINIFW	
Essential Customer Service Skills	2 Days	ECSS	
Maximising Aftersales Selling Opportunities	1 Day	MASO	
Warranty and Service Product	2 Days	WPS	
Introduction to Aftersales Marketing	2 Days	IAM	
Service Professional Level 2	3 Days	SPL2	

## SERVICE ADMINISTRATOR

JOB CODE: 022

RECOMMENDED COURSES	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
Aftersales Systems Introduction	2 Days	ASI	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
MINI Full Works	2 Days	MINIFW	
Technical Awareness for Aftersales Staff	2 Days	TAAS	
Service Essential Skills	4 Days	SVES	
Maximising Aftersales Selling Opportunities	1 Day	MASO	
Warranty and Service Product	2 Days	WPS	







PARTS ADVISOR AND PARTS TEAM LEADER			
JOB CODE: 205 AND 202			
COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
Introduction to Certification	Online	TSTITC	
Brand and Customer Institute	1 Day	BACI	
Aftersales Systems Introduction	2 Days	ASI	
Technical Awareness for Aftersales Staff	2 Days	TAAS	
Aftersales Initial Assessment	Online	TSTAFTIA	
Parts Essential Skills	4 Days	PES	
Parts Pre-Certification Assessment	Online	TSTPPCA	
Parts Skills Practice Assessment	1 Day	PSPA	
RECOMMENDED ADDITIONAL COURSES	DURATION	CODE	✓
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
MINI Full Works	2 Days	MINIFW	
Essential Customer Service Skills	2 Days	ECSS	
Maximising Aftersales Selling Opportunities	1 Day	MASO	
Developing Trade Parts Business	2 Days	DTPB	
Introduction to Aftersales Marketing	2 Days	IAM	
Parts Professional Level 2	3 Days	PPL2	



PARTS ADMINISTRATOR			
JOB CODE: 208			
RECOMMENDED COURSES	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
Aftersales Systems Introduction	2 Days	ASI	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
MINI Full Works	2 Days	MINIFW	
Technical Awareness for Aftersales Staff	2 Days	TAAS	
Parts Essential Skills	4 Days	SVES	
Maximising Aftersales Selling Opportunities	1 Day	MASO	
Warranty and Service Product	2 Days	WPS	
Developing Trade Parts Business	2 Days	DTPB	





WORKSHOP CONTROLLER			
JOB CODE: 018			
RECOMMENDED COURSES	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
Time Management	1 Day	TIME	
Effective Workshop Team Leader	3 Days	EWTL	
Maximising Your Efficiency	1 Day	MYE	
RECOMMENDED ADDITIONAL COURSES	DURATION	CODE	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
MINI Full Works	2 Days	MINIFW	
Aftersales Systems Introduction	2 Days	ASI	
Technical Awareness for Aftersales	2 Days	TAAS	
Essential Customer Service Skills	2 Days	ECSS	

**Note:**

Due to the nature of this job role, it is important that Workshop Controllers keep up to date with vehicle technology. Therefore, please be sure to study the Technical courses available.



<b>WARRANTY ADMINISTRATOR</b>			
<b>JOB CODE: 015</b>			
<b>RECOMMENDED COURSES</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
Brand and Customer Institute	1 Day	BACI	
Aftersales Systems Introduction	2 Days	ASI	
Technical Awareness for Aftersales Staff	2 Days	TAAS	
Warranty and Service Product	2 Days	WPS	
Warranty Procedures for Bodyshop	1 Day	WPB	





## AFTERSALES COURSES



## ABOUT THE AFTERSALES TRAINING.

The Aftersales courses are designed to give those employed in the Aftersales area, the knowledge, skills and behaviours that align to their specific job roles.

The variety of courses available offer individuals the opportunity to develop their Aftersales experience whilst enhancing their personal growth.

The courses are aligned to both business needs and Dealer requirements, ensuring that they add real value to the delegate's role and application back in their workplace.

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## WHAT DELEGATES HAVE SAID.

“Gained lots of skills to put into practice and help develop trade business”

“How to become more assertive and deal with customer needs”

“I found the course trainer friendly, outgoing and made the course worthwhile”

“Very helpful regarding clarity and Open Time and Test Schedules – Feel much more relaxed about audit”

## AFTERSALES SYSTEMS INTRODUCTION.

### Overview

This course is designed to help delegates to make the most of the key Aftersales Systems and to display confidence when using these systems during customer interactions.

In addition, effective use of the systems will enable delegates to make the most of selling opportunities for both Parts and Service Departments. The ability to use all key systems will make it possible for staff to effectively assist or deputise for colleagues in other business areas when required.

### Target Group

All Aftersales staff

### Requirements

A module of the course is devoted to the Emergency Service / Replacement Car Hire (RCH) provision. Please review the operation within your dealership ready for discussion on the course.

### Key Areas

- Demonstrate a clear understanding and knowledge of the BMW and MINI Infonet.
- Accessing and familiarisation of systems including: USP, Product Briefing/ Product Knowledge, RCH, Technical Information Centre and BMW Group Academy UK.
- Using KSD, EPC and ISPA Light to accurately identify or source information necessary to service or rectify vehicle faults and provide a high level of customer service.

### Total Duration

2 Days.

### Course Code

ASI.

## TECHNICAL AWARENESS FOR AFTERSALES STAFF.

### Overview

This course is designed to give delegates a basic understanding of how a motor vehicle works, an appreciation of the vehicle systems and an understanding of terminology specific to the BMW Group. This is aimed at giving dealer non technical aftersales staff greater confidence during customer interactions.

Aftersales staff will have the opportunity to explore and experience the Audio and Communication systems within BMW vehicles, enabling them to effectively understand and discuss customer needs.

Note: If you are a qualified BMW technician you do not need to attend this course.

### Target Group

All Aftersales staff.

### Total Duration

2 Days.

### Course Code

TAAS.

### Key Areas

- **Aftersales Service**
  - Warranty.
  - Condition Based Service.
  - Personal profile .
  - Matt Paint.
- **Engine Technology**
  - Basic principles of petrol/diesel engines .
  - Engine components.
  - BMW Engine technology.
  - BMW EfficientDynamics.
- **Driveline**
  - Transmissions.
  - Basic chassis systems.
  - Braking systems.
  - Wheels and tyres .
- **General Electrics**
  - Bus systems.
  - Lighting.
  - Passive safety.
  - Programming.
- **Communication Systems**
  - Telephones.
  - BMW ConnectedDrive.
- **iDrive**
  - Versions of iDrive/navigation.
  - Favourite buttons.
  - Compressed music.



## PARTS ESSENTIAL SKILLS.

### Overview

This course provides essential core skills training for Parts Advisors and Parts Team Leaders/Managers and is an integral part of the Parts Certification process.

A broadly-scoped schedule that focuses on how a dynamic, customer-focused Parts Team play a critical role in the success of each Dealership

The programme helps identify how to ensure effective communication and participants will develop the necessary skills to meet the selling demands of the job role.

### Target Group

Parts Advisors and Parts Team Leaders/Managers.

### Requirements

Delegates should complete all of the relevant courses (BACI, ASI & TAAS) and the initial on-line assessment prior to attending the Service Essential Skills course.

### Total Duration

4 Days

### Key Areas

- Identify the business opportunities which arise within the Parts Department.
- Fully understand the importance of meeting the expectation of our customers.
- Develop communication skills and understand the difference between Trade and Retail customers.
- To recognise your competition and what sets you aside from them.
- Recognise the difference between BMW and MINI customers and understand how to build trust and rapport with them.
- Identify customer needs and present products and services to meet those needs
- Develop a more natural selling approach.
- To be able to have basic technical discussions in a customer-friendly manner.
- To overcome objections, calm emotionally charged situations and manage complaints.

Knowledge gained in this module will be tested by an online assessment.

Once all modules have been completed, your final step is to attend PSPA which is a one day assessment.

### Course Code

PES







## SERVICE ESSENTIAL SKILLS.

### Overview

This course provides essential core skills training for Service Advisors and Service Team Leaders/Managers looking to advance to Certified Service Advisor status and focuses on how a dynamic, customer-focused Service Team plays a critical role in the success of each dealership.

### Target Group

Service Advisors and Service Team Leaders / Managers.

### Requirements

Delegates should complete all of the relevant courses (BACI, ASI & TAAS) and the initial on-line assessment prior to attending the Service Essential Skills course.

### Total Duration

4 Days

### Key Areas

- Identify the different touch-points where we have the opportunity to interact with our customers.
- Fully understand the importance of meeting and exceeding the expectation of our customers.
- Develop communication skills.
- Recognise the difference between BMW and MINI customers and understand how to build trust and rapport with them.
- Work with core conversation controlling and questioning techniques to gather information.
- Recognise the impact that mind set has on behaviour and how to demonstrate positive behaviour.
- Identify customers' needs and present products and services to meet those needs.
- Develop a more natural selling approach, particularly when seeking authority for additional work.
- Explain work carried out and have basic technical discussions in a customer-friendly manner.
- To overcome objections, calm emotionally charged situations and manage complaints.

Knowledge gained in this module will be tested by an online assessment.

Once all modules have been completed, your final step is to attend SSPA which is a one day assessment.

### Course Code

SVES

## DEVELOPING TRADE PARTS BUSINESS.

### Overview

This course is designed to help participants identify and develop profitable trade parts accounts. It focuses on the operational elements of the business and is aimed at dealer staff responsible for selling to the trade.

### Target Group

Parts Advisors and Parts Managers responsible for trade parts business.

### Key Areas

- Understanding the value and benefit that a well run trade parts department operation can generate.
- Analysing what constitutes a 'good' customer.
- Recognising the competition and selling your dealership's USPs.
- Prospecting for new business and maximising the potential of current customers.
- Identifying needs and qualifying prospects.
- Developing business through effective planning and regular contact.
- Working assertively to gain customer commitment and overcome sales objections.
- Developing profitable trade accounts.

### Total Duration

2 Days

### Course Code

DTPB

## ESSENTIAL CUSTOMER SERVICE SKILLS.

### Overview

This course is designed to make more effective and productive communicators of all attendees. Particular focus is placed on interpersonal skills and developing relationships that turn customers into champions of the BMW Group brand.

### Target Group

All customer facing Aftersales staff, including Managers.

### Requirements

Completion of the pre-coursework is required, prior to attendance.

### Key Areas

- The difference between loyalty and repeat business and how customer champions can be developed by everyone in the dealership.
- Identifying the barriers that exist in achieving customer champions and the areas of influence that you can affect personally.
- Why focusing on premises, process and people are not the only dimension to be considered within the customer's experience.
- How the customer should be at the centre of the transaction - not the car.
- Refreshing key interpersonal skills: creating good first impressions, building rapport, effective questioning and active listening.
- Learning about your emotional intelligence and how it can create favourable impressions from customers and colleagues, your service and your Dealership.
- Measuring your emotional intelligence to identify strengths and development needs.
- Raising levels of self-motivation.

### Total Duration

2 Days

### Course Code

ECSS

## MAXIMISING AFTERSALES SELLING OPPORTUNITIES.

### Overview

This course has been developed to help support BMW Group, Initiative 11 - Aftersales Business Development opportunities. It is designed to ensure that Aftersales staff are properly equipped to fully exploit the available turnover and profit potential.

### Target Group

Aftersales staff (including Managers), who are required to sell products or services.

### Key Areas

- Identify the many incremental Aftersales selling opportunities.
- Confidently connect and converse with all types of customers.
- Confidently sell Aftersales products and increase turnover.

### Total Duration

1 Day

### Course Code

MASO





## WARRANTY AND SERVICE PRODUCT.

### Overview

This course will help ensure delegates are best placed to fully understand and accurately administer warranty claims.

### Target Group

Aftersales staff involved in the completion of warranty work (Service/Aftersales Managers, Warranty Administrators, Service Advisors, Team Leaders, Workshop Controllers, Technicians, Parts Advisors).

### Key Areas

- Overview of basic warranty cover.
- How to claim Open Time and recognise the importance of accurate write-ups to support Open Time claims.
- Understanding the additional work process.
- Making goodwill decisions.
- Effective use of systems to increase claim accuracy, reduce corrections and increase efficiency.
- An understanding of how the warranty audit works and what actions are required to perform more successfully at Warranty Audit.

### Total Duration

2 Days

### Course Code

WPS

## WARRANTY PROCEDURES FOR BODYSHOP.

### Overview

This course uses a workshop approach to help improve the accuracy of your warranty claiming. Specific attention is focussed on warranty cover, the creation and successful administration of a claim, limits of authority and passing a warranty audit.

### Target Group

Bodyshop / Aftersales Managers, Warranty Administrators and Bodyshop Advisors both from BMW Dealerships and from BMW Approved Bodyshops.

### Requirements

Please bring a copy of your last Warranty Audit with you.

### Key Areas

- Preparing and administering a warranty claim.
- Understanding of the relevant parameters surrounding warranty cover and the effective creation and administration of a claim.
- Understanding how to claim Open Time and a recognition of the importance of correct and accurate write ups to support warranty claims
- More effective use of the systems to increase claim accuracy, reduce the number of corrections and increase efficiency.
- An understanding of how the warranty audit works, and what actions are required to perform more successfully at Warranty Audit.

### Total Duration

1 Day

### Course Code

WPB



## INTRODUCTION TO AFTERSALES MARKETING.

### Overview

This intensive course uses a workshop approach to recognise the importance and scope of Aftersales Marketing. Delegates are given an insight into how to use basic marketing techniques and existing marketing tools and how to create measurable campaigns within a balanced and produce a well thought out Aftersales Marketing Plan.

### Target Group

Dealership Marketing; Service, Parts and Bodyshop Personnel who are involved in the promotion and sales of Aftersales products and services.

### Requirements

Completion of the pre-coursework is required, prior to attendance.

### Key Areas

- Recognising and understanding the importance of marketing in the Aftersales business.
- Increased awareness of the opportunities waiting to be exploited.
- An introduction to some of the basic tools of marketing and how to apply them in the dealership.
- Familiarisation with manufacturer supplied tools available in the dealership (eg: Infonet, MMM+, EDMK+).
- Learn how to construct a well thought out, structured and measurable marketing campaign.
- Learn how to construct an Aftersales Marketing Plan from the start, how to critique an existing Aftersales Marketing Plan and how to develop it further.

### Total Duration

2 Days

### Course Code

IAM

## SERVICE PROFESSIONAL LEVEL 2.

### Overview

This is an important next step for individuals who have completed the Service Certification process.

By building on core skills learned during the Certification programme, this course deepens and broadens each delegate's knowledge of successful selling, customer satisfaction and operational best practices.

### Target Group

Certified Service Advisors and Service Team Leaders/Managers.

### Requirements

Delegates must complete the relevant eLearning and pre-coursework activities (further information supplied on enrolment) before the programme starts (if this is not done, completion of the course cannot be recognised).

### Key Areas

- Developing a High performance team.
- Understanding your own strengths and working effectively as a team.
- Understanding and analysing Service Department Key Performance Indicators (KPIs)
- Dealing confidently with customer complaints.
- Customer satisfaction and improved customer loyalty
- Win-Win Negotiations
- Techniques to improve sales & profitability.

### Total Duration

3 Days

### Course Code

SPL2



## PARTS PROFESSIONAL LEVEL 2.

### Overview

This is an important next step for individuals who have completed the Parts Certification process.

By building on core skills learned during the Certification programme, this course deepens and broadens each delegate's knowledge of successful selling, customer satisfaction and operational best practices.

### Target Group

Certified Parts Advisors, Parts Team Leaders and Managers.

### Key Areas

- Developing a high performance team.
- Understanding your own strengths and working effectively as a team.
- Understanding and analysing Parts Department Key Performance Indicators (KPIs).
- Effective stock management.
- Customer satisfaction and improved customer loyalty.
- Win-Win negotiation.
- Techniques to improve sales and profitability.

### Total Duration

3 Days

### Course Code

PPL2



## EFFECTIVE WORKSHOP TEAM LEADER.

### Overview

This programme explores how strong and responsible team leadership in all its different forms, drives success. It focuses on core skills, best practice and the service processes.

This course is not required for Delegates who attended Effective Service Team leader (ETL) in 2012.

### Target Group

Service Team Leaders, Team Leaders and Workshop Controllers.

### Requirements

Completion of the pre-coursework is required, prior to attendance on this course.

### Key Areas

- The importance of the team leader to the dealership, the Service Department and the customer experience.
- Understanding the team development cycle.
- Understanding your natural leadership style and your role within the team.
- The role and qualities of an effective team leader.
- Understanding the importance of Service Department Key Performance Indicators (KPIs) and ways in which they can be influenced.
- Effective personal time management including delegation and prioritisation.
- Supporting, recognising and motivating your team.
- Understanding management reports, including monthly departmental profit and loss.

### Total Duration

3 Days

### Course Code

EWTL

## ACCESSORIES PRODUCT KNOWLEDGE.

### Overview

The aim of this course is to recognise and explain the technical aspects, through 'Features' and 'Benefits', of accessory upgrades.

### Target Group

All Aftersales customer facing staff.

### Key Areas

- Retrofitted Adrenaline - Explain how the BMW M Performance and MINI John Cooper Works range of accessories gives the customer a breathtaking race feel to their ultimate driving experience.
- Optimum Driving Pleasure - Cold Weather Tyres. Demonstrate and explain the benefits of cold weather tyres to the customer.
- Communications and Audio - Demonstrate and explain the benefits of the different audio and communication options available to the BMW customer.
- GPS Navigation - Demonstrate and explain the benefits of the different navigation upgrade options available to the BMW customer.

### Total Duration

1 Day

### Course Code

APK



BMW Performance





## **BMW SALES CURRICULUMS.**

## WHAT THE CURRICULUMS ARE.

Sales Curriculums have been defined to give a recommended path of training that aligns with particular job codes. The curriculums automatically populate an individual's Training Plan dependent on the job code assigned to them within the Training System.

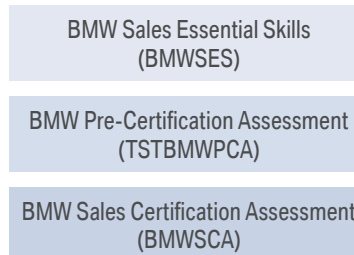
Should an individual change job roles and their respective curriculums for Sales and Aftersales that will be automatically assigned.

### The BMW Sales Certification Path

Within the first 6 months you should have completed the following courses.



Within 12 Months you should have completed all of the following courses in addition to the ones above.



**Sales Certified**

# Sales Curriculums.



BMW SALES MANAGER NEW AND USED CARS			
JOB CODE: 301			
RECOMMENDED CURRICULUM COURSE	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
BMW Product Expert	1 Day	BMWPIX	
The Power of M	1 Day	BMWPM	
BMW ConnectedDrive	1 Day	BMWCD	
Corporate Sales Programme Module 1	2 Days	CORP1	
Corporate Sales Programme Module 2	2 Days	CORP2	
Corporate Sales Programme Module 3	2 Days	CORP3	
Corporate Sales Programme Module 4	2 Days	CORP4	
Managing Used Cars Effectively	2 Days	MUCEF	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close & Telephone Skills	2 Days	SMNCTS	



ASSISTANT SALES MANAGER/CONTROLLER			
JOB CODE: 304			
RECOMMENDED CURRICULUM COURSE	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
BMW Product Expert	1 Day	BMWPX	
The Power of M	1 Day	BMWPM	
BMW ConnectedDrive	1 Day	BMWCD	
Managing Used Cars Effectively	2 Days	MUCEF	
Corporate Sales Programme Module 1	2 Days	CORP1	
Corporate Sales Programme Module 2	2 Days	CORP2	
Corporate Sales Programme Module 3	2 Days	CORP3	
Corporate Sales Programme Module 4	2 Days	CORP4	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close & Telephone Skills	2 Days	SMNCTS	



# Sales Curriculums.



## SALES DIRECTOR/GENERAL SALES MANAGER

JOB CODE: 303

RECOMMENDED CURRICULUM COURSE	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
BMW Product Expert	1 Day	BMWPIX	
The Power of M	1 Day	BMWPM	
BMW ConnectedDrive	1 Day	BMWCD	
Corporate Sales Programme Module 1	2 Days	CORP1	
Corporate Sales Programme Module 2	2 Days	CORP2	
Corporate Sales Programme Module 3	2 Days	CORP3	
Corporate Sales Programme Module 4	2 Days	CORP4	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close & Telephone Skills	2 Days	SMNCTS	
Time Management	1 Day	TIME	
Becoming A Manager of Peers	2 Days	BMOP	
Win:Win Outcomes	3 Days	WWO	
Employment Law Essentials	2 Days	LAW	
Performance From Discipline To Talent Management	2 Days	PDT	
Understanding Your Potential	2 Days	UYPP	
Understanding Others Motivation	2 Days	UPM	
Delegating and Influencing	1 Day	DAIE	
Personal Impact Training	2 Days	PIT	
Motor Trade Law	2 Days	FSMTL	
KPI Tracking and Trend Diagnosis	2 Days	KPITAS	
Finance For Non Financial Managers	2 Days	FFNFM	

**USED CAR SALES MANAGER**

JOB CODE: 350

RECOMMENDED CURRICULUM COURSE	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
BMW Product Expert	1 Day	BMWPX	
The Power of M	1 Day	BMWPM	
BMW ConnectedDrive	1 Day	BMWCD	
Corporate Sales Programme Module 1	2 Days	CORP1	
Corporate Sales Programme Module 2	2 Days	CORP2	
Corporate Sales Programme Module 3	2 Days	CORP3	
Corporate Sales Programme Module 4	2 Days	CORP4	
Managing Used Cars Effectively	2 Days	MUCEF	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close & Telephone Skills	2 Days	SMNCTS	
Time Management	1 Day	TIME	
Becoming A Manager of Peers	2 Days	BMOP	
Win:Win Outcomes	3 Days	WWO	
Employment Law Essentials	2 Days	LAW	
Performance From Discipline To Talent Management	2 Days	PDT	
Understanding Your Potential	2 Days	UYPP	
Understanding Others Personality and Motivations	2 Days	UPM	
Delegating and Influencing	1 Day	DAIE	
Personal Impact Training	2 Days	PIT	
Motor Trade Law	2 Days	MTL	
KPI Tracking and Trend Diagnosis	2 Days	KPITAS	
Finance For Non Financial Managers	2 Days	FFNFM	







<b>NEW CAR SALES EXECUTIVE</b>			
<b>JOB CODE: 302</b>			
<b>REQUIRED COURSES FOR CERTIFICATION</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
Introduction to Certification	Online	TSTITC	
Brand and Customer Institute	1 Day	BACI	
BMW Product Discovery	2 Days	BMWPD	
British Car Auction Appraisal Training	1 Day	BCAAT	
BMW Initial Assessment	Online	TSTBMWIA	
BMW Sales Essential Skills	5 Days	BMWSES	
BMW Sales Pre - Certification Assessment	Online	TSTBMWPCA	
BMW Sales Assessment	1 Day	BMWSCA	

<b>NEW CAR SALES EXECUTIVE</b>			
<b>JOB CODE: 302</b>			
<b>RECOMMENDED CURRICULUM COURSE</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
BMW Product Advanced	2 Days	BMWPA	
BMW Product Expert	1 Day	BMWPX	
The Power of M	1 Day	BMWPM	
BMW ConnectedDrive	1 Day	BMWCD	
Strategic Planning – Loyalty and Conquest	2 Days	BMWSPLC	
Strategic Planning – Experiential Selling BMW Workshop	2 Days	BMWSPES	
Negotiation Close and Telephone Skills	2 Days	NCTS	
Success with Conquest	1 Day	BMWSWC	
Corporate Sales Programme Module 1	2 Days	CORP1	
Corporate Sales Programme Module 2	2 Days	CORP2	
Corporate Sales Programme Module 3	2 Days	CORP3	
Corporate Sales Programme Module 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
Maximising Your New Car Stock	2 Days	MNCS	
Strategic Planning – Loyalty and Conquest	2 Days	BMWSPLC	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Used Car Sales Planning	2 Days	UCSP	
Managing Used Cars Effectively	2 Days	MUCEF	
Selling Used Cars Effectively	3 Days	SUCEF	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close & Telephone Skills	2 Days	SMNCTS	





<b>USED CAR SALES EXECUTIVE BMW</b>			
<b>JOB CODE: 306</b>			
<b>REQUIRED COURSES FOR CERTIFICATION</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
Introduction to Certification	Online	TSTITC	
Brand and Customer Institute	1 Day	BACI	
BMW Product Discovery	2 Days	BMWPD	
British Car Auction Appraisal Training	1 Day	BCAAT	
BMW Initial Assessment	Online	TSTBMWIA	
BMW Sales Essential Skills	5 Days	BMWSES	
BMW Sales Pre - Certification Assessment	Online	TSTBMWPCA	
BMW Sales Assessment	1 Day	BMWSCA	



**USED CAR SALES EXECUTIVE BMW****JOB CODE: 306**

RECOMMENDED CURRICULUM	DURATION	CODE	✓
BMW Product Advanced	2 Days	BMWPA	
BMW Product Expert	1 Day	BMWPX	
The Power of M	1 Day	BMWPM	
BMW ConnectedDrive	1 Day	BMWCD	
Strategic Planning – Loyalty and Conquest	2 Days	BMWSPLC	
Strategic Planning – Experiential Selling BMW Workshop	2 Days	BMWSPES	
Negotiation, Close and Telephone Skills	2 Days	NCTS	
Strategic Planning – Experiential Selling BMW Workshop	2 Days	BMWSPES	
Corporate Sales Programme Module 1	2 Days	CORP1	
Corporate Sales Programme Module 2	2 Days	CORP2	
Corporate Sales Programme Module 3	2 Days	CORP3	
Corporate Sales Programme Module 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Used Car Sales Planning	2 Days	UCSP	
Managing Used Cars Effectively	2 Days	MUCEF	
Selling Used Cars Effectively	3 Days	SUCEF	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close & Telephone Skills	2 Days	SMNCTS	



# Sales Curriculums.



CORPORATE SALES EXECUTIVE			
JOB CODE: 392			
RECOMMENDED CURRICULUM COURSE	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
BMW Product Expert	1 Day	BMWPX	
The Power of M	1 Day	BMWPM	
BMW Connected Drive	1 Day	BMWCD	
Negotiation, Close & Telephone Skills	2 Days	NCTS	
MINI Full Works	2 Days	MINIFW	
Corporate Sales Programme Module 1	2 Days	CORP1	
Corporate Sales Programme Module 2	2 Days	CORP2	
Corporate Sales Programme Module 3	2 Days	CORP3	
Corporate Sales Programme Module 4	2 Days	CORP4	
Maximising Your New Car Stock	3 Days	MNCS	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close & Telephone Skills	2 Days	SMNCTS	

SECRETARY / RECEPTIONIST			
JOB CODE: 362			
RECOMMENDED CURRICULUM COURSE	DURATION	PASSED	✓
Brand and Customer Institute	1 Day	BCAI	
BMW Product Discovery	2 Days	BMWPD	
Maximising Your New Car Stock	3 Days	MNCS	
Selling with Sales Systems 1	1 Day	SWSS1	





# Sales Curriculums.



SALES ADMINISTRATOR NEW BMW			
JOB CODE: 391			
RECOMMENDED CURRICULUM COURSES	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
British Car Auction Appraisal Training	1 Day	BCAAT	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
Developing Reception and Customer Skills	2 Days	DRC	
Maximising Your New Car Stock	3 Days	MNCS	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	

SALES ADMINISTRATOR USED BMW			
JOB CODE: 391			
RECOMMENDED CURRICULUM COURSES	DURATION	PASSED	✓
Brand and Customer Institute	1 Day	BACI	
British Car Auction Appraisal Training	1 Day	BCAAT	
BMW Product Discovery	2 Days	BMWPD	
BMW Product Advanced	2 Days	BMWPA	
Developing Reception and Customer Skills	2 Days	DRC	
Used Car Sales Planning	2 Days	UCSP	
Selling with Sales Systems 1	2 Days	SWSS1	
Selling with Sales Systems 2	2 Days	SWSS2	





**BMW SALES COURSES.**



## ABOUT THE SALES TRAINING.

Our comprehensive suite of sales training courses are designed to help you develop your sales skills, structurally from a foundation level through to furthering and enhancing your skills as a more experienced member of the team.

Our sales training programmes are designed to provide you with an interactive, hands on pragmatic approach to learning so that you will be able to use the skills learnt directly back in your dealership straight away.

Participation on these courses will add further skills to your sales “tool kit”, and ultimately provide you with tips and techniques to help you sell more cars.

## WHAT DELEGATES HAVE SAID.

“There’s always more to learn and new techniques but the individual twist is what makes it work. Gives a very good understanding of what the customer expects, thinks and wants.”

“The pace of the training was great. There was good interaction between the trainer and class, encouraging open discussion and participation. Great Skills Practice sessions.”

“I found it so useful being taken through the entire selling process at an appropriate pace built around our specific needs.”

“The way in which the material was delivered kept us all engaged and maximised learning potential. Trainers had lively manner and were perfect ambassadors for BMW and MINI – 10 Stars!”

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## BMW SALES ESSENTIAL SKILLS.

### Overview

This programme incorporates a broad range of sales related content whilst emphasising the importance of Selling Premium Experience.

Managers should ensure Sales Executives attend this course within six months of joining the Dealership.

Following on from this course Delegates will be required to attend a separate Sales Certification Assessment day to achieve their status. This course replaces Fast Track programme (FTSC1).

### Target Group

All BMW New and Used Car Sales Executives.

### Requirements

All pre requisite courses and pre-coursework are to be undertaken prior to attendance.

### Key Areas

- Premium Business Manager Introduction.
- Effective Objection Handling.
- The 5 Step Approach to Vehicle Presentation.
- Skills Practice.
- The concept of Premium Selling.
- The BMW model of Sales Excellence.
- Enquiry Management.
- Face-to-Face process (in detail).

### Total duration:

5 Days

### Course Code:

BMWSES



## STRATEGIC PLANNING – EXPERIENTIAL SELLING BMW WORKSHOP.

### Overview

Experiential Selling focuses on the most critical and emotive experiences of the Sales Approach, Qualification, Vehicle Presentation, and Demonstration Skills.

The 2-day workshop is designed to make certain your Sales Executives go back to selling cars on the strength of the Product Substance, and not how little prospects are prepared to pay.

### Target Group

Certified Sales Executives who have been in the business longer than 5 years. Being a workshop, all participants will have an opportunity to demonstrate their skills and knowledge throughout the workshop via the Skills Practices.

### Total Duration

2 Days

### Key Areas

- To build on the knowledge and skills from the Initial Certification Training and take your sales teams to the next level to further improve their closing rates.
- To ensure your Sales Teams have the skills to assess specific need through the use of effective questioning techniques.
- To make certain your sales teams have the knowledge and approach required to convince prospects on what makes our product a stronger proposition during the vehicle presentation.
- To increase the effectiveness of the demonstration drive, through planning, and selling the demonstration drive earlier in the sales approach.
- To sell more cars, with greater levels of profit.
- Review of the sales approach – “A Refresher”.
- Effective questioning techniques.
- Selling Product features using scenarios.
- Presenting BMW Group products.
- Planning an effective demonstration drive.
- Skills Practices on all of the above areas.

### Course Code

BMWSPES





118d Sport





## NEGOTIATION, CLOSE AND TELEPHONE SKILLS.

### Overview

Customers are becoming increasingly demanding in terms of shopping around, comparing quotes and looking for discounts both in Dealership and over the phone. This course will provide Sales Executives and Sales managers with the skills and ability to deal with these challenges. Delegates will learn how to build value into proposals and understand how to negotiate and close effectively.

### Target Group

Sales Executives and Sales Managers (who have previously attended Fast track or Sales essential Skills, although this isn't a prerequisite).

### Key Areas

- How to handle difficult incoming enquiries and how to turn more telephone enquiries in to appointments and future business.
- Understand that sometimes the traditional sales process does not flow predictably and learn what really influences customer decisions.
- How to build value in to proposals beyond product and price.
- Manage customer demands for discount and part exchange valuations without losing margin unnecessarily.
- Learn how to handle objections effectively.
- Manage the dynamics of customers looking to purchase elsewhere for little or no benefit.
- Understand what negotiation is, what constitutes being in negotiation and how to negotiate effectively.
- Learn how to close and secure the order.

### Total Duration

2 Days

### Course Code

NCTS

## STRATEGIC PLANNING - LOYALTY AND CONQUEST.

### Overview

This two-day active workshop is designed for your Sales Managers and more Senior Sales Executives to work on and develop increased Loyalty and Conquest business. By the end of the two-days participants will have a clear and workable loyalty and conquest approach tailored to the specific needs of your business.

### Target Group

Sales Managers and Certified Sales Executives who have been in the business longer than 5 years.

### Key Areas

- To introduce the absolute and critical importance of CRM, and how both loyalty and conquest are positioned within the CRM Strategy.
- To offer clear guidance on how to build and implement a successful customer loyalty and retention strategy which can be delivered at Sales Executive level.
- To coach your sales team on how to develop simple and easily executable conquest plans.
- To motivate your Sales Executives to make certain both loyalty and conquest activity becomes habitual.
- To successfully increase your volume sales with a lower overall cost to the business.
- The Basics of CRM.
- Defining the Marketing terms, and how they link to volume sales within your Sales Team.
- Building a personal loyalty and retention strategy.
- Refocusing on the brand, and using both brand and brand behaviour as a retention and conquest tool.
- Gaining increased referral business.
- Developing a personal conquest plan.

### Total Duration:

2 Days

### Course Code:

BMWSPCLC





118i SE

## SELLING USED CARS EFFECTIVELY .

### Overview

Participants attending this course will have the opportunity to gain key skills in their role as a Used Car Sales Executive. The programme will further advance and develop the Used Car selling skills of the delegate in many areas of their responsibility including using the Approved Used Car programme to their advantage, appraisal techniques, negotiating for profit, negotiation style, closing and being pro-active.

### Target Group

All Used Car Sales Executives.

### Total Duration

3 Days

### Key Areas

- Understanding how the competition operates through the mystery shop pre-work and how this should be used to the advantage of the dealership.
- Gaining an understanding of the market size combined with BMW's short term goals and objectives.
- The ability to include the Approved Used Car programme as a significant benefit within all sales presentations. Participants will understand how the AUC programme can contribute to additional sales and profitability.
- Understand the AUC Portal and how this can help the role of a Used Car Sales Executive. During this module we will also look at the benefits of "C It Now" and how this significantly helps with distance selling.
- Develop skills in the appraisal process to ensure that profits are maximised.
- Improve the ability to confidently appraise a part-exchange, whilst managing the relationship with the customer.
- How to present a part-exchange value to the customer in a confident manner
- The ability to understand the difference between negotiation styles when presenting the price to the customer.
- Review your own negotiation style and determine if this needs to change to maximise opportunities within your sales process.
- Skills practice in a nonthreatening environment, with the opportunity for feedback from other delegates and the trainer.
- Recognising the importance of being pro-active as a Used Car Sales Executive and how this can make the difference between good and great
- Create an action plan to exploit strengths and identify areas for development and improvement.

### Course Code

SUCEF





## BRITISH CAR AUCTION APPRAISAL TRAINING.

### Overview

This course will show Delegates how to effectively appraise a part exchange or used vehicle. The training day combines classroom learning on theory with practical and hands on experience appraising vehicles on site. Subject to availability this course takes place at a choice of 6 regional BCA centres.

### Target Group

New and Used Car Sales Executives and Sales Managers.

### Key Areas

- Understand the importance of carrying out a proper vehicle appraisal.
- Learn a process and method to enable a delegate to appraise a vehicle thoroughly.
- Increase awareness of car crime (cloning, stolen vehicles, clocking) and how to spot key signs a vehicle might fall into this category.
- The importance of correct documentation and how to check its authenticity.
- How to identify historical body and paint repairs and use a paint depth meter.
- Understand tyre regulation and to be able to use a tyre depth gauge.

### Total Duration

1 Day

### Course Code

BCAAT

## SELLING WITH SALES SYSTEMS 1.

### Overview

This course covers all aspects of a New and Used Sales Executives role with the systems including Kerridge, IVS, Infonet, CRM portal and much more. The course is a non-traditional training programme with an exciting mix of hands on experience and fun activities to ensure that learning is maximised and taken back to the Dealership.

Please Note that SA3 is discussed but the system not used on the course. This is covered In-Dealer on SWSS2.

### Target Group

New and Used Car Sales Executives.

### Key Areas

- To be able to manage customer enquiries to increase sales opportunities and meet customer expectations.
- Experience Autoline, IVS, The Infonet and all aspects relating to the Sales role.
- Confidently assess and maximise sales information to manage all aspects of a customer order.

### Total Duration

2 Days

### Course Code

SWSS1



## SELLING WITH SALES SYSTEMS 2.

### Overview

The course comprises 2 x half-day sessions covering all aspects of a New Car Sales Executive's role focusing on SA3; including quoting, ordering and sourcing new cars. Hands on activities ensure that learning is maximised and taken back into the daily role of a Sales Executive.

The delegate should have a basic understanding of the dealership's systems and be able to create a new customer enquiry in Autoline, to ensure full benefit from attending the course.

This in-dealership training is an excellent opportunity to ensure your entire sales team have all the skills they need to quote and order new cars efficiently. You may wish to use the morning session for the more experienced members of your team, including Sales Manager and Sales Administrator, to ensure that you are maximising the use of SA3, and then use the afternoon session for less experienced members of the team.

### Target Group

New Car Sales Executives, Sales Managers new to SA3, Sales Administrators.

### Key Areas

- To be able to create new vehicle quotations and orders
- To confidently demonstrate SA3 to match the needs of the Customer

### Other Information:

The dealership will need a suitable room for the training that can comfortably seat required amount of delegates per session. The following will need to be supplied by the dealership;

- A PC or laptop (with mouse) for each delegate, between 2 delegates.
- The PC must access SA3, Autoline, IVS and the Infonet.
- Each delegate must have a working user ID to access SA3, Autoline and IVS (these must be tested 48 hours prior to the training course)

### Total Duration

1 Day (Consisting of 2 x half day sessions).

### Course Code

SWSS2









## DEVELOPING RECEPTION AND CUSTOMER SKILLS.

### Overview

This course will enable Delegates to operate with greater confidence and develop more effective working relationships. Participants will gain an understanding of their role within the business and the value that it brings. The programme also promotes the importance of greater customer care.

### Target Group

All Reception Staff and those who have a responsibility for welcoming customers into the business.

### Key Areas

- Understanding the role and the value it brings.
- How to develop positive relationships.
- Working with assertiveness.
- Controlling the conversation.

### Total Duration

2 Days

### Course Code

DRC



## CORPORATE SALES PROGRAMME MODULE 1.

### Overview

By attending this module you will gain a clearer understanding of your corporate role, the corporate sales process and how it differs from retail sales. This module will specifically show you how to target and segment your local market place and how to create effective traditional written and electronic communication. This will enhance your chances of engaging with key decision makers in your target market groups.

On completion of the range of corporate training courses (one to four), Delegates will be given the opportunity to become an affiliated member of the ICFM (Institute of Car Fleet Management) which an industry recognised body.

### Target Group

Corporate Sales Executives and Corporate Sales Managers.

### Requirements

Please bring a lap top with you to the course.

Allow a minimum of 6 weeks before attending CORP2.

### Key Areas

- Understanding the role of the Corporate Sales Executive / Manager within the Dealership and how important this is in the context of the BMW Brand.
- Overview of the support structures within BMW and putting the competition into context.
- Overview of business user dynamics and why companies operate fleet vehicles.
- The corporate sales process.
- Segmenting and targeting the local market place and gathering data to prepare your strategy.
- How to validate companies within the target areas and how to create effective communication which is specifically aimed at them.

### Total Duration

2 Days

### Course Code

CORP1

## CORPORATE SALES PROGRAMME MODULE 2.

### Overview

It is as important now as it ever was to meet with potential clients. This module will show you how to secure appointments with target decision makers. You will learn how to manage gatekeepers and blockers. You will be shown how to address and engage with decision makers in a way that will differentiate you from the competition and substantially raise your levels of appointment and meeting activities.

### Target Group

Corporate Sales Executives and Corporate Sales Managers.

### Requirements

Please bring a lap top with you to the course.

Allow a minimum of 6 weeks before attending CORP3.

### Key Areas

- Understanding how to use the telephone to your advantage.
- Projecting the right image over the telephone.
- Managing your nerves and preconceptions before and during prospecting.
- Anticipating problems and knowing what to say.
- Preparing to secure appointments.
- Knowing when to disengage and apply alternative tactics.
- Live appointment making over the telephone.
- Opportunities to practice your skills and receive constructive feedback.

### Total Duration

2 Days

### Course Code

CORP2



## CORPORATE SALES PROGRAMME MODULE 3.

### Overview

Having secured appointments and potential opportunities, it is essential that you are prepared and have the skills to successfully manage meetings. You will be shown how to deal with a variety of different personalities and learn something about your own personality and style of interaction. You will be shown how to fully qualify a key decision maker, identifying both objective and subjective needs and requirements. You will learn how to question effectively and build rapport, agreeing what the next steps should be a result of your meetings.

On completion of the range of CORP training courses (one to four), Delegates will be given the opportunity to become an affiliated member of the ICFM (Institute of Car Fleet Management) which an industry recognised body.

### Target Group

Corporate Sales Executives and Corporate Sales Managers.

### Requirements

Please bring a lap top with you to the course.

Allow a minimum of 6 weeks before attending CORP4.

### Key Areas

- Preparing for your meeting and researching the client.
- Understanding your personal style and the personal styles of your potential customers.
- Body language and transactional analysis.
- Questioning skills.
- Distinguishing decision makers from influencers.
- Overcoming objections and handling difficult questions.
- The psychology of decisions.

### Total Duration

2 Days

### Course Code

CORP3

## CORPORATE SALES PROGRAMME MODULE 4.

### Overview

Creating and presenting proposals are key to the role of a Corporate Sales Executive / Manager. During this programme you will learn how to organise and present ideas and proposals in an engaging and compelling fashion; discover how to position facts succinctly and deal with questions and potential challenges in a creative and authoritative manner. You will learn how to generate business opportunities in a professional and non threatening way, maintain contact with perspective clients, conduct effective corporate marketing and finally, learn how to plan your activities within your Dealership.

On completion of the range of CORP training courses (one to four), Delegates will be given the opportunity to become an affiliated member of the ICFM (Institute of Car Fleet Management) which an industry recognised body.

### Target Group

Corporate Sales Executives and Corporate Sales Managers.

### Requirements

Please complete the Pre-coursework and bring a lap top with you to the course.

### Key Areas

- How to organise information gained during qualification.
- Identifying the real issues and key needs.
- Organising and structuring your presentation.
- Presentation skills.
- How to maintain contact creatively and professionally.
- Account management and networking.
- Corporate Marketing.
- Business planning.

### Total Duration

2 Days

### Course Code

CORP4



## MAXIMISING YOUR NEW CAR STOCK.

### Overview

This programme provides participants with an in depth understanding of the new car production, ordering and distribution processes as well as sharing best practices with regard to new car stock and Quota management. In more detail, this programme will provide for any one attending an in-depth understanding of the new car build and distribution process, the life cycle of a new car order and the general administrative tasks expected when selling a new car. It will also include a thorough understanding of the Dealer Planning Calendar and analyse its benefits with a view to maximising stock opportunities and profitability.

This programme is aimed at Sales Administrators and managers and would encourage that you attend together (if from the same dealership to maximise effective change within the sales team). Participants will acquire the knowledge, skills and attitude to become an “expert” in all aspects of production, controlling and managing of their new car stock.

### Target Group

Sales Managers, Administrators and aspiring Managers.

### Total Duration

3 Days

### Key Areas

- Confidence.
- What drives a dealership: we will look at profitability and the purpose of setting targets.
- BMW/MINI UK objectives – what are we trying to achieve?
- Sales and market information.
- Quota including the difference between Quota and an order.
- Build and distribution process of a new car.
- Order Event Codes.
- Basics of IVS and the key areas of the Infonet.
- Who’s who within BMW/MINI UK.
- Understanding of 3 way dealer swaps, V55's, AFRL, VZPD, High Priority, Pull Forward Requests, Z4A, funding and targets and individual orders.
- The main systems and how they link.
- Recognising the importance of following the Dealer Planning Calendar deadlines and the impact to the dealer when they are not adhered to.
- Understanding why the deadlines exist.
- How to submit an effective MOR.

### Course Code

MNCS

## USED CAR SALES PLANNING.

### Overview

This course provides a basic grounding in controlling used car orders and stock from purchase through to delivery. It aims to equip delegates with the knowledge and skills to be able to achieve a perfect score in the AUC and MINI Selling Used Cars Effectively Retail Standards Audit Checks. Participants will gain a clear understanding of BMW (UK) and the key departments and contacts they will interact with. They will become familiar with the key requirements of the Infonet and be able to use the IVS system confidently at a basic level.

### Target Group

Predominantly Used Car Sales Administrators who are new to their role. Also suitable for any Dealership personnel who require a basic understanding of how to control Used Car orders and stock.

### Requirements

Completion of the Pre-coursework is required prior to attendance.

### Key Areas

- Recognising the processes to follow, from preparing to purchase a Used Car, through to its delivery.
- Recognising the roles and responsibilities of a BMW to the Used Car Department when passing AUC / Cherished Audit.
- BMW organisation and its structure.
- Understanding the basic levels of the BMW Infonet site.
- Discovering the advantages of using IVS search as a selling tool.
- Researching key functions of the Used Car Portal.
- Realising the importance of IVS page V262 and the title screens that feed through to the Dealer.

### Total Duration

2 Days

### Course Code

UCSP





## MANAGING USED CARS EFFECTIVELY.

### Overview

This course is designed to help delegates learn how to manage the Used Car Department more efficiently. Delegates will gain an understanding of the benefits of improving stock turn and the relationship between good enquiry management disciplines and good stock management disciplines.

### Target Group

Used Car Sales Managers (and Sales Managers who look after both New and Used).

### Requirements

Completion of the Pre-coursework is required before attendance.

### Key Areas

- To provide the skills required to effectively and profitably run and develop a successful Used Car operation.
- Stimulate the need to be more proactive within the business.
- Stock management will cover a selective approach to acquisition, as well as keeping good financial control. Stock profile and the use of data capture to improve the level of understanding of stock balance and mix requirements.
- Staff management will look at motivating the team to sell Used Cars and at the same time enjoy levels of increased people productivity.
- The importance of establishing a market plan.
- The size of the Used Car market is highlighted and compared to the New Car market.
- The importance of good stock management disciplines.
- Managing a winning team focuses on the importance of clearly defined and regularly reviewed enquiry management disciplines.
- The advantages of carrying out a lost sales analysis and how a detailed enquiry management process can benefit the business.

### Total Duration

2 Days

### Course Code

MUCEF

## MANAGING USED CARS EFFECTIVELY ADVANCED .

### Overview

This course is designed to provide a more advanced approach to managing the Used Car Department. Delegates will gain an understanding of the benefits of planning for success and the need to research data prior to embarking on any growth plan. IFC comparisons will highlight growth opportunities as well as stimulating thought processes when additional controls are needed.

### Target Group

All Used Car Sales Managers (and Sales Managers who look after both New and Used and have attended MUCEF).

### Requirements

Completion of the pre-coursework is required, prior to attendance.

### Total Duration

2 Days

### Course Code

MUCEFA

### Key Areas

- Participants will gain the skills required to plan and run a profitable and successful Used Car operation.
- Delegates will participate in a number of business planning exercises designed to focus attention on cash flow, management controls and measurements.
- IFC information will be used to compare key performances and look at ways of introducing cost controls, as well as understanding the need to be proactive in generating profit.
- A review of key learning examples from MUCEF will enable delegates to refresh their knowledge gained from attending this programme.
- Stock acquisition will focus on profiled purchases including the need to consider after market knowledge and lost sales analysis.
- Case study examples will encourage participants to identify under performance and create solutions.
- Participants will be involved in a module to create improved Managerial coaching techniques. The module “Coaching the Manager to Coach” will be covered in a skills practice environment including constructive feedback.
- Marketing initiatives will encourage delegates to look at additional cost effective ways to promote their used car business.
- Finding future business will encourage a more proactive approach to prospecting.
- Participants will gain a clear understanding of the importance of enquiry management and how to utilise the information that the Dashboard provides both effectively and positively.



## SALES MANAGERS ESSENTIAL BUSINESS SKILLS 1.

### Overview

This Essential Business Skills programme - Module 1, will provide the participants with the skills, knowledge and methods of application essential to effectively manage the financial structures of their business. Participants will learn how to influence key financial elements such as cash flow, return on investment and profitability of their departments.

### Target Group

BMW and MINI General Sales Managers, BMW and MINI New and Used Sales Managers in addition to BMW and MINI Assistant Sales Managers.

### Requirements

Please note, this is part one of a two part module. You are required to leave at least a six week gap before attending module two (SMEBS2).

During attendance, participants will receive a post course project which must be completed prior to attending Module 2 (SMEBS2).

### Key Areas

Module 1: Planning Your Business.

- Business Principles.
- Balance Sheet and the Profit and Loss Analysis.
- Business Performance case Study.
- Controlling Costs.
- Budgeting.

### Total Duration

2 Days

### Course Code

SMEBS1

## SALES MANAGERS ESSENTIAL BUSINESS SKILLS 2.

### Overview

This Essential Business Skills programme - Module 2, will provide participants with the skills to set and manage performance targets, control costs and establish a robust sales framework to meet the demands of an evolving customer base, ensuring the measurement needs of the business are met.

### Target Group

BMW and MINI General Sales Managers, BMW and MINI New and Used Sales Managers in addition to BMW and MINI Assistant Sales Managers.

### Requirements

Participants must have attended SMEBS1 (module one), at least six weeks prior to attending this course and bring their completed post-coursework (obtained during SMEBS1) with them.

### Key Areas

Module 2: Managing Targets and Systems Strategically.

- Defining Targets.
- Managing targets/performance.
- Creating a sales framework.
- Maximising F&I/Incremental income streams.
- Remuneration and pay structures.
- BMW Group Systems.

### Total Duration

2 Days

### Course Code

SMEBS2

## SALES MANAGER NEGOTIATION, CLOSE AND TELEPHONE SKILLS.

### Overview

Recent trading conditions have highlighted the importance of maximising every sales opportunity and are increasingly exposing those businesses that don't have a strategy capable of addressing every buying scenario.

Sales Manager Negotiation, Close and Telephone Skills will show you how to; secure business within your sphere of influence, address early demands for price and discount whilst at the same time providing customers with added value and the 'peace of mind' essential to improved conversion rates. You will be provided with negotiation strategies which can be cascaded down to your teams and measured.

### Target Group

Sales Managers (responsible for delivering the Dealership's sales results through a Sales Team).

### Key Areas

- How to improve the performance and conversion rates of your sales team.
- How to address customer demands for discounts and part exchange prices.
- The dynamics of buyer behaviour and how to secure more local business.
- Negotiating approaches for increased profitability.
- How to secure more appointments.
- How to identify and deliver added value and peace of mind.

### Total Duration

2 Days

### Course Code

SMNCTS



Brand and Customer Institute.  
Welcome.

BMW Group



**BMW PRODUCT AND BRAND.**

## PRODUCT AND BRAND COURSES.

Our suite of product training courses have been conceived to give you the knowledge and confidence to present our vehicles credibly to your customers back at the dealership. Our “hands-on” approach to product training means that you get the opportunity to see not only what a feature does, but how it does it and, most importantly, what the customer benefit is.

Our product courses offer a multi-level structure, meaning that you can build your knowledge from a foundation level through to a more advanced level as your knowledge and experience increase.

Participation on these courses will complement your existing skills and will ultimately provide you with greater knowledge that will help you to offer a better level of service to your customers and sell more cars.

### Product Index.

- Brand and Customer Institute.
- BMW Product Discovery.
- BMW Product Advanced.
- BMW Product Expert.
- BMW ConnectedDrive.
- The Power of M.

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## WHAT DELEGATES HAVE SAID.

“Excellent course, well presented and engaging!”

“Being new to BMW I found the background info on both brands to be particularly useful as it is all of value to me. This was presented in an interesting and enjoyable manner and for me, was worth the four hour drive!”

“Fantastic, could not fault. Well worth the time”.



# Product and Brand Courses.

## BRAND AND CUSTOMER INSTITUTE.

### Overview

Utilising a dedicated facility and highly interactive content the new Brand and Customer Institute provides delegates with a fully immersive brand experience and a focussed understanding of brands.

### Target Group

All Dealership staff.

### Key Areas

- Customer Promise.
- Branding Basics.
- Premium Branding.
- BMW Brand Experience.
- MINI Brand Experience.
- Customer Service examples.
- BMWi Introduction.
- WOW Stories.
- Turning Customers into fans.

### Total Duration

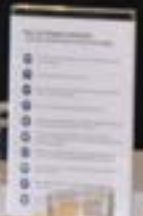
1 Day

### Course Code

BACI



# THE DEFINED IDENTITY OF THE BMW GROUP ...



## BMW PRODUCT DISCOVERY.

### Overview

A highly interactive course designed to improve product knowledge and contribute to increased sales. Presented in a multimedia format and held in our dedicated training facility. This course provides a challenging learning environment away from the everyday pressures and distractions of the dealership.

Delegates are also given an opportunity to specify any areas where they require further knowledge as well as an opportunity to drive the Product.

### Target Group

BMW Sales Executives, Sales Management and all Customer Facing Staff.

### Requirements

Please bring both parts of your driving licence with you as you will not be able to take part in the driving activity without them.

### Total Duration

2 Days

### Key Areas

- Improved product knowledge to better demonstrate features and benefits to customer needs.
- The required knowledge to present cars to customers in a confident and credible manner throughout the sales process.
- The ability to ensure a full and knowledgeable customer hand over on delivery.
- Understand and demonstrate key product key features, including:
  - EfficientDynamics.
  - Explaining the sub functions of DSC+.
  - Pairing a phone to a car using Bluetooth telephone preparation.
  - Actions to take in the event of a suspected puncture.
  - Turning off the internal alarm sensor.
  - Activating drive away locking.
  - BMW design.
- Knowledge to discuss BMW ConnectedDrive confidently with customers.
- Highlight features to customers that are standard on all models.
- Driving module.

### Course Code

BMWPD









## BMW PRODUCT ADVANCED.

### Overview

To provide individuals with a more in-depth focus on BMW product and automotive technologies. This course is recommended for those who have attended a BMW Product Discovery training course in the last two years, or those who have worked within the industry for some time.

Delegates are also given an opportunity to specify any areas where they require further knowledge.

### Target Group

All Dealer Staff and particularly relevant to BMW Sales Executives and Sales Management.

### Key Areas

- Engine Technologies including Turbo, VANOS, Valvetronic.
- Gearboxes including 8 speed automatic DCT.
- Chassis and suspension.
- Advanced options including Night Vision and lane Departure warning.
- Safety systems.

### Total Duration

2 Days

### Course Code

BMWPA

## BMW PRODUCT EXPERT.

### Overview

The BMW Product Expert course is designed to provide individuals with a detailed, in-depth focus on BMW Product Technologies including engines, transmissions, chassis and stability systems. While the course covers the workings of these topics in much more detail than other BMW Product Courses, the main focus of the day is always the customer. Delegates will have a deeper understanding of how BMW Technologies work and the benefits they bring to the customer and will leave the course more confident to explain these technologies, in plain English to even the most demanding of customers.

We would like to take this opportunity to remind all delegates that it is highly recommended for them to have completed both of the following courses prior to attending:

- BMW Product Discovery.
- BMW Product Advanced.

### Target Group

Sales, Service and Parts personnel.

### Key Areas

- Engine Technologies including Turbo, VANOS, Valvetronic.
- Transmissions including Automatic Transmission Management and DCT.
- Dynamic Stability Control Systems.
- Chassis systems including xDrive and Dynamic Performance Control.

### Total Duration

1 Day

### Course Code

BMWPX

## BMW CONNECTEDDRIVE.

### Overview

This course provides delegates with an in-depth look at the technologies offered by BMW ConnectedDrive in order to maximise the competitive advantage and achieve a higher customer uptake of these options.

### Target Group

All Dealer Staff, in particular BMW Sales Executives and Sales Management.

### Key Areas

- Understanding the concept of BMW ConnectedDrive.
- Detailing the differences between BMW ConnectedDrive and BMW Assist.
- Experience a number of BMW ConnectedDrive features.
- Consider how to present BMW ConnectedDrive and BMW Assist to customers with maximum effect.
- Examine the technologies offered by our competitors.

### Total Duration

1 Day

### Course Code

BMWCD

## THE POWER OF M.

### Overview

An interactive course to increase awareness of what M cars have to offer over and above their BMW series counterparts and develop in-depth levels of product knowledge on what makes M cars unique. In addition, this course will ensure all participants are fully confident in presenting key selling points to prospects enabling sales opportunities to be maximised.

### Target Group

BMW Sales Executives, Sales Management and all Customer Facing Staff.

Please note: This course is mandatory for all M Certification dealerships, that their M Certified Sales Executives attend.

### Key Areas

- M heritage.
- What makes M.
- The M range.
- M Transmissions.
- Selling M cars confidently and successfully.
- The Competition.
- In-depth knowledge of key technical features and how to explain these clearly to customers.

### Total Duration

1 Day

### Course Code

BMWPM











## **IN-DEALER TRAINING COURSES.**

## ABOUT THE IN-DEALER COURSES.

### Overview

The BMW Group Academy UK is now able to offer the majority of courses to be run either regionally or within a Dealership. These courses require a minimum of ten (maximum of twelve) Delegates for them to take place.

If you wish to make a booking for one (or more) of these courses, please email: [bmwgroupacademyuk@bmw.co.uk](mailto:bmwgroupacademyuk@bmw.co.uk) with your request and provide two suggested dates. The Academy will then check trainer availability before confirming dates and setting the course up via the Online service.

### Target Group

All Dealership staff.

### Useful Information

To review course content, please refer to the course profiles available via the BMW Group Academy UK infonet site or within this prospectus (NB in the prospectus the codes are displayed minus the 'ID' prefix).

### Courses

A selection of courses currently available for In-Dealer training offered by The BMW Group Academy UK are as follows:

- Aftersales Systems Introduction.
- Customer Loyalty and Retention.
- Developing Reception and Customer Service Skills.
- Essential Customer Service Skills.
- Effective Service Team Leader.
- Fast Lane Service.
- Introduction to Aftersales Marketing.
- Maximising Aftersales Selling Opportunities.
- Motor Trade Law.
- Negotiation, Close and Telephone Skills.
- Time Management.

### In-Dealer Courses Index.

- Selling with Sales Systems.
- Sales Managers Essential Business Skills 1.
- In-Dealer Modular Training.

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## SELLING WITH SALES SYSTEMS.

### Overview

This course is an in-dealer programme that can be tailored to suit the dealership's SA3 training requirements. The course covers all aspects of SA3 including configurator, quotation, availability, locating stock and managing the new car ordering process in your business.

### Target Group

New Car Sales Executives, New Car Sales Managers, New Car Administrators.

### Key Areas

- Understand the role of SA3 in the enquiry and sales process.
- Create a quotation to meet customer requirements.
- Understand availability and how to locate pipeline and physical stock.
- Manage customer orders through to delivery.

### Total Duration

1 Day (consisting of half day sessions to suit the dealership requirements).

### Course Code

SWSS2

## SALES MANAGERS ESSENTIAL BUSINESS SKILLS 1.

### Overview

The Essential Business Skills programme Module 1 will provide BMW Dealer General Sales Managers and Sales Managers with the skills, knowledge and methods of application essential to effectively manage the financial structures of their business. They will learn how to influence key financial elements such as cash flow, returns on investment and the profitability of their departments.

### Target Group

New Car Sales Executives, New Car Sales Managers, New Car Administrators.

### Requirements

Please note, this is part one of a two part module. You are required to leave at least a six week gap before attending module two (SMEBS2).

During attendance, participants will receive a post course project which must be completed prior to attending Module 2 (SMEBS2).

### Key Areas

Module 1: Planning Your Business.

- Business Principles.
- Balance Sheet and the Profit and Loss Analysis.
- Business Performance case Study.
- Controlling Costs.
- Budgeting.

### Total Duration

1 day, consisting of half day sessions to suit the dealership requirements.

### Course Code

SMEBS1

## IN-DEALER MODULAR TRAINING.

### Overview

To assist Dealers with the opportunity to improve key product knowledge, selling and brand skills, we have devised a range of modular courses that can be delivered at the Dealership. Each module equates to a quarter of a training man day and a minimum of three modules (maximum of four), must be selected to be delivered on the same day.

### Target Group

All Dealership staff.

### Useful Information

For more information on how to book this modular training, please email: [bmwgroupacademyuk@bmw.co.uk](mailto:bmwgroupacademyuk@bmw.co.uk)

### Modules

#### Dealer Staff at all levels:

- Introduction to the BMW Group MODIBMWG.

#### Intermediate level modules for all Sales Executives:

- Competitor Update MODCU.
- Sales Update MODSU.
- Creating the 'WOW' - Presentation Skills MODCTWPS.

#### Expert level modules for more experienced Sales Executives:

- New Product Update MODNPU.
- Expert Product Knowledge BMW MODEPKBMW.
- M Cars Update MODMCRSU.

#### Modules for MINI Sales Executives:

- Intermediate Product Knowledge MINI MODIPKMINI.
- Expert Product Knowledge MINI MODEPKMINI.





**MANAGEMENT.**

## MANAGEMENT COURSES.

The BMW Group Academy UK offer a broad range of hard and soft skill management programmes to meet the needs of individuals across the business. The management courses include programmes that are suitable and accessible to general dealership staff as well as supervisors, managers, dealer principals and directors. Guidance on the suitability of the programme for differing operating levels is clearly given in the target group information provided at the top of each page.

The programmes range in length from one to three days and are highly participative. They are designed to enhance and develop the generic skill set of dealership staff and should be considered as essential inclusions to their continued professional development.

### Management Course Index.

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• Time Management.	92.
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• KPI Manager Tracking and Trend Analysis. KPITS (SALES) / KPITAS (Aftersales).	97.
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## WHAT DELEGATES HAVE SAID.

“The Trainer was very encouraging which aided all of our learning”

“I found the course probably the best course I have been on where there was no practical work involved. The Trainer has to be commended on his delivery”.

“Everything, all very relative to my role as manager. Very well presented”.

## EXCEL TRAINING.

### Overview

These three courses have been designed to take Excel users from a basic level of understanding and application, through to the higher functionality of the advanced level and its integration with other systems.

### Target Group

All Dealer staff.

### Excel Training Foundation (ETF)

Allows the participants to achieve a good working knowledge of Excel basics, create spreadsheets from scratch, understand and apply some of the built in calculation and formula functionality and allow a more productive Excel work environment.

### Excel Training Intermediate (ETI)

Allows Excel users to improve their current knowledge and take advantage of the more complex features of Excel including understanding Advanced Formatting and Editing functions, link cells and workbooks, consolidate multi- worksheet data and present this in a professional environment.

### Excel Training Advanced (ETA)

Allows users to completely understand and perform the most advanced calculations and functions in Excel, manipulate data using pivot tables and 'advanced' analysis, record macros and integrate with other office applications.

### Total Duration

1 Day each

### Course Code

ETF, ETI and ETA

## TIME MANAGEMENT.

### Overview

Your time is under attack. Learn how to defend it with this workshop; the highly interactive workshop gives you the ability to manage your time better.

Through a range of simple and effective techniques you'll be able to:

- Get more done in less time. Do you need to achieve more in the same 24 hours?
- Reduce interruptions and solve problems more effectively. Do phone calls bombard you with requests?

Improve productivity, decision making and reduce stress. Would you like to find out how you could work smarter?

### Target Group

All Dealership staff.

### Key Areas

The Workshop offers you the insights, techniques and tools you need to thrive in today's 24/7 fast paced business world, allowing you to make the most of your time and talents at work and in your personal life. This fast paced workshop will challenge how you think about time by exploring four main concepts:

- Congruity - Is there harmony between your values, roles and goals and the way you allocate your time?
- Concentration - Are you focussed on the most important tasks or have you become slaves to the tyranny of the urgent?
- Control - Are you letting common distractions stop you making progress on your goals? Are you and your team making effective, rational and consistent decisions?
- Communication - Are the goal posts always moving? Is poor communication with colleagues, clients and suppliers making tasks take longer than they should?

### Total Duration

1 Day

### Course Code

TIME







## TELEPHONE SKILLS.

### Overview

Every customer calling your organisation should receive a positive and seamless service that is professional, efficient and responsive. Customers who are handled well will notice the good service, bring more business and hopefully build a long term relationship with you. Customers who are not handled well, damage your reputation and take their business to the competition.

This course will give you the skills needed to ensure that every telephone call is as effective as possible, ensuring that the customer and the business get the most out of the call.

### Target Group

All staff who use a telephone to contact customers.

### Key Areas

- The skills and behaviours of effective use of the telephone.
- Telephone compared with other communication options.
- Love and Hate, what works and doesn't work for you and your Customer on the telephone .

### Total Duration

1 Day

### Course Code

TPSK

## DELEGATING AND INFLUENCING EFFECTIVELY.

### Overview

This course will provide delegates with the appropriate knowledge and skills to recognise and be able to delegate and influence effectively. The course will identify the benefits and risks to delegating and provide 'best practice' models which cover influencing techniques, identification of other skills and how to handle challenging situations.

### Target Group

All Dealership staff.

### Key Areas

- Identify positive influencing techniques.
- Determine how to influence others by understanding reasoning.
- Why delegate? Understanding the benefits of delegation and the risks associated with no delegating at all.
- Demonstrate the skills required to delegate.
- Understand the importance of monitoring progress and giving feedback.
- Demonstrate how to remain calm and professional in the face of negative behaviour and manipulative tactics.

### Total Duration

1 Day

### Course Code

DAIE

## MOTOR TRADE LAW.

### Overview

Customers are becoming increasingly demanding and believe that they “know their rights”, particularly when dealing with the motor industry. At the same time, more legislation affecting the relationship between dealers and their customers is coming on stream.

### Target Group

All Dealer Principals, Managers and key customer facing staff who need to understand how the law may affect their activities.

### Key Areas

- Understanding the legal framework.
- Appreciating the importance of safety for product and service.
- Selling and supplying goods.
- Identifying some key data protection issues.
- Knowing how new legislation affects consumers’ rights.
- Complying with trading law.
- Working within service and repair contracts.
- Understanding basic contract law.
- Understanding product liability.
- Keeping the dealer teams informed of relevant legislation.
- Understanding the commercial benefits to be derived from legal compliance.
- Identifying potential areas of vulnerability within the dealership and taking relevant corrective action.

### Total Duration

2 Days

### Course Code

MTL

## EMPLOYMENT LAW ESSENTIALS.

### Overview

This course will provide Dealer Principals and Managers with an overview of the employment process and legislative framework affecting people management. The course will outline key areas of HR that impact on the bottom line enabling managers to confidently lead their teams and deal with employee relations.

### Target Group

All Dealer Principals and Managers.

### Key Areas

- Develop an understanding of employee relations from compliance to engagement.
- Gain knowledge of essential employment law in relation to the employee life cycle.
- Gain the ability to apply interview skills in a variety of employment situations.
- Understand the process of dismissal and how to prepare for an employment tribunal.
- Understand how to apply skills to one of your own people issues back at the Dealership.

### Total Duration

2 Days

### Course Code

LAW

## KPI MANAGER TRACKING AND TREND ANALYSIS. SALES (KPITS)/AFTERSALES (KPITAS).

### Overview

This course will provide Delegates with the appropriate knowledge and understanding of how to use Key Performance Indicators (KPI's) to identify and track business profitability and performance within either the Sales OR Aftersales areas of their Dealership.

The course is based on delegates navigating around and using the new KPI Cockpit to view their own Dealer's data and identify profitability and performance issues using a variety of built in analysis tools.

Please note that the course will run either a Sales or Aftersales format with different dates set for each. Delegates should ensure that they book on to the appropriate format of course.

### Target Group

Sales Managers and Aftersales Managers.

### Total Duration

1 Day

### Requirements

Delegates need to have S-gate account access and be able to log onto the COBIS KPI Cockpit, verify their system view and be familiar with the BMW Dealership KPI's appropriate to their role (See pre-coursework online).

### Key Areas

- Understanding KPI's and KPI terminology.
- Navigate the KPI cockpit viewing your own dealer data.
- Identify profitability and performance problems within your department or area of dealership.
- Drill down below problem KPI's to identify and understand the source of problems.
- Understand the full range and scope of help and support available from within BMW Group.

### Course Code

KPITS /KPITAS





## BMW DEALER KPI COCKPIT MANAGEMENT TRAINING.

### Overview

This course will provide delegates with the appropriate knowledge and understanding of how to use Key Performance Indicators (KPI's) to identify and track business profitability and performance within the dealership.

This course focuses on increasing the delegates ability to navigate KPI Cockpit. This is designed to promote an understanding of how performance measurement can be used to identify areas for improvement and plan their implementation.

### Target Group

Dealer Principals, Accountants / Financial Directors and senior people with whole dealership responsibilities.

### Requirements

Delegates need to have S-gate account access and be able to log onto the COBIS KPI Cockpit, verify their system view and be familiar with the BMW Dealership KPI's appropriate to their role (See pre-coursework online).

### Key Areas

- Understanding KPI's and KPI terminology.
- Navigate the COBIS KPI cockpit tool looking at your own dealer data.
- Using appropriate reference data to benchmark the performance and profitability of your dealership against the BMW network.
- Understand the full range and scope of help and support available from within the BMW Group.

### Total Duration

2 Days

### Course Code

KPICM

## FINANCE FOR NON FINANCIAL MANAGERS.

### Overview

An introductory workshop for Managers and potential managers who need to gain an understanding of management accounts.

### Target Group

Managers and potential managers.

### Requirements

Completion of the pre-coursework is required, prior to attendance.

### Key Areas

- Understanding the building blocks of financial statements.
- Understanding IFC definitions.
- To gain an understanding the fundamentals of financial statements and InterFirm Comparisons.

### Total Duration

2 Days

### Course Code

FFNFM



## LEADING, EMPOWERING AND INSPIRING LEADERS.

### Overview

This course will provide Dealer Principals and Managers with the appropriate knowledge on the benefits and critical risks associated with allowing or not allowing leaders to lead in the business. Focusing on effective leadership and how this impacts the bottom line of the business, the course will provide the leaders with the skills to cope with challenges on their credibility, negative behaviour, delegation and coaching.

### Target Group

Dealer Principals and Managers.

### Requirements

There is a small amount of pre-coursework associated with this course in the form of reading a short document prior to attendance. This will support the course content and aid your preparation for the course.

### Key Areas

- Balance the dilemma of run (manage) versus grow (lead) in the business.
- Focus individuals on the right priorities to allow you to take on a more strategic position.
- Keep operational control whilst also giving people freedom to perform.
- Delegate so that people engage with initiative and are willingly held accountable.
- Build a senior team of leaders that can deliver consistently high performance.

### Total Duration

2 Days

### Course Code

LEIL







## DEALER MARKETING PLANNING.

### Overview

This course is designed for department managers and marketing personnel involved in the creation and planning of marketing activities directly related to selling BMW and MINI cars.

### Target Group

Department Managers and Marketing Personnel.

### Key Areas

- Gaining practical experience of the marketing planning process and how to apply it to BMW and MINI in a constantly evolving competitive market place.
- How to carry out a simple and quick BMW and MINI car sales marketing assessment and what to include.
- Identifying the most appropriate dealer marketing strategies for BMW and MINI and turning them into an effective marketing activity.
- Developing fresh and innovative marketing campaigns to promote and sell BMW and MINI cars.
- Creating and evolving an effective marketing plan and knowing when to involve others.
- How to measure and review marketing plans.

### Total Duration

2 Days

### Course Code

DMP

## UNDERSTANDING OTHERS, PERSONALITY AND MOTIVATIONS.

### Overview

This course will provide managers and Dealer Principals with the appropriate knowledge and self awareness to recognise others personality and motivations and respect and value the differences between the various styles. The programme will also outline how to build on this knowledge to improve performance and motivation.

### Target Group

All dealership staff.

### Requirements

This course also compliments 'Understanding You, Your Performance and Your Potential' (UYPP) and although it is recommended that you attend this course first, it is not a mandatory requirement.

### Key Areas

- Respect and value the differences in personality type in others.
- Understand the motivations and values of others.
- Build on the knowledge gained to drive improved performance.
- How to motivate and get the best from your staff.
- Recognise how your own personality type and motivational values impact on others.

### Total Duration

2 Days

### Course Code

UPM

## UNDERSTANDING YOU, YOUR PERFORMANCE AND YOUR POTENTIAL.

### Overview

All dealer staff that are about to, or have embarked on a new and significant stage of their career that will require them to take greater responsibility for the performance of the business and will have significant influence on others careers.

This programme has been designed to ensure that at the start of this journey the individual is fully aware of their current levels of performance, strengths and developments, that they are aware of their personality traits and are able to articulate what they are trying to achieve.

### Target Group

All Dealer Principals and Managers.

### Requirements

Details on how to complete this assessment will be emailed to the individual along with the joining instructions for the course.

### Key Areas

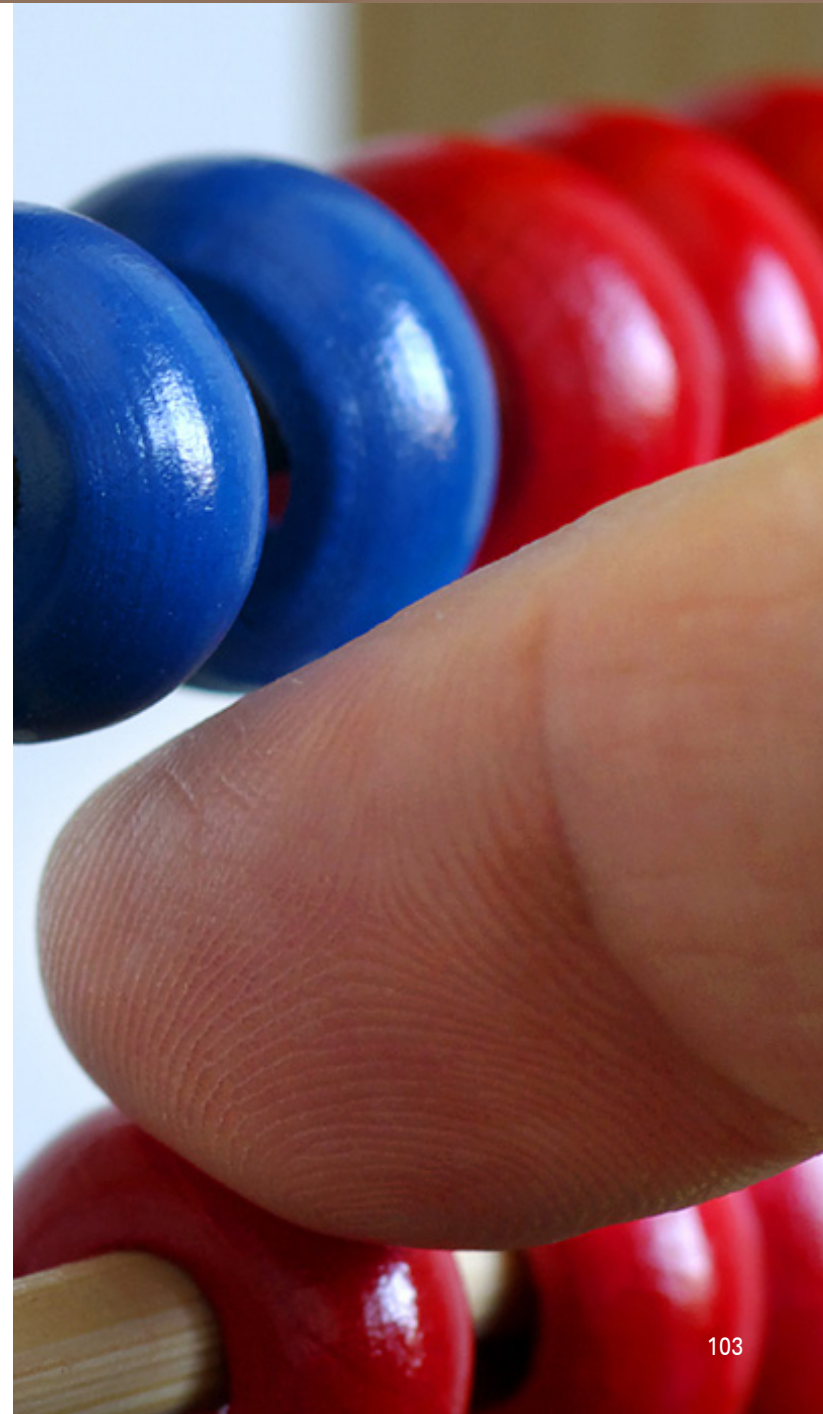
- To understand your own personality type.
- To reflect on your personal style and how this impacts your leadership.
- Develop your personal effectiveness and strategy for the future.

### Total Duration

2 Days

### Course Code

UYPP



## STRATEGY AND EXECUTION.

### Overview

This course will provide Line Managers and Dealer Principals with the appropriate knowledge and skills required to drive a business through the clarity of a defined vision and supporting strategy. The course will outline how the company vision through to the measures, need to be aligned with the structure and roles within the organisation.

The programme takes the delegates from a review of their business today, to a created vision for the future that is planned and has risks identified with contingency measures in place.

### Target Group

Dealership Principals and experienced Managers.

### Key Areas

- Understand the power of change.
- Performance from a different perspective.
- Understand terminology used in strategy.
- Vision and mission, clarity and execution.
- Using tools to ensure balance and alignment.

### Total Duration

2 Days

### Course Code

STEX

## STRUCTURED INTERVIEWING SKILLS.

### Overview

Have you ever thought someone came across well in the selection interview but did not turn out to be as good as they said they were?

Interviews are used regularly to find new people to join our organisations, yet many of these interviews are unstructured and ineffective and we often find that we haven't found the right person for the job after all. Add to this the time spent, costs incurred and lack of talent available and it can be a costly exercise!

Structuring your interviews effectively means you ask the right questions, probe candidates fully to understand their depth of experience, select the right person in a professional way and ultimately save time and money.

### Target Group

All Dealer Principals, managers and those responsible for recruiting staff.

### Requirements

Completion of the pre-coursework is required, prior to attendance.

### Key Areas

- What structured interviewing looks like.
- Defining the job effectively.
- Getting the structure right.
- Asking the right questions.
- Probing the answers.
- Practising your skills.

### Total Duration

2 Days

### Course Code

SIS





## PERFORMANCE (FROM DISCIPLINE TO TALENT MANAGEMENT).

### Overview

This interactive workshop is designed to enable participants to successfully evaluate the performance levels of their staff and actively manage their performance to support the business.

### Target Group

All Managers and Dealer Principals.

### Requirements

You will be asked to bring with you information from your dealership together with some thoughts about possible scenarios and experiences that will ensure that you obtain the best information from this training. Full details will be summarised in the joining instructions when you enrol on the course.

### Key Areas

- Measure the performance levels of staff.
- Recognise the difference between poor performance and discipline.
- Recognise, motivate and reward high performance in the talented members of the team.
- Manage different levels of performance within the team.

### Total Duration

2 Days

### Course Code

PDT

## BECOMING A MANAGER OF PEERS.

### Overview

This course will provide managers with the appropriate knowledge to identify the difference between managing and leading. The course will review the transition from team member to leader and identify the possible pitfalls associated with this change. It will equip the delegate with the necessary skills and knowledge in order to be as effective as possible in the earliest stages of being a leader.

### Target Group

All Managers.

### Key Areas

- Understanding the transition from team member to manager.
- Understand preferred leadership style.
- Exploring the cause and effect of positive and negative behaviour.
- Building confidence, self esteem and self belief.
- How to set and manage goals.
- Understand how others perceive you and your style of management.

### Total Duration

2 Days

### Course Code

BMOP

## PERSONAL IMPACT TRAINING.

### Overview

Do you sometimes feel that you haven't come across as you wanted to?  
Or that the brief chat over lunch where you wanted to make a good impression didn't go as well as you had planned?

Personal Impact is a dynamic, fun and challenging course which over two days, explores the key areas of your personal communication.

This course is highly interactive, participants will receive individual feedback throughout and will leave with a real understanding of the choices we can make in order to create compelling and effective personal communication.

### Target Group

All Dealership staff.

### Key Areas

- Focus on how you can make confident, powerful and memorable communications, with particular emphasis on your own distinctive style and the elements that support us getting our message across.
- Concentrate on your personal interactions; why you communicate in the way that you do, how you can influence others, create enjoyable working relationships, assert your needs and handle difficult conversations.

### Total Duration

2 Days

### Course Code

PIT



## WIN-WIN OUTCOMES.

### Overview

A course designed to create relationships based on openness and trust, the ability to improve influencing and communication skills, leading to successful outcomes for all involved.

### Target Group

Dealer Principals and Managers

### Requirements

Completion of the pre-coursework is required, prior to attendance.

### Key Areas

- Influence and concern.
- Influencing styles.
- Conflict management.
- Personal style indicator.
- Trust.
- The ability and desire to reach win-win outcomes.
- Increased awareness of how your listening skills, body language and use of words can influence other people.
- Understanding of how relationships based on openness, trust and honesty are more likely to build win-win outcomes.
- Appreciation of the different personality types and how best to influence them.

### Total Duration

3 Days

### Course Code

WWO

## PERFORMANCE CENTRE.

### Overview

A Performance Centre is a very different concept to an Assessment Centre. Where Assessment Centres measure candidates against competencies and provide an overall pass or fail, a Performance Centre is a more supportive environment that encourages candidates to perform and provide development coaching throughout the programme.

A Performance Centre provides a detailed development plan that will not only benefit the dealer in making their recruitment decision but will also be a benefit to the candidate and their future career.

Attending the BMW Performance Centres is mandatory for any potential candidates for the roles of Dealer Principals and Dealer Managers. When the dealership has reached a point where they feel they have one or more strong candidates, they may book those individuals onto a BMW Performance Centre.

### Target Group

Dealer Personnel and BDM attendance on the BMW Performance Centre

- For the role of Dealer Principal, the Performance Centre may be attended by the Recruiting Manager and regional Business Development Manager.
- For the role of Line Manager the Performance Centre must be attended by the Recruiting Manager and it is optional for the Regional Business Development Manager.
- Where Dealerships are sending candidates for the role of Dealer Principal, the BDM MUST attend the event, this is a mandatory requirement.

### Total Duration

1.25 Days

### Booking Process

- Speak to your Regional Business Development Manager to advise them of your intention to book one or more candidates on to a BMW Performance Centre.
- Review dates for the BMW Performance Centre available under the Dealer Careers section of the Academy Infonet Pages.
- Select a date and ensure both your candidates, dealer observer and (in the case of the Dealer Principal role only) Regional Business Development Manager are available to attend the BMW Performance Centre.
- Call 0845 234 0000 and speak to a member of the Academy Advisor Team to make the relevant bookings onto the BMW Performance Centre.

### Course Code

PC





## FINANCIAL SERVICES.

## FINANCIAL SERVICES COURSES.

Finance & Insurance is an integral and prominent part of the BMW Group car sales process. The BMW FS dealer training programme is designed to support this objective by addressing the skills and knowledge required to understand and perform professionally across the whole range of finance and insurance topics.

### Financial Services Course Index.

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• Fast Track for Business Managers.	112.
• Business Manager Professional.	113.
• Developing the Manager in Business Manager.	114.
• Effective Training.	115.
• Selling to the Business User.	116.
• FSA Compliance. Treating Customers Fairly Sales.	117.
• FSA Compliance. Treating Customers Fairly Service.	117.
• Driving Customer Retention.	118.
• Qualifying For Profit.	121.
• Selling With Select.	121.

## WHAT DELEGATES HAVE SAID.

“Not often I say this, but I can take something from every topic”.

“Now feel armed with better questions to ask customers & have a better understanding of how the business operates”.

“the interpersonal style, I thought was good because it opened my eyes to where I see myself and what I need to”.



## FAST TRACK FOR BUSINESS MANAGERS.

### Overview

This 8 day (5+3) course is both stretching and practical. It will ensure all delegates fully understand the key aspects of the Business Manager role; including the importance of a structured sales process, along with the technical and administration skills required to become an effective and professional Business Manager.

### Target Group

Newly Appointed Business Managers (as well as those anticipating appointment).

### Requirements

Completion of the pre-coursework prior to attendance. In addition there will be extensive evening work required during the course.

### Key Areas

- The Business Manager role/background/profit potential.
- The BMW FS Business Manager sales process in detail.
- Added value products features and benefits in detail.
- Key finance legislation - FSA, CCA and CCD.
- Effective referrals what they are, how do they work, how to get the best results.
- Presenting the right funding option at the right time, in the right way.

To reinforce key learning points, the programme utilises both pre-coursework and daily product knowledge validations. However its prime focus is on Business Manager sales skills, all of which are incorporated in to a number of prepared, focused and recorded skills practice activities.

All of the above are marked and contribute to the final assessment.

Delegates reaching the required standard will be awarded the status of BMW Group Financial Services Accredited Business Manager, Level One.

### Total Duration

8 days face-to-face training spread over 2 weeks.

### Course Code

FTBM1 & FTBM2.

## BUSINESS MANAGER PROFESSIONAL.

### Overview

This demanding four day programme is aimed at those experienced Business Managers who wish to challenge and measure themselves against the knowledge and skill set required to be accredited as BMW Financial Services 'Business Manager Professional'

### Target Group

Business Managers who are recommended by their Regional Manager FS and have achieved the required KPI's.

### Requirements

Completion of the pre-coursework prior to attendance. In addition there will be extensive evening work required during the course.

### Key Areas

- Day 1 – Delivery of timed pre prepared training session.
- Day 2 – Coaching Skills Development.
- Day 3 – Assessment – an intensive day of assessment based on a dealership scenario.
- Day 4 – Feedback.

Those reaching the required standard will be awarded the status of BMW Group Financial Services 'Business Manager Professional'.

### Other information

All delegates wishing to attend this programme must contact your Regional Manager to make the booking.

### Accommodation

Accommodation is automatically booked for this course. A separate invoice will be issued for the course and the accommodation costs.

### Total Duration

4 Days

### Course Code

BMP



## DEVELOPING THE MANAGER IN BUSINESS MANAGER.

### Overview

This course is intended for experienced Business Managers who want to develop their range of interpersonal skills beyond the sale of finance and insurance. It concentrates on their ability to make an impact as a team player and provides an excellent platform from which to start their development as a professional manager.

### Target Group

Experienced Business Managers or Business Managers who have attended Fast Track Business Manager.

### Key Areas

- Definitions of manager & management.
- What makes a manager.
- An introduction to personal style.
- Effective Communication - Introduction to communication style.
- Management attitudes - team effect.
- Introduction to teams and teamwork.
- Team members attitudes.
- Managing team conflict.
- The DMIBM team challenge.

### Total Duration

2.5 Days

### Course Code

DMIBM

## EFFECTIVE TRAINING.

### Overview

This programme is designed to compliment and support the management skills required by a modern manager. Delegates will learn how to plan and run small training sessions, which are professional, interesting and impart skills or knowledge to a high level of retention.

### Target Group

Business Managers or Business Managers that have attended fast track Business Manager and all dealer personnel responsible for the training of others.

### Key Areas

- The steps to successful training.
- Understanding and identifying your current level of training skills.
- The value of training and developing your team.
- An introduction to identifying key training requirements.
- Understanding how and why people learn.
- Planning and delivering an accurate interesting and memorable training session.
- During the course delegates will create, practice and run their own short (approximately 40 minutes) training session.

### Total Duration

2.5 Days

### Course Code

ET



## SELLING TO THE BUSINESS USER.

### Overview

In today's market place, selling to Business Users demands a higher level of product knowledge and sales skills to be effective. SBU is both demanding and interactive. Designed to address the key areas in a practical and interesting manner.

### Target Group

- Business Managers who have attended 'Fast Track for Business Managers (FTBM)' and now need to develop their knowledge and skills in the Business user market. (6-9 months after FTBM).
- Business Managers who have attended 'Introducing Business User Finance (IBUF)' and need to reinforce their knowledge of the more technical aspects of selling to the Business User.
- Newly appointed but experienced Business Managers who do not require 'Fast track for Business Managers (FTBM)' and need to develop their knowledge and skills in the Business User market.
- Local Business Development Managers.
- Corporate Sales Managers.

### Requirements

Please bring a calculator with you as evening work will be required.

### Key Areas

- Understanding the Business User Sales Process.
- An introduction to the fundamental structure and language of the Balance Sheet and Profit & Loss accounts.
- Finance Lease and Operating Lease. An examination of what they do, how they work and why a business would choose them.
- Practical Tax and VAT calculations and how they are used in a sale.
- Understanding the workings of 'cash allowance'.
- Correctly qualifying the Business User in order to present the appropriate funding option effectively.

### Total Duration

2.5 Days

### Course Code

SBU



## FSA COMPLIANCE. TREATING CUSTOMERS FAIRLY SALES.

### Overview

This one-day course is designed to ensure that BMW FS and its AR's remain compliant and professional by covering and updating the latest FSA regulations as they effect 'treating customers fairly' along with a clearly defined insurance process.

### Additional Information

Accommodation is not automatically provided for this course. In order to get the best from this programme it is recommended that if you are facing a long drive involving an early start then you should reserve accommodation for the night prior to commencing. It is wise to reserve your accommodation at the time of booking as late bookings risk accommodation being unavailable.

### Target Group

All Business Managers, Sales Managers and Sales Executives.

### Key Areas

- Understand and apply the key FSA objectives, including important documents and how to use them in a compliant sale.
- Demonstrate how The Initial Disclosure Document (IDD) should be presented in a customer focused and compliant manner, supporting a defined referral process.
- List and demonstrate a range of insurance based qualification questions and 'hooks' designed to build rapport when introducing BMS FS insurance products.
- Demonstrate their full understanding of the general insurance products that BMWFS offer and compliance through a written and practical validation.

### Total Duration

1 Day

### Course Code

TCFSALES

## FSA COMPLIANCE. TREATING CUSTOMERS FAIRLY SERVICE.

### Overview

This one day course is designed to ensure that BMW FS and its ARs remain compliant and professional by covering and updating the latest FSA regulations as they affect 'treating customers fairly' along with a clearly defined insurance sales process.

### Target Group

Service managers and Service Advisors who actively sell tyre insurance to customers.

### Additional Information

Accommodation is not automatically provided for this course. In order to get the best from this programme it is recommended that if you are facing a long drive involving an early start then you should reserve accommodation for the night prior to commencing. It is wise to reserve your accommodation at the time of booking as late bookings risk accommodation being unavailable.

### Key Areas

- Understand and apply the key FSA objectives, including important documents and how to use them in compliant sale.
- Demonstrate how the initial disclosure document (IDD) should be presented in a customer focused and compliant manner.
- List and demonstrate a range of insurance based qualification questions and 'hooks' designed to build rapport when introducing BMW FS tyre insurance.
- Understand the quotation process and claim procedure.
- Demonstrate their full understanding of tyre insurance and compliance through a written validation.

### Total Duration

1 Day

### Course Code

TCFSERV





## DRIVING CUSTOMER RETENTION.

### Overview

This course will enable delegates to prepare and make effective telephone calls by maximising their communication skills and utilising a practical call structure focused on establishing a customers current/future buying intentions.

### Target Group

Business Managers, Customer Relationship Managers and Sales Executives who are involved in telephoning or managing existing customers located in the BMW FS section of the CRM Portal.

### Key Areas

- Examine the importance of customer relationship management.
- Know your customers via the modern CRM approach.
- Actively identify the process required to enhance loyalty from customers via regular telephone contact.
- Pro actively establish BMW FS existing customer potential and intentions.
- Recognise an effective method for preparation and planning for telephone calls to help maintain control and confidence throughout the process.
- Effective two-way communication, creating the right impression over the telephone.
- Setting the telephone call objectives and constructing a call process.
- Overcoming barriers, recognising opportunities.
- Identify and promote CRM best practice.

### Total Duration

2 Days

### Course Code

DCR







## QUALIFYING FOR PROFIT.

### Overview

This course is designed to ensure that all Sales Executives possess the necessary qualification skills to integrate the customers F&I requirements effectively into the car sales process at the earliest possible opportunity, leading to an effective and professional referral to the Business Manager.

### Target Group

Sales Executives.

### Key Areas

- Integrating F&I qualification into the Sales Process.
- Obtaining the key pieces of information required by the Business Manager to construct a profitable F&I outcome.
- Correctly identifying the types of finance buyer.
- Qualifying the customer to effectively identify their funding intentions
- Asking the right questions.
- Listening to the answers.
- Building the bridge to the Business Manager for an effective referral.
- Delegates will participate in a number of practical activities throughout the day.

### Accommodation

- Accommodation is not automatically provided for this course.
- In order to get the best from this programme it is recommended that if you are facing a long drive involving an early start then you should reserve accommodation for the night prior to the course commencing.
- It is wise to reserve your accommodation at the time of booking. Leaving it until just before your course date may mean that no convenient on site / local accommodation is available.

### Total Duration

1 Day

### Course Code

QFP

## SELLING WITH SELECT.

### Overview

This course is designed to ensure all delegates understand how Select works and are able to present to their customers accurately and professionally.

### Target Group

Sales Executives.

### Key Areas

- PCP's - History and Growth.
- Select - The product in detail, how it compares to traditional Hire Purchase.
- Benefits of Select to customer and dealership.
- Select and the BMW UK sales process.
- Sales Hooks, what they are and how do they work.
- Qualification, asking the right questions at the right time.
- Practical case play exercises.
- Course Validation.

### Total Duration

1 Day

### Course Code

SWS





## BMW TECHNICAL CURRICULUMS.

## TECHNICAL CURRICULUMS.

The following curriculums define the Automotive Technician Accreditation (ATA) pathway that BMW Technicians follow. This will enable Technicians ultimately to become ATA qualified once an assessment has been completed and a successful status has been achieved.

The Academy also provides a fast track option for ATA accredited technicians who have previously been employed by other car manufacturers. Please contact the BMW Group Academy UK for further details.



## BMW (ATA) TECHNICIAN

JOB CODE: 062

COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
Service Technician Training	2 Days	STT	
Electrical Diagnosis	4 Days	ED	
BMW Engine Technology	2 Days	BET	
Diagnostic Technology	4 Days	DT	
BMW Technician Online Assessment	Online	TSTTA	
BMW Technician Assessment AM / PM	0.5 days	TAAM/TAPM	

Before commencing on BMW (ATA) Senior Technician assessment you must have successfully completed the BMW (ATA) Technician Assessment.

## BMW (ATA) SENIOR TECHNICIAN

JOB CODE: 062

COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
Digital Motor Electronics	4 Days	DME	
Bus Technology and Power Supply	4 Days	BTP	
Central Body Electronics	4 Days	ZKE	
BMW Senior Technician Online Assessment	Online	TSTSA	
BMW Senior Technical Assessment AM / PM	0.5 days	SAAM/SAPM	
OPTIONAL COURSE	DURATION	CODE	✓
Chassis Systems	2 Days	DCS	
Diesel Engines and DDE Systems	4 Days	DDE	

Before commencing on BMW (ATA) Master Technician assessment you must have successfully completed the BMW (ATA) Senior Technician Assessment.

<b>BMW (ATA) MASTER TECHNICIAN</b>			
<b>JOB CODE: 062</b>			
<b>COURSES REQUIRED FOR CERTIFICATION</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
DME Diagnostics	4 Days	DMED	
Audio and Communication Systems	4 Days	ACS	
Climate Control Systems	4 Days	CCS	
Electronic Transmission Control Diagnosis	4 Days	EGC	
New Model Technology	TBC	NMT	
<b>ASSESSMENTS AND ONLINE ASSESSMENTS</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
BMW Master Technician Online Assessment	Online	MAOT	
BMW Master Assessment	1 Day	MA	
<b>OPTIONAL COURSES</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
M Power Training	4 Days	MPT	
Customer Handling Skills for Technicians	1 Day	CHST	
Managing Your Efficiency	1 Day	MYE	







## **BMW TECHNICAL COURSES.**

## TECHNICAL COURSES.

BMW Technical training covers the full range of BMW/MINI vehicles and systems to ensure that Technicians are fully up to date with current technology and the courses are designed to meet all levels of skill and experience.

The vast range of training available will benefit both those delegates who have been within the BMW/MINI network for many years, who wish to be updated on the latest technology, as well as those that are new to the dealer network and have experience with other manufacturers and their processes.

The course content is continually updated so we advise that the subjects are revisited every five years to maintain the level of understanding and to further develop competencies in these areas. The course structure is also designed to prepare delegates to undertake the various Automotive Technician Accreditation (ATA) assessments which are a recognised qualification throughout the motor industry and provide an excellent career path for Technicians.

BMW UK actively support development of their dealer network through training and strive to achieve a level of technical excellence that is admired throughout the motor vehicle industry.

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## WHAT DELEGATES HAVE SAID.

“Wouldn’t change a thing, everything top notch”.

“Good, enjoyable course, well presented”.

“The tutors where knowledgeable and helpful”.





## SERVICE TECHNICIAN TRAINING.

### Overview

This course has been designed as an introduction to the BMW Group Technicians. The course will introduce Technicians to the BMW and MINI product ranges, diagnostic equipment and service procedures.

### Target Group

All new Service Technicians.

### Requirements

Completion of the pre-coursework is required prior to attendance.

### Key Areas

- BMW and MINI Brand Values.
- BMW Job Card and Warranty Procedures.
- Product Knowledge.
- Service and PDI Procedures.
- Personal Profile.
- Information Sourcing.
- Understanding BMW Diagnosis Equipment.
- Develop an awareness of Safe Working Processes.

### Total Duration

2 Days

### Course Code

STT

## ELECTRICAL DIAGNOSIS.

### Overview

The Electrical Diagnosis course is an introduction to the fundamentals of electrical principles and basic diagnosis.

### Target Group

Technicians wishing to improve their knowledge of electrical principles and diagnosis skills.

### Requirements

Technicians must have attended the Service Technician Training (STT) course and completed the pre-coursework prior to attendance.

### Key Areas

- Electrical Principles.
- Use of BMW Group Diagnosis Equipment.
- Understanding Wiring Diagrams.
- Diagnosis Procedures.

### Total Duration

4 Days

### Course Code

ED



## BMW ENGINE TECHNOLOGY.

### Overview

This course has been designed for the Technician to gain a basic understanding of engine technology. The basic principle of mechanical measurement is an important part of this course.

### Target Group

Technicians wishing to improve their knowledge of BMW Group petrol engine technology.

### Requirements

Technicians must have attended the Service Technician Training (STT) and Electrical Diagnosis (ED) courses. The pre-coursework must be completed prior to attending.

### Key Areas

- Detailed Mechanical Measurements.
- DME Power Supply.
- Ignition Systems.
- Fuel Supply.
- DME Service Functions.
- Use of the IMIB Measuring System.
- Diagnosis Procedures.

### Total Duration

2 Days

### Course Code

BET

## DIAGNOSTIC TECHNOLOGY.

### Overview

This course will provide detailed information on BMW Group diagnosis equipment and further develop the Technicians diagnosis skills.

### Target Group

Technicians wishing to improve their diagnosis skills and knowledge of BMW Group diagnosis equipment.

### Requirements

Technicians must have attended the Service Technician Training (STT) and Electrical Diagnosis (ED) courses. The pre-coursework must be completed prior to attending.

### Key Areas

- BMW Group Diagnosis Equipment.
- Basic Bus Technology.
- Basic Programming Procedures.
- Diagnosis Procedures.
- Personal Profile.

### Total Duration

4 Days

### Course Code

DT



## DIGITAL MOTOR ELECTRONICS.

### Overview

This course is designed to provide Technicians with a good understanding of the engine management systems used on BMW vehicles. The information and diagnosis techniques gained from this course will provide Technicians with the necessary skills to diagnose and repair BMW petrol engine management systems.

### Target Group

Technicians wishing to improve their knowledge of BMW engine management systems.

### Requirements

Technicians must have attended all of the four BMW fundamental training courses and completed the pre-coursework prior to attending.

### Key Areas

- Fuel Systems.
- Ignition.
- Lambda Control.
- Car Access System.
- Air Supply.
- Diagnosis Procedures.

### Total Duration

4 Days

### Course Code

DME

## DIESEL ENGINES AND DDE SYSTEMS.

### Overview

This course is intended to cover all aspects of BMW diesel engine technology. The diagnosis techniques and information gathered from this course will be invaluable whilst diagnosing BMW diesel engines.

### Target Group

Technicians wishing to improve their knowledge of BMW diesel engine technology.

### Requirements

Technicians must have attended all of the four BMW fundamental training courses and completed the pre-coursework prior to attending.

### Key Areas

- Fundamentals of Diesel Technology.
- DDE Systems.
- Turbocharger Technology.
- Exhaust Gas Recirculation.
- Fuel Supply Systems.
- Common Rail Technology.
- Diagnosis Procedures.

### Total Duration

4 Days

### Course Code

DDE

## DME DIAGNOSIS.

### Overview

DMED is an advanced course for BMW engine management systems and is a progression from the DME course, supplying the Technician with advanced diagnosis skills within the DME system.

### Target Group

Technicians wishing to further improve their knowledge of BMW petrol engine management systems.

### Requirements

Technicians must have attended the Digital Motor Electronics (DME) course and completed the pre-coursework prior to attending this course.

### Key Areas

- Electronic Throttle Control.
- VANOS.
- Wideband Oxygen Sensor Technology.
- Direct Injection.
- BMW EfficientDynamics.
- Diagnosis Procedures.

### Total Duration

4 Days

### Course Code

DMED

## BUS TECHNOLOGY AND POWER SUPPLY.

### Overview

The Bus Technology and Power Supply course will provide in depth information into BMW electrical and electronic systems.

### Target Group

Technicians wishing to improve their knowledge of BMW Bus Technology and Power Supply Systems.

### Requirements

Technicians must have attended all of the fundamental courses and completed the pre-coursework prior to attending.

### Key Areas

- Advanced Bus System.
- Advanced Power Supply Systems.
- Advanced Fault Finding techniques.
- Advanced Diagnosis in the Bus System and Power Supply areas.

### Total Duration

4 Days

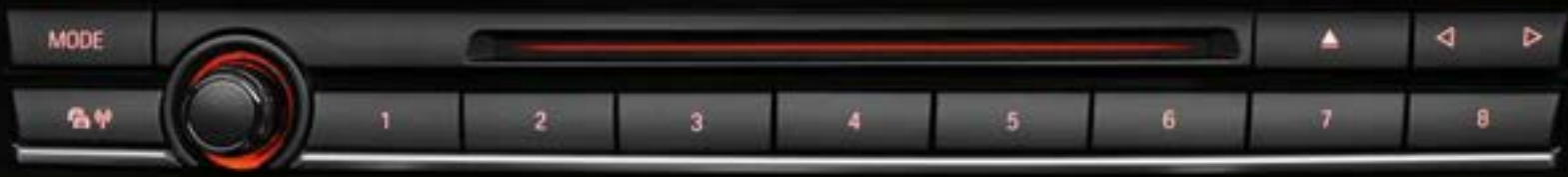
### Course Code

BTP



Main menu 10:22 87.5 MHz

- Multimedia
- Radio
- Telephone
- Navigation
- Office
- ConnectedDrive**
- Vehicle information
- Settings



## CENTRAL BODY ELECTRONICS.

### Overview

This course is carefully structured to provide Technicians with an in depth and valuable understanding of all the major functions of Central Body Electronics.

### Target Group

Technicians wishing to improve their knowledge of BMW Central Body Electronics.

### Requirements

Technicians must have attended Bus Technology and Power Supply (BTP) prior to attending this course and completion of the pre-coursework is required.

### Key Areas

- Wash/Wipe Systems.
- Central Locking.
- Power Windows.
- Anti Theft Alarm Systems.
- Diagnosis Procedures.

### Total Duration

4 Days

### Course Code

ZKE

## AUDIO AND COMMUNICATION SYSTEMS.

### Overview

This in depth course is designed to cover all aspects of BMW audio and communication systems. Technicians attending this course will be involved with cutting edge technology designed by BMW.

### Target Group

Technicians wishing to improve their knowledge of BMW audio and communication systems.

### Requirements

Technicians must have attended the Bus Technology and Power Supply (BTP) course and completed the pre-coursework prior to attending.

### Key Areas

- BMW Audio Systems (including music compression).
- Aerial Diversity.
- BMW Display Systems (including Head-Up Display).
- BMW Telephone Systems including BMW ConnectedDrive.
- BMW Navigation Systems.

### Total Duration

4 Days

### Course Code

ACS

## CLIMATE CONTROL SYSTEMS.

### Overview

The Climate Control System course is an in depth course covering the fundamentals of air conditioning, heating, air distribution and ancillary components.

### Target Group

Technicians wishing to improve their knowledge of BMW Climate Control Systems.

### Requirements

Technicians must have attended the Bus technology and Power Supply (BTP) course and completed the pre-coursework prior to attending.

To complete the pre-coursework, the WBT Principles of Air Conditioning eLearning (TSTAIRTEL) must be successfully completed.

### Key Areas

- Fundamentals of air conditioning.
- Health and Safety whilst handling refrigerant.
- Compressor Control.
- Temperature Control.
- Air Distribution.
- Climate Control Auxiliary Components.
- Diagnosis Procedures.

**Please Note:** On each Friday following the CCS Course, Delegates attending have the opportunity to take the ARHQ qualification. Please ensure that CCSARHQ is booked to correspond with the above course.

### Total Duration

4 Days

### Course Code

CCS

## CCS AUTOMOTIVE REFRIGERANT HANDLING QUALIFICATION.

### Overview

This qualification has been designed to meet the legislation Regulation (EC) No 842/2006 and Annex (EC307/2008).

### Target Group

Technicians that are attending CCS that have not previously achieved a refrigerant handling qualification.

### Requirements

This course continues on from the CCS course and should be booked in the same week as the CCS course.

Please note: All Delegates MUST bring safety footwear to this course.

### Key Areas

- F Gas regulations.
- Key discussions/commitments and dates.
- Refrigerants.
- Health and Safety including PPE.
- Fundamentals of air conditioning.
- Refrigerant circuit components.
- Refrigerant recovery training.
- Online and practical assessments.

### Total Duration

1 Day

### Course Code

CCSARHQ

# AUTOMOTIVE REFRIGERANT HANDLING QUALIFICATION.

## Overview

This qualification has been designed to meet the legislation Regulation (EC) No 842/2006 and Annex (EC307/2008).

## Target Group

Technicians and Workshop Controllers.

## Requirements

Technicians must have a sound knowledge of air conditioning systems including refrigerant servicing, refrigerant recovery, vacuum and re-charge.

Please Note: All Delegates MUST bring safety footwear to this course.

## Key Areas

- F Gas Regulations.
- Key discussions/commitments and dates.
- Refrigerants.
- Health and Safety including PPE.
- Fundamentals of air conditioning.
- Refrigerant circuit and components.
- Refrigerant recovery training.
- Online and practical assessments.

## Total Duration

1 Day

## Course Code

ARHQ





## M POWER TRAINING.

### Overview

This course is designed for experienced Technicians who would like to improve their understanding of the technology utilised in the BMW M Powered vehicles, particularly in relation to engines and engine management systems installed in the current BMW M models.

### Target Group

Experienced Technicians wishing to improve their knowledge of their BMW M product.

### Requirements

Technicians must have attended the Digital Motor Electronics (DME) and Bus Technology and Power Supply (BTP) courses prior to attending this course.

### Key Areas

- Overview of M power vehicles.
- Engine dismantling and adjustments.
- Vehicle servicing and repair procedures.
- Engine management systems.
- DCT service and repair procedures.
- Diagnosis procedures.

### Total Duration

4 Days

### Course Code

MPT





BMW



## ELECTRONIC TRANSMISSION CONTROL.

### Overview

This dynamic course will include all aspects of BMW automatic transmissions. Technicians will learn how to test, service, diagnose and repair BMW automatic transmissions.

### Target Group

Technicians wishing to improve their knowledge of BMW transmission systems.

### Requirements

Technicians must have attended the Bus Technology and Power Supply (BTP) course and completed the pre-coursework prior to attending.

### Key Areas

- Design and Function.
- Service procedures.
- Driving Functions.
- Diagnosis Procedures.

### Total Duration

4 Days

### Course Code

EGS

## CHASSIS SYSTEMS.

### Overview

This course has been developed for Technicians to gain a complete understanding and the required diagnosis skills for BMW chassis technology.

### Target Group

This course is designed to give Technicians an understanding of the chassis systems installed on BMW vehicles.

### Requirements

Technicians must have attended the Bus Technology and Power Supply (BTP) course and completed the pre-coursework prior to attending.

### Key Areas

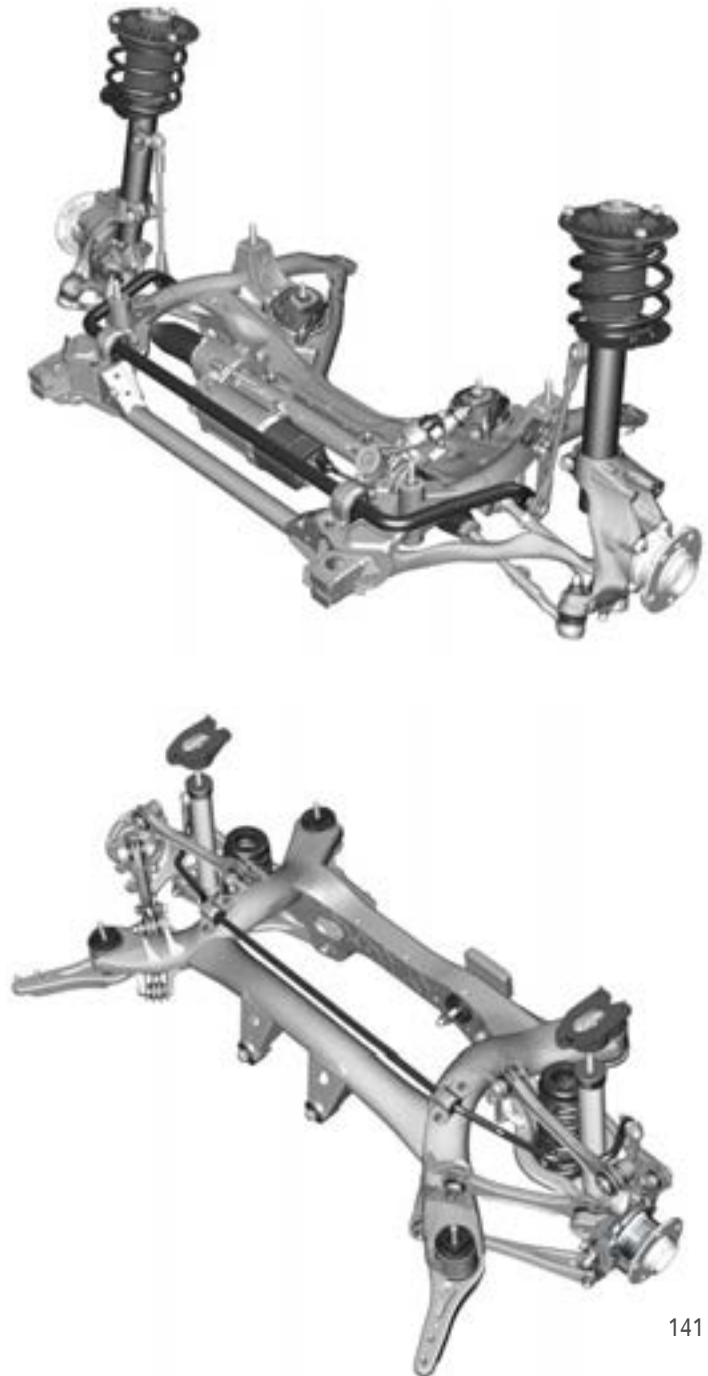
- xDrive.
- Integral Active Steering.
- ABS/DSC systems.
- Electronic Height Control.
- Adaptive Drive.
- Tyre Defect Indicator.
- Diagnosis Procedures.

### Total Duration

2 Days

### Course Code

DCS





## MAXIMISING YOUR EFFICIENCY.

### Overview

This course is designed to help Technicians correctly clock and write up their work, ensuring that they recover the maximum possible time for each job. The course will run in a workshop format with discussion and syndicate case study work. Full active participation is required throughout the day.

### Target Group

Technicians and Workshop Controllers.

### Requirements

Important: Please ensure a copy of a typical job card write up which contains some open time, plus copies of the supporting printouts are brought to the course.

### Key Areas

- Understanding how a write-up impacts on what can be costed on all jobs, not just warranty.
- Identifying the basic issues relating to clocking and writing up for OpenTime.
- Constructing a good write-up using a Fault, Cause, Rectification layout with the appropriate itemisation.
- Creating an increased awareness of common errors discovered during audits, and learning how these errors can be avoided/overcome.

### Total Duration

1 Day

### Course Code

MYE

## CUSTOMER HANDLING SKILLS FOR TECHNICIANS.

### Overview

This course is designed to help Technicians understand the best ways to connect with different types of customers. It is a practical course and participants will need to be able to demonstrate how they would explain technical subjects of varying complexity to a wide range of customers..

### Target Group

Experienced Technicians who need to speak to customers as part of their job role. Senior Technicians preparing for Master Assessment should attend.

### Key Areas

- Investigate how to connect and converse with colleagues and customers.
- Examine how to qualify both customer problems and exact fault details.
- Communicating technical information in simple, easy to understand terms.
- Explore the various ways of diffusing difficult customer situations.

### Total Duration

1 Day

### Course Code

CHST



## TECHNICAL ASSESSMENTS.

### Overview

A BMW/MINI Technician is a respected figure, not just in our Dealerships, but also in the automotive industry as a whole with the Service, Bodyshop and Motorrad assessments achieving Automotive Technician Accreditation (ATA) recognition.

The BMW Group Academy UK builds on this strong profile by providing clear structure for career development through dynamic, innovative training that allows talented individuals to be the best they can be.

The career journey begins with the BMW/MINI (ATA) Technician on to BMW/MINI (ATA) Senior Technician and then prestigious BMW (ATA) Master Technician status.

More information about the ATA programme can be found on the ATA website: [www.automotivetechician.org.uk](http://www.automotivetechician.org.uk)

### Re-qualifying BMW (ATA) Technicians and BMW (ATA) Senior Technicians

If you are in the final year of your current ATA status, you may attend one of the re-qualifying courses, Technician re-qualification (TECR) or Senior Technician re-qualification (STECR).

The course duration is two days and will cover some new model updates during day one and the morning session of day two. During the afternoon session of day two you will attend the re-qualification assessment.

### Target Group

All BMW and MINI Technicians.







Matex





## BMW (ATA) MOTORRAD PROGRAMMES.

The BMW (ATA) Motorrad curriculums define the Automotive Technician Accreditation (ATA) pathway that BMW Motorcycle Technicians follow. This will enable Technicians ultimately to become ATA qualified once an assessment has been completed and a successful status has been achieved.

The ATA Status is recognised throughout the UK Motorcycle industry and lasts for a period of 3 years.

The Academy requires candidates to progress through each rank separately. We believe this affords the individual the greatest opportunity of preparation and success and is also the most commercially viable for the dealership. A fast track option exists for accredited technicians of other manufacturers, please contact the BMW Group Academy UK for further details.



## BMW (ATA) MOTORRAD TECHNICIAN

JOB CODE: 163

COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
BMW Motorrad General Service	4 Days	MCGS	
BMW Motorrad Technician Assessment	1 Day	MCTA	

Before commencing on BMW (ATA) Motorrad Senior Technician assessment you must have successfully completed the BMW Motorrad (ATA) Technician assessment.

## BMW (ATA) MOTORRAD SENIOR TECHNICIAN

JOB CODE: 163

COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
BMW Motorrad General Electrics	4 Days	MCGE	
BMW Motorrad Diagnosis Principles	2 Days	MCID	
BMW Motorrad Senior Assessment	1 Day	MCSA	

Before commencing on BMW (ATA) Motorrad Master Technician assessment you must have successfully completed the BMW Motorrad (ATA) Senior Technician assessment.

## BMW (ATA) MOTORRAD MASTER TECHNICIAN

JOB CODE: 163

COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
BMW Motorrad Drive Train	4 Days	MCDT	
BMW Motorrad Master Assessment	1 Day	MCMA	







**BMW MOTORRAD COURSES.**

## BMW MOTORRAD COURSES

BMW Motorrad Technical courses cover the main disciplines over a programme of five courses.

These courses are regularly updated so we advise that the subjects are revisited every five years to maintain the level of understanding and to further develop competencies.

BMW Motorrad UK actively support development of their dealer network and strive to achieve a level of technical excellence that is admired throughout the motorcycle industry. Training is at the forefront of that development and it is therefore considered essential that individuals receive regular training to keep up-to-date with the advancing technologies.

## WHAT DELEGATES HAVE SAID.

“Meeting other Service Advisors and chatting about processes, techniques, RSD pricing and complaint handling – everything really! It was the best course I’ve been on”.

“The most valuable part for me was to re-cap on the 7 Essentials and the role plays, including negotiating at the restaurant for our evening meal. Listening to other sales guys and learning how they handle mystery shop. Everything was very useful”.

“I found the programme interesting, enjoyable and fun – thank you!”

“The Content was extremely relevant to me, being new in the service environment. A great insight into understanding the customer”.

“I found this course very useful in everyday use back at the dealership”

### BMW Motorrad Course Index.

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• BMW Motorrad Diagnosis Principles.	162.
• BMW Motorrad Drive Train.	162.

## BMW MOTORRAD CREATING A MEMORABLE SALES EXPERIENCE.

### Overview

This two day introduction to selling covers the basic Motorrad 'Seven Essentials for Selling' and focuses Sales Executives on how to constantly provide the customer with a memorable sales experience. This course forms part of The BMW Motorrad Sales Executive Certification.

### Target Group

Motorrad Sales Executives.

### Requirements.

This programme involves an element of evening work on the first night so overnight accommodation is compulsory.

### Key Areas

- Overview of the 'Seven Essentials for Selling'.
- Overview of the National Mystery Shop programme.
- Skills practice to ensure initial learning can be put into practice.
- Overcome resistance to change.
- Selling the complete package.
- Conducting a professional demo ride.
- Identifying buying signals.
- Introducing finance into budget discussions.
- Overcoming objections.
- Gaining a commitment.
- Follow up.

### Total Duration

2 Days

### Course Code

MCCMSE

## BMW MOTORRAD SELLING FOR FUTURE SUCCESS.

### Overview

This Motorrad selling programme covers the more technical aspects of the sales process. Building on 'Creating a Memorable Sales Experience' the course will examine how to achieve successful sales results whilst generating customer loyalty along the way. This course forms the second part of The BMW Motorrad Sales Executive Certification.

### Target Group

All Motorrad Sales Executives who have successfully completed 'Creating a Memorable Sales Experience' (MCCMSE).

### Key Areas

- Overview of the National Mystery Shop Programme.
- Conducting a professional part exchange proposal.
- Negotiation.
- Objection Handling.
- Closing Techniques.
- Generating future business.

### Total Duration

2 Days

### Course Code

MCSFFS

## BMW MOTORRAD SALES MANAGER CERTIFICATION.

### Overview

This exciting new programme consists of four, two day courses that are designed to equip BMW Motorrad Sales Managers with the tools necessary to develop and sustain both long term profitability and customer satisfaction.

### Target Group

Motorrad Sales Managers.

### Requirements

The face to face training is supplemented by mandatory pre-coursework and In-Dealership projects which aid the integration of the learning into the workplace.

### Key Areas

- **Financial Course (BMSAMCFI) - Managing Data Effectively.**  
Explores your role as a Certified BMW Sales Manager, looking at daily, weekly and monthly operating control, Management Accounts, IFC's, targeting, stock management, reports and KPI's. Everything necessary to manage your business proactively.
- **Marketing and Customers Course (BMSAMCMC) - Attracting and Retaining Customers.**  
Building customer loyalty and promoting the products and services on offer is a critical activity to secure long term business success.
- **Managing People Course (BMSAMCMP) - Managing Team performance.**  
An effective manager achieves results through the efforts of his/her team. Creating a vision and leading and motivating the team to achieve that vision is the focal point of this course.
- **Developing People Course (BMSAMCDP) - Developing your team.**  
High performing Sales Managers bring out the best in Team members, providing the optimum level of support and challenge, keeping people engaged, stretched and feeling valued. This course focuses on developing your skills as an effective coach.







## BMW MOTORRAD SUCCESS IN SELLING RIDER EQUIPMENT.

### Overview

This course provides customer facing staff with the skills and product knowledge necessary to be effective at selling accessories and rider equipment to Motorrad customers in the dealership.

### Target Group

All Customer Facing Motorrad Staff.

### Key Areas

- Targeted product knowledge input and advice on merchandising.
- How to adopt a consultative approach to selling that delivers a great customer experience.
- How to engage with a customer and establish their needs and buying motives.
- How to persuasively offer relevant solutions, introduce additional products and create increased sales opportunities.
- How to support indecisive customers and gain their commitment.
- How to overcome price objections and negotiate assertively.
- How to follow up customers who are 'shopping around' and convert to a sale.

### Total Duration

2 Days

### Course Code

MCSSRE

## BMW MOTORRAD SERVICE MANAGER CERTIFICATION.

### Overview

This exciting new programme consists of four, two day courses that are designed to equip BMW Motorrad Service and Aftersales Managers with the tools necessary to develop and sustain both long term profitability and customer satisfaction.

### Target Group

Motorrad Service and Aftersales Managers.

### Requirements

The face to face training is supplemented by mandatory pre-coursework and In-Dealership projects which aid the integration of the learning into the workplace.

### Key Areas

- **Foundation Course (BSMCF) - What You Manage.**  
This focuses on the role and responsibilities of the manager, the business process and the link between effective management and measurement of all areas of the KPI's and customer service process.
- **Financial Course (BSMCFI) - Managing Your Numbers.**  
This course builds on module one and examines Management Accounts, IFC's, targeting and business plans in greater detail.
- **Strategic Marketing Course (BSPMCS) - Managing The Future.**  
Attracting, retaining and promoting the products and services on offer to customers are critical to long term business success. Here we will explore tools and techniques to do this effectively.
- **People Course (BSPMCP) - Managing Your Team.**  
An effective manager achieves results through the efforts of his/her team. Creating a vision and leading and motivating the team to achieve that vision is the focal point of this course.

## BMW MOTORRAD PARTS MANAGER CERTIFICATION.

### Overview

This programme consists of four, two day courses that are designed to equip BMW Motorrad Service and Aftersales Managers with the tools necessary to develop and sustain both long term profitability and customer satisfaction.

### Target Group

Motorrad Service and Aftersales Managers.

### Requirements

The face to face training is supplemented by mandatory pre-coursework and In-Dealership projects which aid the integration of the learning into the workplace.

### Key Areas

- **Foundation Course (BPMCF) - What You Manage.**  
This focuses on the role and responsibilities of the manager, the business process and the link between effective management and measurement of all areas of the KPI's and customer service process.
- **Financial Course (BPMCFI) - Managing Your Numbers.**  
This course builds on module one and examines Management Accounts, IFC's, targeting and business plans in greater detail.
- **Strategic Marketing Course (BSPMCS) - Managing The Future.**  
Attracting, retaining and promoting the products and services on offer to customers are critical to long term business success. Here we will explore tools and techniques to do this effectively.
- **People Course (BSPMCP) - Managing Your Team.**  
An effective manager achieves results through the efforts of his/her team. Creating a vision and leading and motivating the team to achieve that vision is the focal point of this course.



## BMW MOTORRAD SERVICE AND PARTS ADVISOR TRAINING.

### Overview

This course gives participants the customer handling skills necessary to be effective in their roles as Service and Parts Advisors. The focus is on providing customers with a premium customer service experience by adopting a consultative approach to effectively understanding their needs, and selling tailored solutions that meet those needs, both over the telephone and in a face to face context.

### Target Group

Service, Parts and Bodyshop staff.

### Key Areas

- Understanding how to meet customer needs at key Moments of Truth.
- How to develop rapport and control conversations to identify customer needs during an incoming call and take a booking or parts enquiry.
- How to manage an effective Check-In, identify additional work requirements, and approach a browsing customer to identify further selling opportunities.
- To be able to effectively present a product or service in a way that meets a customer's buying motives and overcome any objections to close a sale.
- To be able to follow up accessory and rider equipment enquiries or deferred work over the telephone to generate additional business.
- To be able to explain an invoice effectively to a customer, to handle any flashpoint and follow a complaint handling process when necessary.

### Total Duration

2 Days

### Course Code

MCSPAT







## BMW MOTORRAD WARRANTY SYSTEMS.

### Overview

This course is designed to address the key areas that cause many motorcycle warranty claims to be rejected. The Delegate is taught to appreciate the fundamentals of preparing a claim for submission with an emphasis on the job card write-up and clocking. Support media such as RSD and the infonet are used in preparation of claims and a member of the warranty department is also present to guide and reassure individuals of how to make effective claims to assist dealer profitability.

### Target Group

Aftersales staff.

### Key Areas

- Preparing and administering a claim.
- Understanding and effectively communicating the parameters surrounding warranty cover and goodwill.
- Effective use of the systems available to increase claim accuracy, reduce the number of corrections and increase efficiency.
- Understanding how to claim Open Time and recognition of the importance of correct and accurate write ups to support open time claims.
- An understanding of how the warranty audit works and what actions are required to perform successfully at warranty audit.

### Total Duration

1 Day

### Course Code

MCWS

## BMW MOTORRAD PRODUCT AWARENESS.

### Overview

This exciting new programme consists of four, two day courses that are designed to equip BMW Motorrad Sales Managers with the tools necessary to develop and sustain both long term profitability and customer satisfaction.

### Target Group

Motorrad Sales Managers.

### Requirements

The face to face training is supplemented by mandatory pre-coursework and In-Dealership projects which aid the integration of the learning into the workplace.

### Key Areas

- The development of the BMW company.
- Evolution of the BMW bike.
- Engine technology.
- Chassis concept.
- Drive-train.
- Electrical equipment.

### Total Duration

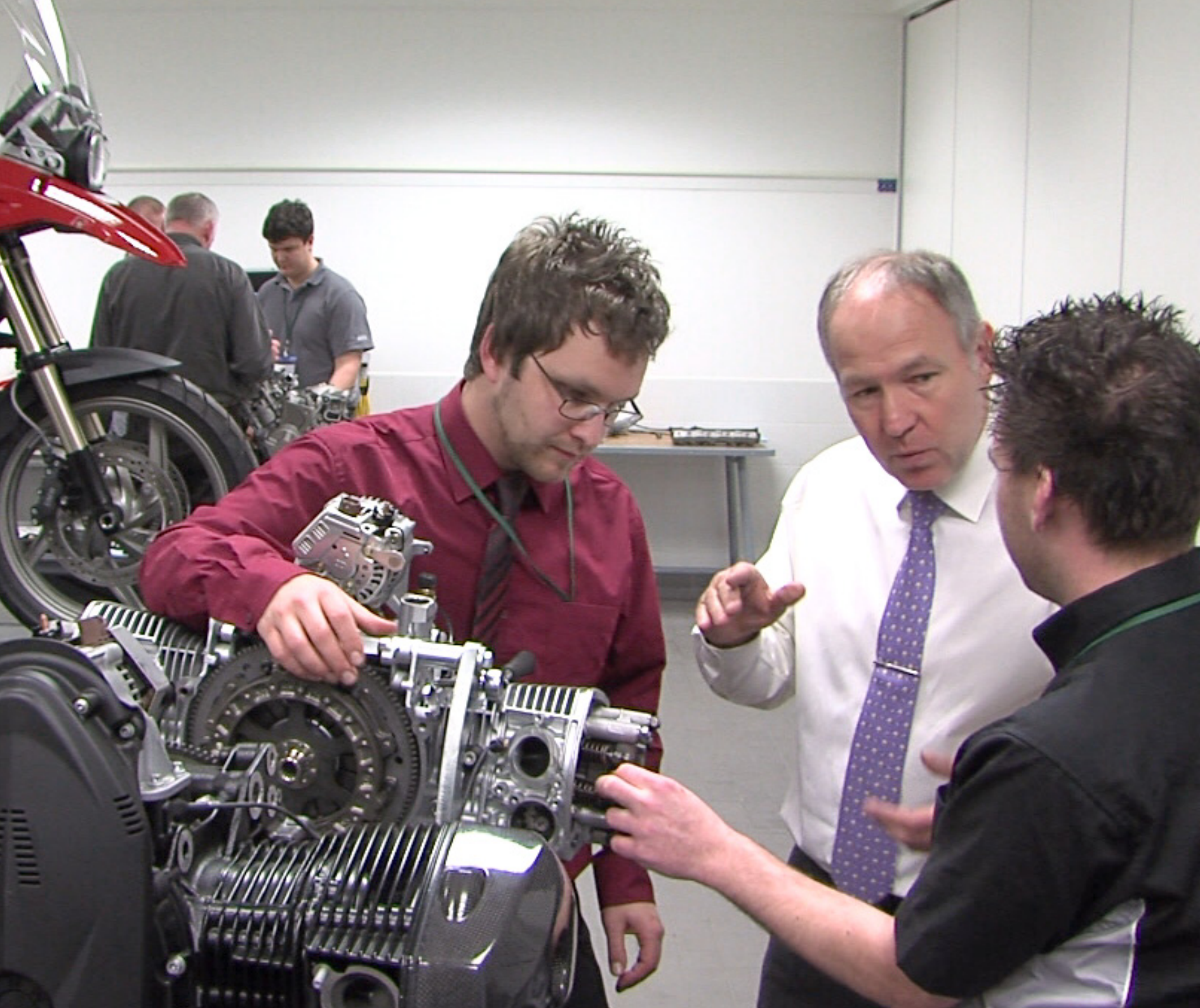
1 Day

### Course Code

MCPA







## BMW MOTORRAD GENERAL SERVICE.

### Overview

Motorcycle Technicians will be able to carry out maintenance and light repair procedures on the complete model range.

### Target Group

Motorcycle Technicians new to the BMW Product.

### Key Areas

- General maintenance and minor repair procedures for the complete range of BMW Motorcycles.
- Basic introduction to the MOSS diagnosis unit including fault memory interrogation and toolbox functions.
- Information retrieval and wiring diagram explanation.
- Job card clocking and write up. Work times and warranty.

### Total Duration

4 Days

### Course Code

MCGS

## BMW MOTORRAD GENERAL ELECTRICS.

### Overview

Motorcycle Technicians will be able to diagnose and rectify electrical faults effectively.

### Target Group

Motorcycle Technicians.

### Key Areas

- General electrical principles.
- Measurement of volts, amps and resistance.
- Testing of chassis electrical systems.
- Testing of engine management and ABS systems.
- Fault finding.
- Coding and programming best practice.

### Total Duration

4 Days

### Course Code

MCGE



## BMW MOTORRAD DIAGNOSIS PRINCIPLES.

### Overview

The Motorcycle Technician will have a clear understanding of the diagnosis unit and be able to accurately interpret the information provided during diagnosis.

### Target Group

Motorcycle Technicians who require in-depth knowledge of the diagnosis unit and be able to accurately interpret the information provided during diagnosis.

### Key Areas

- Structure and protocol of the MOSS and ISIS Diagnosis systems.
- Identification of measuring cables and their uses.
- Fault finding using different aspects of approach.
- Maintenance and programming related functions.

### Total Duration

2 Days

### Course Code

MCID

## BMW MOTORRAD DRIVE TRAIN.

### Overview

The Motorcycle Technician will be able to accurately assess and repair major mechanical components.

### Target Group

Experienced Motorcycle Technicians.

### Key Areas

- Explanation of engine and drive-line construction principles.
- Correct procedures for working safely when removing major units from the motorcycle.
- Strip, inspect, measure and rebuild, engine, gearbox and axle units.
- Interpreting repair instructions and technical data.

### Total Duration

4 Days

### Course Code

MCDT





## BMW (ATA) BODYSHOP CURRICULUMS.

## ABOUT THE BODYSHOP CURRICULUMS.

The following curriculums define the Automotive Technician Accreditation (ATA) pathway that BMW Bodyshop Technicians follow. This will enable Technicians ultimately to become ATA qualified once an assessment has been completed and a successful status has been achieved.

For Technicians needing to update ATA qualifications in 2013 following expiry, there will be a requalification route involving training and a reduced assessment, thereby making this more cost effective for the Bodyshop.

Please contact the BMW Group Academy UK for further details.





## BODYSHOP (ATA) SENIOR PANEL TECHNICIAN

JOB CODE: 617/717

COURSES RECOMMENDED FOR CERTIFICATION	DURATION	CODE	✓
Bodyshop Bonding and Riveting Introduction	2 Days	BSBRI	
Bodyshop New Model Training	TBC	TBC	
Advanced Vehicle Construction and Repair	2 Days	BSAVCR	
Bodyshop Preparation for Senior Panel ATA	1 Day	BSPPATA	
Bodyshop Senior Panel ATA	3 Days	BSSPLTA	

## BODYSHOP (ATA) SENIOR PAINT TECHNICIAN

JOB CODE: 618/718

COURSES RECOMMENDED FOR CERTIFICATION	DURATION	CODE	✓
Bodyshop Expert Level 1 Paint Training	2 Days	BSE1PT	
Bodyshop Expert Level 2 Paint Training	2 Days	BSE2PT	
Bodyshop Expert Level 3 Paint Training	3 Days	BSE3PT	
Bodyshop Senior Paint ATA	2 Days	BSSPTTAN	

## BODYSHOP (ATA) SENIOR MET TECHNICIAN

JOB CODE: 619/719

COURSES RECOMMENDED FOR CERTIFICATION	DURATION	CODE	✓
Bodyshop New Model Training	TBC	TBC	
Bodyshop Bonded Glass	1 Day	BSBG	
Bodyshop Preparation for Senior Panel ATA	1 Day	BSPMATA	
Bodyshop Senior MET ATA	2 Days	BSSMETTA	



**CENTER 350**  
INFRARED THERMOMETER

**CAUTION**



## **BMW BODYSHOP COURSES.**

## ABOUT THE BODYSHOP COURSES.

The full suite of BMW Bodyshop training courses are available to both BMW dealerships and sub-contracted BMW Approved repairers.

By attending these courses, delegates will become fully conversant with the BMW and MINI range of products and how they should be repaired following accident damage, using BMW Approved methods, equipment and materials.

The courses are designed to meet all levels of Bodyshop personnel's skill and experience and will benefit both those delegates who have been within the BMW network for many years and who wish to be updated on the latest technology and repair procedures, as well as those that are new to BMW and have experience with other makes and manufacturers products and processes.

### Additional Information

Accommodation is not automatically provided for courses. In order to get the best from programmes it is recommended that if you are facing a long drive involving an early start then you should reserve accommodation for the night prior to your course commencing. It is wise to reserve your accommodation at the time of booking as late bookings risk accommodation being unavailable.

Please note: All delegates must bring safety footwear on Bodyshop courses.

## WHAT DELEGATES HAVE SAID.

"I found everything I learnt on the course useful and I think I will use a lot of what I have learnt".

"I have not one bad word! This course is a very good headstarter! I'm ready to take on the world of dents

"Very good, very hands on which is always a good thing I think".

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## BODYSHOP EXPERT LEVEL 1 PAINT TRAINING.

### Overview

The Delegate will receive an overview of the overall process in painting technology. Theoretical and practical knowledge of painting will be given.

### Target Group

All Paint Technicians wishing to update their knowledge and understanding of the latest process and also, those who are new to the BMW ColorSystem.

### Key Areas

- Introduction to principles of paint technology.
- Application of suitable abrasives and sanding machines for use with dry and wet technologies.
- New refinish Process for Matt Paintwork.
- BMW Product Manager training.
- Familiarisation with various cleaning systems.
- Information on the ColorSystem products conforming to VOC legislation.
- BMW Warranty Application and Process Techniques.

### Total Duration

2 Days

### Course Code

BSE1PT

## BODYSHOP EXPERT LEVEL 2 PAINT TRAINING.

### Overview

The Delegate will know the professional, pragmatic and economic application covering every aspect of the BMW paint repair concept “ColorSystem”.

### Target Group

Painters with a good understanding of paint processes and technical knowledge, who have already attended the Bodyshop Expert Level 1 (BSE1PT) course.

### Key Areas

- Theory and practice of ColorSystem portfolio.
- ColorSystem latest Blending Techniques.
- ColorSystem mixing system with shade weighting.
- Preparation of parts using ColorSystem primers.
- Defect analysis. Polishing methods.
- ColorSystem news.
- BMW Product Manager training.

### Total Duration

2 Days

### Course Code

BSE2PT

## BODYSHOP EXPERT LEVEL 3 PAINT TRAINING.

### Overview

The Delegate will have detailed expert knowledge of how to optimise the overall work process using the BMW repair concept “ColorSystem”.

### Target Group

Experienced Painters who have already attended the Bodyshop Expert Level 1 and 2 Paint Training (BSE1PT and BSE2PT) courses.

### Key Areas

- Theory and practice using ColorSystem products conforming to VOC legislation.
- Science of colours and chromatometry.
- Workflow optimisation and cost reduction.
- Application of the latest equipment.
- Current know-how on the environment, health protection and safety at work.
- Latest ColorSystem products and news.
- Colorsystem Three Stage Pearl, Theory and Application (BMW A96).

### Total Duration

3 Days

### Course Code

BSE3PT

## BODYSHOP COLOUR MANAGEMENT.

### Overview

This course will enable the Technician to quickly and accurately identify and correct colour shades and economically manage the preparation of colour. This course will also cover adjusting an available shade in order to produce an acceptable match in the shortest possible time.

### Target Group

Experienced Bodyshop Paint Technicians who are involved in the preparation of colour.

### Key Areas

- Colour theory and associated problems.
- Colour management practice, including maintenance of equipment.
- Colour matching using various techniques.

### Total Duration

3 Days

### Course Code

BSCM

## BODYSHOP SPOT REPAIR.

### Overview

The course explores the latest painting techniques and best practice which are the hallmarks of a successful Bodyshop.

### Target Group

Bodyshop Painters who would like to improve their professional bodyshop skills.

### Key Areas

- Spot Repair Theory, market trends in cosmetic repair.
- Non paint products, drying and polishing systems.
- Identification and evaluation of damage ideal for spot repair.
- Practical demonstration and delegate practical exercises on bodysells
- Quickly and accurately identify those jobs ideal for spot repair.
- How to use the HydroColor basecoat.
- Use the new preparation techniques to quickly and efficiently prepare damaged areas for painting.
- How to use the new BMW Spot Blender fade out additive.

### Total Duration

2 Days

### Course Code

BSRSR

## BODYSHOP POLISHING TRAINING.

### Overview

This course is designed to improve the knowledge and understanding of valeting and bodyshop staff to ensure the vehicle is prepared prior to customer collection to the exacting standards required by BMW. A substantial proportion of the course is of a practical nature.

### Target Group

Experienced Painters, Valeters and Bodyshop personnel.

### Key Areas

- Theory and Polishing of ColorSystem Clearcoats.
- Hologram and Swirl line removal.
- Defect Analysis.
- Best practice recommendations.
- Latest recommended products and equipment.

### Total Duration

1 Day

### Course Code

BSPOL

## BODYSHOP DECAL COURSE.

### Overview

A course covering all aspects of decal fitting on MINI products.

### Target Group

All employees wishing to fit MINI decals.

### Key Areas

- Fitting approved decals.
- Removing trim items.
- Surface preparation.
- Following approved procedures.
- Using the correct equipment.

### Total Duration

1 Day

### Course Code

BSDC



## SURFACE DAMAGE IDENTIFICATION AND PREVENTION.

### Overview

This course provides non technical, customer facing staff with the knowledge and confidence to discuss paint related defects and contamination, identify levels of alloy wheel and interior trim damage and offer customer advice with the best method of rectification using BMW Approved procedures and repair methods.

### Target Group

Customer facing staff in both Service and Bodyshops.

### Key Areas

- Customer handling skills for paint defects, including bird lime, contamination and surface scratches.
- Care of BMW Matt paint finishes.
- Identifying alloy wheel damage and other types of cosmetic repairs.
- Familiarisation of the BMW and MINI aftercare product range and their application.

### Total Duration

1 Day

### Course Code

BSSDIP

## ADVANCED VEHICLE CONSTRUCTION AND REPAIR.

### Overview

This course provides an advanced level of training for experienced panel Technicians who require updating on the latest vehicle construction methods and BMW Group approved repair procedure. This learning is relevant not only for long standing BMW Technicians but for those who have recently moved into the business and who may not have previously been involved in the repair of BMW Group vehicles to a large extent.

Delegates will gain a thorough understanding of BMW Group methodology, tooling and systems and as a result, will be able to perform to a higher level of competence in the workshop environment.

### Target Group

Experienced Panel Technicians.

### Key Areas

- Latest materials and vehicle construction methods including inverter spot welders and MAG welding equipment (but excluding Bonding and Riveting).
- Sourcing and following BMW Approved tooling and equipment.
- Effective panel sealing and anti-corrosion protection.
- This complements the specific two day BSBRI Bonding and Riveting Training course (BSBRI).

### Total Duration

2 Days

### Course Code

BSAVCR

## BODYSHOP BONDING AND RIVETING INTRODUCTION AND UPDATE.

### Overview

This course will introduce Delegates to the new processes and give them practical experience of the repair methods following BMW manufacturers repair instructions and using the correct tools, equipment and consumables in a safe and effective manner.

This course is recommended for Technicians preparing for the Senior Panel (ATA) Technician Assessment.

A one day update refresher course will also be available for those that have previously attended BSBRI and wish to both recap previous training and familiarise themselves with new practices and processes. This course is called Bodyshop Bonding and Riveting Update (BSBRU).

### Target Group

Bodyshop Panel Technicians, VDA's or Managers who have expertise in Bodyshop Panel Technology, but not necessarily the Bonding and Riveting process.

### Key Areas

- Concept of Bonding and Riveting technology.
- Bonding Panel and structural repair processes.
- Carry out practical demonstration of repairs following repair instructions, using the correct tools, equipment and consumables.

### Total Duration

2 Days and 1 Day respectively.

### Course Code

BSBRI and BSBRU.





## BODYSHOP BONDED GLASS REPLACEMENT AND STONE CHIP REPAIR.

### Overview

This course will enable Technicians to remove and replace bonded glass units according to current BMW repair procedures, also including Stone Chip repair.

### Target Group

Service and Bodyshop Technicians.

### Key Areas

- Removal and refit of windscreens on various BMW Group vehicles.
- Advice and instruction on techniques for other bonded glass panels.
- Ordering the correct windscreen.
- A brief overview of Head Up Display.
- Windscreen repairs.

### Total Duration

1 Day

### Course Code

BSBG

## BODYSHOP QUICK REPAIR TECHNIQUES.

### Overview

This course will enable the Technician to develop techniques for paintless dent repair (PDR).

This is growing income opportunity for all AfterSales Departments and this course will provide the necessary skills to develop this area of the business.

### Target Group

Bodyshop Technicians and Panel Repair Technicians.

### Key Areas

- Paintless repair and dent removal.
- Use of special tools and reflector boards.
- Assessment methods of body panel work.
- Opportunity to purchase PDR tools.

### Total Duration

3 Days

### Course Code

BSQRT





## BODYSHOP ELECTRICAL DIAGNOSIS LEVEL 1.

### Overview

This course will both refresh the experienced technician or be an introduction for those working on automotive electrical systems and the diagnosis of electrical faults. It is particularly designed for technicians working in a Bodyshop environment and the repairs associated with this.

### Target Group

Bodyshop Technicians.

### Key Areas

- Battery testing and diagnosis.
- Using BMW wiring diagrams to locate electrical components, identify wires, connections and earth and supply points.
- Use of Weblsta to establish system function.
- Identify electrical components such as relays, actuators and sensors in order to be able to carry out basic tests to determine system faults.
- Using test instruments such as multimeters.

### Total Duration

2 Days

### Course Code

BSED1

## BODYSHOP AUTOMOTIVE REFRIGERANT HANDLING QUALIFICATION.

### Overview

This qualification has been designed to meet the legislation Regulation (EC) No 842/2006 and ANNEX (EC307 - 2008) of the European Parliament and of the council.

### Target Group

Bodyshop Technicians.

### Key Areas

- Fundamentals of Air Conditioning components and system operation.
- F Gas Regulations.
- Key discussions / commitments and dates.
- Refrigerants.
- Health and safety including PPE.
- Refrigerant circuit and components.
- Refrigerant recovery training.
- Online and practical assessments.

### Total Duration

2 Days

### Course Code

BSARHQ

## BODYSHOP ASSESSMENTS.

### Overview

These Assessments which are accredited with the Institute of the Motor Industry (IMI) recognise Bodyshop staff knowledge and skill level in a range of different disciplines.

All of the Assessments use BMW product and repair information to support the assessment. Please refer to the BMW Group Academy UK infonet for more details.

### ATA Assessments

- Bodyshop Senior MET Assessment (ATA) BSSMETTA
- Bodyshop Senior Panel Assessment (ATA) BSSPLTA
- Bodyshop Senior Paint Assessment (ATA) BSSPTTAN

Preparation training is available prior to these assessments for technicians wishing to familiarise themselves with these specialisms.

Bodyshop Preparation for Senior Panel (ATA)	BSPPATA
Bodyshop Preparation for MET (ATA)	BSPMATA

For Technicians needing ATA Regulation in 2013, there will be a requalification route involving training and a reduced assessment, thereby making this more cost effective for the Bodyshop.

Please contact the BMW Group Academy UK for further details.

### QAA Assessments

The vehicle Damage Assessor benefits from training and ongoing assessment during this three day IMI Quality Assured Award: BSVDAQAA.



## **BMW APPRENTICESHIP PROGRAMMES.**

## ABOUT THE APPRENTICESHIP PROGRAMMES.

The BMW Group Academy UK offers an award-winning Apprenticeship Programme designed specifically to meet the changing needs of the BMW dealer network. Recruiting an Apprentice is a great way to provide your dealership with high quality staff across the Service, Parts, Body and Motorrad departments.

One of the key benefits of the BMW Apprenticeship Programme is that Apprentices work on BMW Group products and test equipment.

All underpinned by nationally recognised qualifications through joint certification by BMW and the Institute of the Motor Industry (IMI) Awards.

### Apprenticeship Course Index.

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• BMW Motorrad Apprenticeship.	185.
• Panel and Paint Apprenticeship.	186.
• Mentor Training.	187.
• Mentor Best Practice Training.	187.

### Contact Details

To talk more about the involvement of your Dealership and the BMW Group Academy Apprenticeship Programmes, please get in touch by phone or by email.

**Tel:** 01189 480 447

**email:** [apprenticerecruitment@bmw.co.uk](mailto:apprenticerecruitment@bmw.co.uk)



## TECHNICIAN APPRENTICESHIP.

### Overview

The training programme takes place over a three year period with twenty three weeks of face to face training at The BMW Group Academy.

Year One -	10 Weeks of 2 week blocks.
Year Two -	8 Weeks of 2 week blocks.
Year Three -	5 Weeks of 1 week blocks.

### Requirements

Applicants required to have or predicted to obtain, 4 GCSEs (or equivalent) at Grade C or above in English, Mathematics, Science and one other subject.

### Total Duration

3 Years

### Outcomes

On successful completion of the Advanced Level Apprenticeship, the qualifications gained will be:

### Intermediate Level Apprenticeship

- IMIAL Level 2 Diploma in Light Vehicle Maintenance and Repair Principles (VRQ)
- IMIAL Level 2 Diploma in Light Vehicle Maintenance and Repair Competence (VCQ)

### Advanced Level Apprenticeship

- IMIAL Level 3 Diploma in Light Vehicle Maintenance and Repair Principles (VRQ)
- IMIAL Level 3 Diploma in Light Vehicle Maintenance and Repair Competence (VCQ)
- IMIAL Level 3 Award in Automotive Refrigeration Handling.
- IMIAL Level 2 Award in Electric/Hybrid Vehicles.
- IMIAL ATA Light Vehicle Service Maintenance Technician Accreditation.

### Additional Information

A Mentor will be allocated to oversee the work-based learning programme during the apprentice's time at the dealership. A BMW representative (Career Programme Advisor) will also visit at least once every 12 weeks to set performance targets and ensure any welfare and development needs are being met.





## PARTS ADVISOR APPRENTICESHIP.

### Overview

The Parts programme is primarily distance learning at the dealership consisting of computer based training (CBT), modular units and training at the BMW Group Academy UK.

The training programme takes place over 2 years, attending training in 1 week blocks in the form of classroom and workshop sessions.

Year One - 4 Weeks  
Year Two - 4 Weeks

### Requirements

Applicants need to have or to be predicted to attain, 3 GCSEs (or equivalent) at Grade D or above in English, Mathematics and one other subject.

### Total Duration

2 Years

### Outcomes

On successful completion of the Advanced Level Apprenticeship, the qualifications gained will be:

### Intermediate Level Apprenticeship

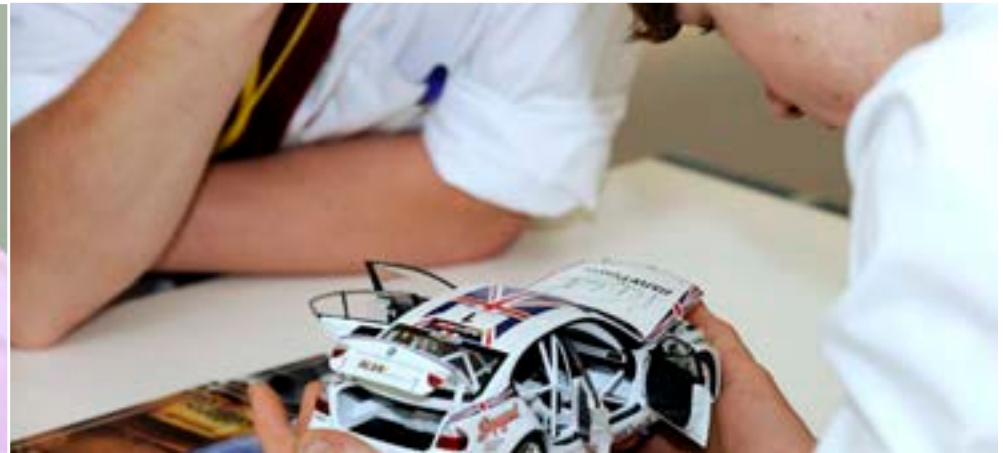
- IMIAL Level 2 Diploma in Vehicle Parts Principles (VRQ)
- IMIAL Level 2 Diploma in Vehicle Parts Competence (VCQ)

### Advanced Level Apprenticeship

- IMIAL Level 3 Diploma in Vehicle Parts Principles (VRQ)
- IMIAL Level 3 Diploma in Vehicle Parts Competence (VCQ)

### Additional Information

A Mentor will be allocated to oversee the work-based learning programme during the apprentice's time at the dealership. A BMW representative (Career Programme Advisor) will also visit at least once every 12 weeks to set performance targets and ensure any welfare and development needs are being met.



## BMW MOTORRAD APPRENTICESHIP.

### Overview

The training takes place over three years in blocks of one or two weeks in the form of classroom and workshop sessions.

Year One -	8 Weeks
Year Two -	6 Weeks
Year Three -	5 Weeks

### Requirements

Applicants are required to have or be predicted to obtain 4 GCSEs (or equivalent) of Grade C or above in English, Mathematics, Science and one other subject.

### Total Duration

3 Years

### Outcomes

On successful completion of the Advanced Level Apprenticeship, the qualifications gained will be:

#### Intermediate Level Apprenticeship

- IMIAL Level 2 Diploma in Motorcycle Maintenance and Repair Principles (VRQ).
- IMIAL Level 2 Diploma in Motorcycle Maintenance and Repair Competence (VCQ).

#### Advanced Level Apprenticeship

- IMIAL Level 3 Diploma in Motorcycle Maintenance and Repair Principles (VRQ).
- IMIAL Level 3 Diploma in Motorcycle Maintenance and Repair Competence (VCQ).

### Additional Information

A Mentor will be allocated to oversee the work-based learning programme during the apprentice's time at the dealership. A BMW representative (Career Programme Advisor) will also visit at least once every 12 weeks to set performance targets and ensure any welfare and development needs are being met.





## PANEL AND PAINT APPRENTICESHIP.

### Overview

This Apprenticeship Programme provides training for Paint and Panel Apprentices. The training takes place at our facility in Ruddington near Nottingham and is undertaken over a period of three years in blocks of one week in the form of classroom and workshop sessions.

Year One -	7 Weeks
Year Two -	6 Weeks
Year Three -	4 Weeks

### Requirements

Applicants are required to have or be predicted to obtain 3 GCSEs (or equivalent) at Grade D or above to include a practical subject.

### Total Duration

3 Years

### Outcomes

On successful completion of the Advanced Level Apprenticeship, the qualifications gained will be:

#### Intermediate Level Apprenticeship

- Level 2 Diploma in Vehicle Accident Repair (Body or Paint) Principles (VRQ).
- Level 2 Diploma in Vehicle Accident Repair (Body or Paint) Competence (VCQ).

#### Advanced Level Apprenticeship

- Level 3 Diploma in Vehicle Accident Repair (Body or Paint) Principles (VRQ).
- Level 3 Diploma in Vehicle Accident Repair (Body or Paint) Competence (VCQ).
- BS4872 Certification in Welding.
- BS1140 Certification in Spot Welding.

### Additional Information

A Mentor will be allocated to oversee the work-based learning programme during the apprentice's time at the dealership. A BMW representative (Career Programme Advisor) will also visit at least once every 12 weeks to set performance targets and ensure any welfare and development needs are being met.



## MENTOR TRAINING

### Overview

All of our Apprentices programmes involve the participation in a Vocational Competence Qualification and as such, it is a requirement to provide a qualified mentor.

The Mentor training course is delivered over two, one day sessions at the BMW Group Academy UK. Once the first day session has been completed, the trainee mentor will carry out a number of assessments on the young person within the Dealership and complete a portfolio of evidence. The second one day session takes place approximately two months later, allowing candidates to gain experience and gather appropriate evidence.

The Mentor will be assessed to ascertain their competence. This is a process that takes place at the dealership and is organised in conjunction with the Career Programme Advisor (CPA). On successful completion of this course the Mentor will receive a Level 3 Award in Assessing Competence in the Work Environment (ACWE).

### Requirements

Once the VCQ Assessor (ACWE) Certificate has been gained, the Mentor must attend the MENTBP - Mentor Best Practice Course each year, for standardisation purposes.

### Target Group

Service, Parts, Bodyshop and Motorcycle Staff.

### Key Areas

- Carry out Workplace Observations of Apprentices. Monitoring the Apprentices's health, safety and general welfare.
- Day to Day work planning of the trainee.
- Liaison with the Careers Programmes Advisor to monitor the trainee's progress towards achieving targets and deadlines.

### Total Duration

2 Days (2x 1 Day Courses)

### Course Code

AAOOSVC1 (Day 1) and AAOOSVC2 (Day 2)

## MENTOR BEST PRACTICE TRAINING.

### Overview

This course is a requirement for all practising qualified Apprentices Mentors with a focus on updating them on current Awarding Body requirements and VCQ Assessment best practice.

### Target Group

Dealer Workplace Mentors.

### Key Areas

- VCQ assessment procedures and processes and the current best practice.
- Planning and monitoring apprentices work based training.
- Apprentices health, safety and welfare arrangements and equality/diversity issues and reporting procedures.
- Updates from awarding body (IMI Awards).

### Additional Information

Please note that overnight accommodation is no longer included in the course fee. If overnight accommodation is required this must be booked by the Dealer according to the venue requirements.

### Total Duration

1 Day

### Course Code

MENTBP13



## CONTACT NUMBERS.

BMW Group Academy UK Training Advisor Team	Tel: 0845 234 0000
BMW Group Academy UK Apprenticeship Programmes	Tel: 01189 480 447
BMW Group Academy UK Reception	Tel: 01189 334 890
BMW Group Academy UK Executive Centre	Tel: 01189 480 467
DeVere Venues Accommodation Reservations	Tel: 0844 980 2340
Hotelzon Accommodation Reservations	Tel: 0871 8555001
BMW (UK) Ltd Bracknell Head Office	Tel: 01344 426 565
Train Tracker	Tel: 0871 2004950
Chauffeur Drive	Tel: 0870 312 1608
Triple 'A' Executive Cars	Tel: 01189 504 030
Flight Arrivals	Tel: 0844 355 1801

## DRESS CODE AT THE BMW GROUP ACADEMY UK.

Business dress is required for all training at the BMW Group Academy UK, unless otherwise stated in your Joining Instructions under the heading 'Special Instructions'.

### Technical

A collared shirt, shoes and trousers are expected to be worn. The shirt must be tucked in at all times.

Casual dress (e.g. jeans, tee shirts, trainers) is not acceptable at the BMW Group Academy UK.

### Bodyshop

A collared shirt, shoes and trousers are expected to be worn. The shirt must be tucked in at all times.

Casual dress (e.g. jeans, tee shirts, trainers) is not acceptable at the BMW Group Academy UK.

### Motorcycles

Motorrad clothing or a collared shirt, shoes and trousers are expected to be worn. The shirt must be tucked in at all times.

Casual dress (e.g. jeans, tee shirts, trainers) is not acceptable at the BMW Group Academy UK.

### Apprenticeships

A collared shirt, tie and trousers are expected to be worn. The shirt must be tucked in at all times. Casual dress (e.g. jeans, tee shirts, trainers) is not acceptable at the BMW Group Academy UK. The wearing of earrings, studs or large items of jewellery is not encouraged and will not be accepted if likely to contravene Health and Safety regulations.

Overalls (over trousers and jacket) are provided for practical sessions, but you must ensure you bring your safety shoes with you.

Lockers are provided and their use requires the deposit of a £1 coin.

### Wokefield Park - Dining Areas (Breakfast and Evening Meals)

Please dress appropriately when dining at Wokefield Park. Shirts should be worn at all times (vests would be deemed inappropriate).

Shorts may be worn but suitable footwear would be encouraged.

### Dress Code at External Venues

#### All Training

Business dress, is required for all training unless otherwise stated in your joining instructions under the heading 'Special Instructions'.

#### Bodyshop

Work wear should be worn including appropriate protective clothing.

Safety footwear must be worn.



## BOOKINGS, ACCOMMODATION, TRAVEL AND CANCELLATIONS.

### Booking a Training Course

Refer to the BMW Group Academy UK website to find out more details about the training on offer.

You can also contact the Academy Training Advisor Team to discuss your training options on:

Email: [bmwgroupacademyuk@bmw.co.uk](mailto:bmwgroupacademyuk@bmw.co.uk)  
Tel: 0845 234 0000  
Fax: 01189 020 480

### Accommodation

Wokefield Park accommodation can be booked online via the BMW Group Academy UK website or alternatively by email: [bmwgroupacademyaccommodation@deverevenues.co.uk](mailto:bmwgroupacademyaccommodation@deverevenues.co.uk)

**Accommodation for courses held at alternative venues, can be booked via Hotelzon email: [bmw@hotelzon.co.uk](mailto:bmw@hotelzon.co.uk)**

### Apprentice Accommodation

If you have any queries regarding Apprentice Accommodation, please contact DeVere Venues on 01189 334 333.

### Travel

The following companies are recommended for airport and local transfers:

Chauffeur Drive Thames Valley  
Tel: 0870 312 1608  
Email: [info@chauffeurdrive.tv](mailto:info@chauffeurdrive.tv)  
Triple 'A': Executive Cars  
Tel: 01189 504 030

### Training Course Cancellation Policy

Cancellation fees will be charged on all courses cancelled within 3 weeks of the course start date.

DeVere Venues Accommodation Cancellation Policy

15 - 21 days prior to arrival date - 40% charge.

14 - 0 days prior to arrival date - 100% charge.

### Parking

Onsite parking is available at Wokefield Park at both the Executive Centre and at the BMW Group Academy UK.





## ABOUT YOUR STAY.

### **The History of Wokefield Park.**

The original Mansion House in Wokefield Park, as it now stands, apart from the possibility of some sixteen century vaulting in the cellars, dates from the 1700`s with alterations in the early nineteenth century and continually from that date.

The house and estate has changed hands many times over the years. In 1936 the order of De La Salle Catholic Brothers took over the estate from the local industrialist Lord Alfred Palmer (of Huntley and Palmer Biscuits fame). The Brothers sold the property to the London Borough of Brent in 1972 who operated the site for underprivileged and difficult children.

DeVere Venues Limited purchased this property and 28 other venues in August 2005. Initial Style Conferences purchased the property from Brent in 1986 and after renovation opened The Mansion House as a Training Centre from April that year. The Mansion House which previously operated as the UK Training Centre for Xerox, now has open market conference clients, events, dinner dances as well as many weddings. It also has contracts with BMW UK and KPMG as well as some open market trading .It is well known as being a fantastic weekend training and function venue.













# MINI





## WHERE TO FIND STUFF.

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## THE BMW GROUP ACADEMY MINI EVENTS.

Every year BMW and MINI launch exciting new product and technologies to the network and we are delighted to inform you that 2013 will be no different. We plan to hold a series of new model launch events for both brands this year which will allow your dealer staff to experience the new cars and technologies first-hand giving them the confidence and knowledge they need to speak about our new products. As part of these events, we will also allow dealer staff to drive not only our product, but also that of our competition to truly stay ahead in the market and to ensure that our customers receive the best possible experience.

Feedback from 2012 has been extremely positive with our events scoring over 4.8 out of a maximum of 5 and with overall scores as high as 4.96 for MINI. We value your feedback and input and continually look to improve our events and your experience.

### MINI Retail Standards Requirement.

In order to comply with retail standards, we would like to remind you that the dealer attendance requirements for Event Training are as follows, however you are always more than welcome to send more:

### MINI Sales staff (Non-Technical):

- Dealers with 1 to 2 Sales staff must send 1.
- Dealers with 3 to 4 Sales staff must send 2.
- Dealers with 5 to 6 Sales staff must send 3.
- Dealers with 7 to 8 Sales staff must send 4.
- Dealers with 9 to 10 Sales staff must send 5.
- Dealers with 11+ Sales staff must send 6.

### MINI Aftersales staff (Non-Technical):

- More than 1 must send 1.







## MINI FAMILY DAY OUT.

In 2012 we ran a MINI Family Day Out at Thruxton Race Track. This gave delegates a real chance to explore MINI in its element, including the MINI Countryman showing everyone it has what it takes on the 4x4 mud track, driving on a go-kart track, hot laps with a professional driver, dynamic driving activities and driving the circuit. In addition, the learning provided ensured that the MINI dealer staff could speak confidently about the MINI Roadster, how this car fit into the range and how once again the MINI range is growing.

Feedback to this event was extremely positive, with dealers rating the event as a 4.93/5 stars. We look forward to the next MINI Event due to be held in March and look forward to seeing you there.

## WORD ON THE STREET.

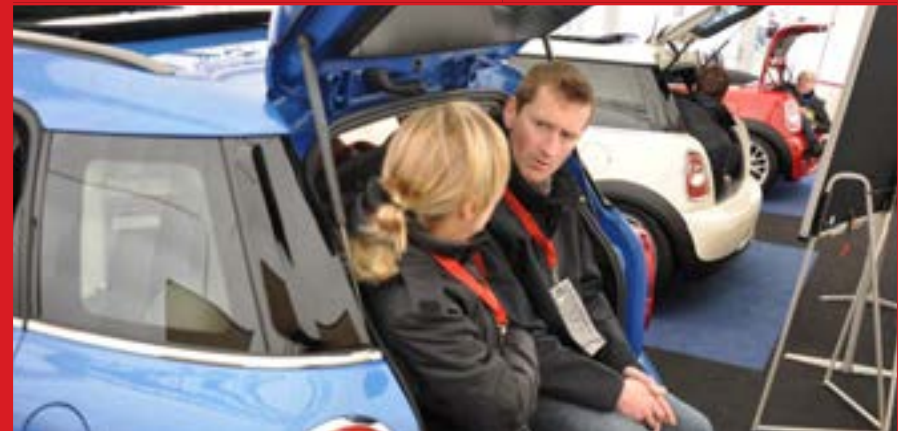
“I have been with MINI for 9 years, here’s to the next 9!”

“It was great, it has clearly had a lot of thought put into making the event as best as can be”

“An awesome MINI adventure!”

“Fast tracks with Pro-Drivers, simply breathtaking”

“Top day, really good fun, makes me even more proud privileged to work for this brand”









**MINI SALES CERTIFICATION.**



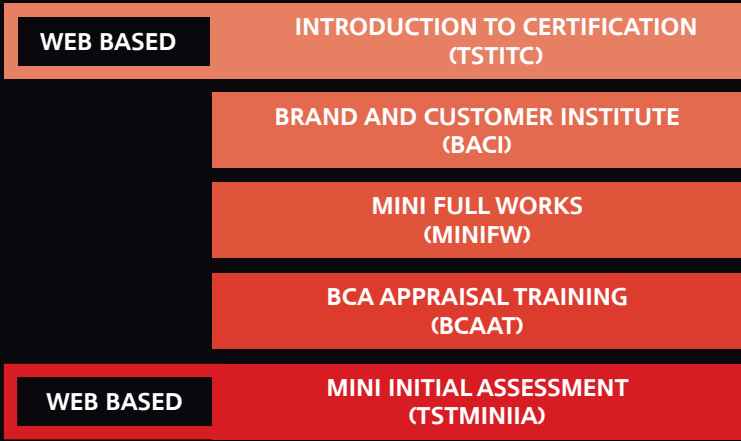
### WHAT THE CURRICULUMS ARE.

Sales Curriculums have been defined to give a recommended path of training that aligns with particular job codes. The curriculums automatically populate an individuals Training Plan dependant on the job code assigned to them within the Training System.

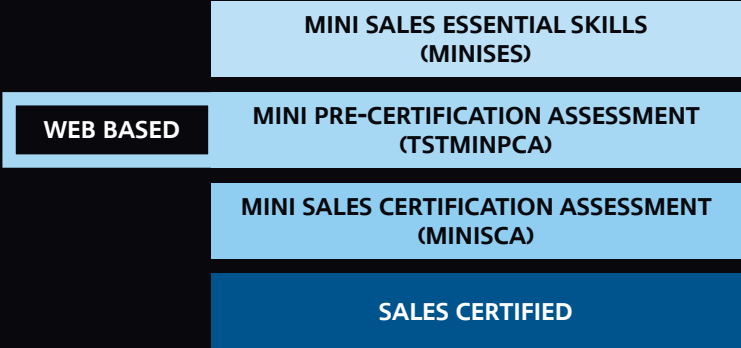
Should an individual change job roles and their respective curriculums for Sales and Aftersales that will be automatically assigned.

### THE MINI SALES CERTIFICATION PATH.

Within the first 6 months you should have completed the following courses.



Within 12 Months you should have completed all of the following courses in addition to the ones above to achieve Sales Certified Status.



By 12 months all of the above courses must be completed in order to achieve Sales Certified Status.





## MINI SALES CURRICULUMS.

## MINI SALES EXECUTIVE

Job Code : 626

<b>COURSES REQUIRED FOR CERTIFICATION</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
Introduction To Certification	Online	TSTITC	
Brand and Customer Institute	1 day	BACI	
MINI Full Works	2 days	MINIFW	
British Car Auction Appraisal	1 Day	BCAAT	
Initial Assessment	Online	TSTMINIIA	
MINI Sales Essential Skills	5 Days	MINISES	
Pre-Certification Assessment	Online	TSTMINPCA	
MINI Sales Certification Assessment	1 Day	MINISCA	
<b>RECOMMENDED CURRICULUM COURSES</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
MINI Strategic Planning – Loyalty and Conquest	2 Days	MINISPLC	
Negotiation, Close and Telephone Skills	2 Days	NCTS	
Selling Cherished Cars Effectively	2 Days	MINISCFEF	
MINI Strategic Planning - Experiential Selling	2 Days	MINISPES	
Corporate Sales Programmes 1	2 Days	CORP1	
Corporate Sales Programmes 2	2 Days	CORP2	
Corporate Sales Programmes 3	2 Days	CORP3	
Corporate Sales Programmes 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
Selling with Sales Systems 1	2 Days	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Managing Cherished Cars Effectively	2 Days	MCCEF	
Used Car Sales Planning	3 Days	UCSP	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close and Telephone Skills	2 Days	SMNCTS	

## USED CAR SALES EXECUTIVE MINI

Job Role Number: 306

<b>COURSES REQUIRED FOR CERTIFICATION</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
Introduction To Certification	Online	TSTITC	
Brand and Customer Institute	1 day	BACI	
MINI Full Works	2 Days	MINIFW	
British Car Auction Appraisal	1 Day	BCAAT	
Initial Assessment	Online	TSTMINIIA	
MINI Sales Essential Skills	5 Days	MINISES	
Pre-Certification Assessment	Online	TSTMINPCA	
MINI Sales Certification Assessment	1 Day	MINISCA	
<b>RECOMMENDED CURRICULUM COURSES</b>	<b>DURATION</b>	<b>CODE</b>	<b>✓</b>
MINI Strategic Planning – Loyalty and Conquest	2 Days	MINISPLC	
Negotiation, Close and Telephone Skills	2 Days	NCTS	
Selling Cherished Cars Effectively	2 Days	MINISCFEF	
MINI Strategic Planning - Experiential Selling	2 Days	MINISPES	
Corporate Sales Programmes 1	2 Days	CORP1	
Corporate Sales Programmes 2	2 Days	CORP2	
Corporate Sales Programmes 3	2 Days	CORP3	
Corporate Sales Programmes 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
Selling with Sales Systems 1	2 Days	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Managing Cherished Cars Effectively	2 Days	MCCEF	
Used Car Sales Planning	3 Days	UCSP	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close and Telephone Skills	2 Days	SMNCTS	

## MINI SALES MANAGER

Job Role Number: 312

COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
Introduction To Certification	Online	TSTITC	
Brand and Customer Institute	1 Day	BACI	
MINI Full Works	2 Days	MINIFW	
British Car Auction Appraisal	1 Day	BCAAT	
Initial Assessment	Online	TSTMNIIA	
MINI Sales Essential Skills	5 Days	MINISES	
Pre-Certification Assessment	Online	TSTMINPCA	
MINI Sales Certification Assessment	1 Day	MINISCA	
RECOMMENDED CURRICULUM COURSES	DURATION	CODE	✓
Negotiation, Close and Telephone Skills	2 Days	NCTS	
Success With Conquest	1 Day	MINISWC	
Selling Cherished Cars Effectively	2 Days	MINISCEF	
MINI Strategic Planning - Experiential Selling	2 Days	MINISPES	
Corporate Sales Programmes 1	2 Days	CORP1	
Corporate Sales Programmes 2	2 Days	CORP2	
Corporate Sales Programmes 3	2 Days	CORP3	
Corporate Sales Programmes 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Managing Cherished Cars Effectively	2 Days	MCCEF	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	







## MINI LOCAL BUSINESS DEVELOPMENT MANAGER

Job Role Number: 313

COURSES REQUIRED FOR CERTIFICATION	DURATION	CODE	✓
Introduction To Certification	Online	TSTITC	
Brand and Customer Institute	1 Day	BACI	
MINI Full Works	2 Days	MINIFW	
British Car Auction Appraisal	1 Day	BCAAT	
Initial Assessment	Online	TSTMINIA	
MINI Sales Essential Skills	5 Days	MINISES	
Pre-Certification Assessment	Online	TSTMINPCA	
MINI Sales Certification Assessment	1 Day	MINISCA	
RECOMMENDED CURRICULUM COURSE	DURATION	CODE	✓
MINI Strategic Planning – Loyalty and Conquest	2 Days	MINISPLC	
Negotiation, Close and Telephone Skills	2 Days	NCTS	
Selling Cherished Cars Effectively	2 Days	MINISCFEF	
MINI Strategic Planning - Experiential Selling	2 Days	MINISPES	
Corporate Sales Programmes 1	2 Days	CORP1	
Corporate Sales Programmes 2	2 Days	CORP2	
Corporate Sales Programmes 3	2 Days	CORP3	
Corporate Sales Programmes 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Used Car Sales Planning	2 Days	UCSP	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	
Sales Manager Negotiation, Close and Telephone Skills	2 Days	SMNCTS	

## SALES ADMINISTRATOR NEW MINI

Job Role Number: 391

RECOMMENDED CURRICULUM COURSES	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
British Car Auction Appraisal	1 Day	BCAAT	
MINI Full Works	2 Days	MINIFW	
Corporate Sales Programmes 1	2 Days	CORP1	
Corporate Sales Programmes 2	2 Days	CORP2	
Corporate Sales Programmes 3	2 Days	CORP3	
Corporate Sales Programmes 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
New Car Sales Planning 1	2 Days	NCSP1	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	
Sales Managers Essential Business Skills 1	2 Days	SMEBS1	
Sales Managers Essential Business Skills 2	2 Days	SMEBS2	





## SALES ADMINISTRATOR USED MINI

JOB ROLE NUMBER: 391

RECOMMENDED CURRICULUM COURSES	DURATION	CODE	✓
Brand and Customer Institute	1 Day	BACI	
British Car Auction Appraisal	1 Day	BCAAT	
MINI Full Works	2 Days	MINIFW	
Selling Cherished Cars Effectively	2 Days	MINISUCEF	
Corporate Sales Programmes 1	2 Days	CORP1	
Corporate Sales Programmes 2	2 Days	CORP2	
Corporate Sales Programmes 3	2 Days	CORP3	
Corporate Sales Programmes 4	2 Days	CORP4	
Developing Reception and Customer Skills	2 Days	DRC	
Selling with Sales Systems 1	1 Day	SWSS1	
Selling with Sales Systems 2	1 Day	SWSS2	







## MINI SALES COURSES.

## MINI SALES COURSES.

Our comprehensive suite of Sales training courses are designed to help you develop your sales skills, structurally from a foundation level through to furthering and enhancing your skills as a more experienced member of the team.

Our sales training programmes are designed to provide you with an interactive, hands on pragmatic approach to learning so that you will be able to use the skills learnt directly back in your dealership straight away.

Participation on these courses will add further skills to your sales “tool kit”, and ultimately provide you with tips and techniques to help you sell more cars.

## THE WORD ON THE STREET.

“Clear and structured approach to the sales process and a premium brand. Increased confidence at all stages of the process. I feel that this transcends to the customer”.

“Great course. The more you put into it, the more you’ll get out. Forget your inhibitions, enjoy yourself but whilst maintaining a professional image”.

“It has made me do everything the way MINI wants it done, which means that I will give each and every customer a five star service. I do prefer set structures that work and as proved, this sales process works”.

## MINI SALES COURSE INDEX.

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## MANAGING CHERISHED CARS EFFECTIVELY.

### WHAT IT'S ABOUT.

This in-depth course is designed to cover all aspects of MINI audio and communication systems.

### WHO IT'S FOR.

All MINI Sales Managers.

### WHAT YOU NEED TO DO.

Completion of the pre-course work is required, prior to attendance.

### TOTAL DURATION.

2 Days

### WHAT WE WILL COVER.

- To provide the skills required to effectively and profitably run and develop a successful MINI Cherished Car operation.
- Delegates will participate in a number of group exercises designed to stimulate the need to be more proactive within the business.
- Stock management will cover a selective approach to acquisition, as well as keeping good financial control. Stock profile and the use of data capture to improve the level of understanding of stock balance and mix requirements, will also be covered.
- Staff management will look at motivating the team to sell Cherished Cars and at the same time enjoy levels of increased people productivity.
- The importance of establishing a market plan.
- The size of the Used Car market is highlighted and compared to the New Car market.
- The importance of good stock management disciplines and all the components that are required to ensure best use of funds.
- Managing a winning team focuses on the importance of clearly defined and regularly reviewed enquiry management disciplines.
- The advantages of carrying out a lost sales analysis and how a detailed enquiry management process can benefit the business.

### COURSE CODE.

MMCCEF



## SELLING CHERISHED CARS EFFECTIVELY.

### WHO IT'S FOR.

All MINI Sales Executives.

### WHAT IT'S ABOUT.

Participants attending this course will have the opportunity to gain key skills in their role as a MINI Sales Executive. The programme will further advance and develop the Used Car selling skills of the delegate in many areas of their responsibility including using the MINI Cherished programme to their advantage, appraisal techniques, negotiating for profit, negotiation style, closing and being pro-active.

### OTHER INFORMATION.

Business Dress. In addition, participants should bring a waterproof coat in case it rains (as some outdoor work is involved (appraisals).

### TOTAL DURATION.

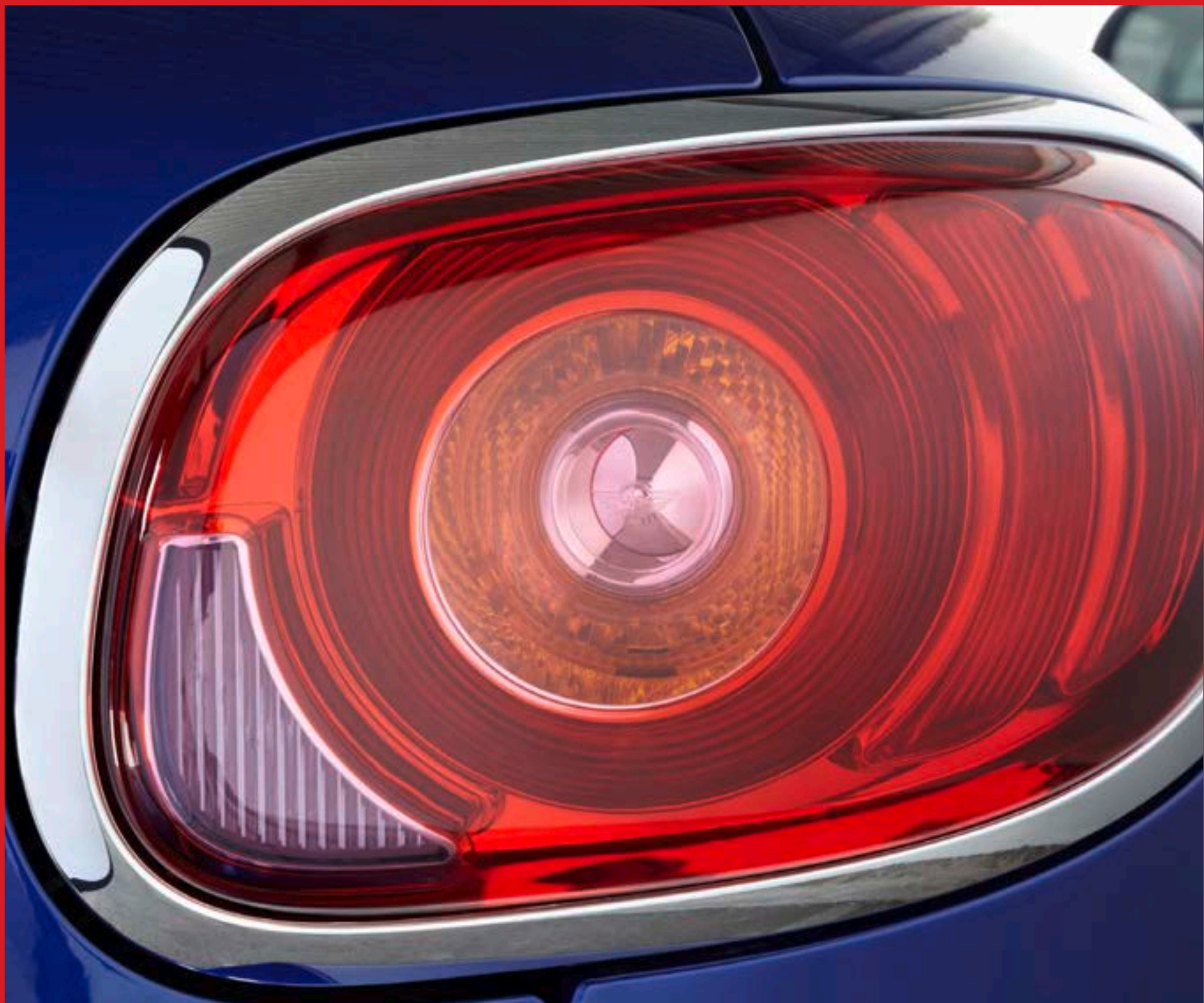
2 Days

### WHAT WE WILL COVER.

- Understanding how the competition operates through the mystery shop pre-work and how this should be used to the advantage of the dealership.
- The ability to include the MINI Cherished programme as a significant benefit within all sales presentations.
- Understand the BMW Group AUC Portal and how it can help the role of a MINI Sales Executive .
- Develop skills in the appraisal process to ensure that profits are maximised. Improve the ability to confidently appraise a part-exchange, whilst managing the relationship with the customer.
- How to present a part-exchange price to the customer in a confident manner.
- The ability to understand the difference between negotiation styles when presenting the price to the customer.
- Review your own negotiation style and determine if this needs to change to maximise opportunities in the business.
- Skills practice in a nonthreatening environment, with the opportunity for feedback from other delegates and the trainer.
- Recognising the importance of being pro-active as a MINI Sales Executive and how this can make the difference between good and great .
- Create an action plan to exploit strengths and identify areas for development and improvement.

### COURSE CODE.

MINISCEF



## MINI SALES ESSENTIAL SKILLS.

### WHAT IT'S ABOUT.

This programme incorporates a broad range of Sales related content whilst emphasising the importance of selling the Premium Experience.

Managers should ensure Sales Executives attend this course within 6 months of joining the Dealership.

Following on from this course Delegates will be required to attend a separate Sales Certification Assessment day to achieve their status.

### WHO IT'S FOR.

All BMW and MINI New and Used Car Sales Executives who have recently joined the Dealership.

### WHAT YOU NEED TO DO.

All pre-requisite courses are to be undertaken prior to attendance.

### TOTAL DURATION.

5 Days

### WHAT WE WILL COVER.

- Premium Business Manager Introduction.
- Effective Objection Handling.
- The 5-step approach to Vehicle Presentation.
- Skills Practice.
- The concept of premium selling.
- The BMW Model of Sales Excellence.
- Enquiry Management.
- Face to Face Sales Process (in detail).

### COURSE CODE.

MINISES

# MINI SALES CERTIFICATION ASSESSMENT

## WHO IT'S FOR.

All MINI New Car Sales Executives, MINI Used Car Sales Executives and MINI Sales Managers who have recently joined the dealership.

## WHAT IT'S ABOUT.

This interactive Skills Assessment is designed to challenge delegates on their knowledge gained throughout the MINI Sales Certification Process, with predominant focus on skills learnt on the MINI Sales Essential Skills Course (MINISES). This is the final element of the certification process and successful completion will award participants with the BMW Group Sales Certified Status.

## WHAT YOU NEED TO DO.

Delegates must have successfully completed the following areas before attending MINI Sales Certification Assessment (please see Page (205) for further details).

- Introduction to Certification (TSTITC).
- Brand and Customer Institute (BACI).
- MINI Product Exploration and MINI Product Discovery (MPE & MPD) or MINI Full Works (MINIFW).
- BCA Appraisal Training (BCAAT).
- MINI Initial Assessment (TSTMINIIA).
- MINI Sales Essential Skills (MINISES).
- MINI Pre-course Assessment (TSTMINPCA).

## TOTAL DURATION.

1 Day

## WHAT WE WILL COVER.

- Brand representation.
- The BMW Group model of sales excellence.
- Product and competitor awareness.
- Premium vehicle presentation.
- Identifying customer types and key buying motives.

## COURSE CODE.

MINISCA



## MINI STRATEGIC PLANNING – EXPERIENTIAL SELLING.

### OVERVIEW.

Experiential Selling focuses on the most critical and emotive experiences of the Sales Approach, Qualification, Vehicle Presentation, and Demonstration Skills.

The 2-day workshop is designed to make certain your Sales Executives go back to selling cars on the strength of the Product Substance, and not how little prospects are prepared to pay.

### WHO IT'S FOR.

Certified Sales Executives who have been in the business longer than 5 years.

Being a workshop, all participants will have an opportunity to demonstrate their skills and knowledge throughout the workshop via the Skills Practices.

### TOTAL DURATION.

2 Days

### WHAT WE WILL COVER.

- To build on the knowledge and skills from the Initial Certification Training, and take your Sales Teams to the next level to further improve their closing rates.
- To ensure your Sales Teams have the skills to assess specific need through the use of Effective Questioning Techniques.
- To make certain your Sales Teams have the knowledge and approach required to convince prospects on what makes our product a stronger proposition during the Vehicle Presentation.
- To increase the effectiveness of the Demonstration Drive, through planning, and selling the Demonstration Drive earlier in the Sales Approach.
- To sell more cars, with greater levels of profit.
- Review of the Sales Approach – “A Refresher”.
- Effective Questioning techniques.
- Selling Product Features using scenarios.
- Presenting BMW Group Products.
- Planning an effective Demonstration Drive.
- Skills Practices on all of the above areas.

### COURSE CODE.

MINISPES

## MINI SUCCESS WITH CONQUEST.

### WHO IT'S FOR.

General and Sales Managers, Local Business Development Managers, CRM Managers and Marketing Personnel.

### WHAT IT'S ABOUT.

Conquesting is an essential element to the success and future of your business. This course is designed to identify practical ideas and actions, formulated with the current market conditions and customer profiles in mind. It is a clear requirement then that those in the dealership responsible for conquest activities formulate and implement a Conquesting plan for their business, to drive an increase in conquest sales from other Marques.

In order for this course to run effectively, each dealership must send a Sales Manager (or equivalent) and one other from the job roles listed above.

### WHAT YOU NEED TO DO.

Delegates must have MINI Sales Certification status

### TOTAL DURATION.

2 Days

### WHAT WE WILL COVER.

- The current market situation and the outlook for the future.
- How do I react proactively to this outlook?
- Conquest - what is the purpose and what are the benefits?
- Utilising market potentials and conquering new customers.
- Roles and Responsibilities.
- Clearly defined action plans and targets.
- How to calculate your conquest performance.
- Identify various conquest methods and tools for target-group-specific conquest campaigns.

### COURSE CODE.

MINISWC.

## MINI STRATEGIC PLANNING - LOYALTY AND CONQUEST.

### OVERVIEW.

This two-day active workshop is designed for your Sales Managers and more Senior Sales Executives to work on and develop increased Loyalty and Conquest business. By the end of the two-days participants will have a clear and workable loyalty and conquest approach tailored to the specific needs of your business.

### TARGET GROUP.

Sales Managers and Certified Sales Executives who have been in the business longer than 5 years.

### TOTAL DURATION.

2 Days

### WHAT WE WILL COVER.

- To introduce the absolute and critical importance of CRM, and how both loyalty and conquest are positioned within the CRM Strategy.
- To offer clear guidance on how to build and implement a successful customer loyalty and retention strategy which can be delivered at Sales Executive level.
- To coach your sales team on how to develop simple and easily executable conquest plans.
- To motivate your Sales Executives to make certain both loyalty and conquest activity becomes habitual.
- To successfully increase your volume sales with a lower overall cost to the business.
- The Basics of CRM.
- Defining the Marketing terms, and how they link to volume sales within your Sales Team.
- Building a personal loyalty and retention strategy.
- Refocusing on the brand, and using both brand and brand behaviour as a retention and conquest tool.
- Gaining increased referral business.
- Developing a personal conquest plan.

### COURSE CODE.

MINISPLC







## MINI PRODUCT COURSE.

## MINI FULL WORKS.

### WHO IT'S FOR.

All MINI Dealership Staff.

### WHAT IT'S ABOUT.

To introduce members of the MINI Dealer Network to the offerings of the MINI range. Delegates will have the opportunity to not only get hands on with the cars but also to drive a variety of the range to gain a full understanding of what MINI has to offer customers.

### TOTAL DURATION.

2 Days

### WHAT WE WILL COVER.

- An introduction to MINI history and heritage.
- How to overcome common objections to the MINI range.
- What the competition have to offer.
- Discover the concept and technologies of MINIMALISM.
- MINI Connected – how does it work and what does it offer our customers.
- Driving experience of each model in the range.
- ALL4 key features and benefits.
- Investigate what engine technology features on our cars.
- Explore how we get the go-kart feel we are well known for.
- Presenting features in a customer friendly language.
- Understand the offering of John Cooper Works models.
- Explore the future model offering.

### COURSE CODE.

MINIFW



**MINI TECHNICAL COURSES.**

## MINI AUDIO AND COMMUNICATION SYSTEMS.

### WHO IT'S FOR.

MINI Technicians wishing to improve their knowledge of MINI audio and communication systems.

### WHAT IT'S ABOUT.

This in-depth course is designed to cover all aspects of MINI audio and communication systems.

### WHAT YOU NEED TO DO.

Technicians must have attended 'MINI Body Electronics (MBE) or 'Bus Technology and Power Supply (BTP)' prior to attending this course. Delegates must have completed the pre-coursework.

### WHAT WE WILL COVER.

- MINI Audio Systems including music compression.
- Aerial Diversity.
- MINI Display Systems.
- MINI Telephone Systems.
- MINI Navigation Systems.
- Diagnosis Procedures.

### TOTAL DURATION.

4 Days

### COURSE CODE.

MACS

## MINI DRIVELINE SYSTEMS.

### WHO IT'S FOR.

MINI Technicians wishing to improve their knowledge of MINI chassis technology and transmission systems.

### WHAT IT'S ABOUT.

This course has been developed for Technicians to gain a complete understanding and the required diagnosis skills for MINI chassis technology/transmission systems.

### WHAT YOU NEED TO DO.

Technicians must have attended the 'MINI Body Electronics (MBE)' course prior to attending. Delegates must have completed the pre-coursework.

### WHAT WE WILL COVER.

- ALL4 Drive.
- ABS/DSC systems.
- Tyre Defect Indicator.
- Transmission Design and Function.
- Service Procedures.
- Diagnosis.

### TOTAL DURATION.

2 Days

### COURSE CODE.

MDS





## MINI ENGINE MANAGEMENT.

### WHO IT'S FOR.

MINI Technicians wishing to improve their knowledge of MINI engine management systems.

### WHAT IT'S ABOUT.

This course gives Technicians an understanding of the engines installed in the MINI range. The information and diagnosis techniques gained from this course will provide the Technician with the necessary skills to diagnose and repair MINI engines and engine management systems.

### WHAT WE WILL COVER.

- Lambda control.
- Car Access System.
- Turbo Charger operation.
- DME auxiliary functions.
- Fuel injection system.
- Diagnosis procedures.

### TOTAL DURATION.

4 Days

### COURSE CODE.

MEM

## MINI BODY ELECTRONICS.

### WHO IT'S FOR.

MINI Technicians wishing to improve their knowledge of MINI body electronics.

### WHAT IT'S ABOUT.

This course is designed to give Technicians a comprehensive understanding of the body electronics used on MINI vehicles.

### WHAT YOU NEED TO DO.

Completion of the pre-coursework is required prior to attendance.

### WHAT WE WILL COVER.

- Advanced Bus Systems.
- Advanced Power Supply Systems.
- Wash/Wipe Systems.
- Central locking.
- Anti Theft alarm systems.
- Fault Diagnosis.

### TOTAL DURATION.

4 Days

### COURSE CODE.

MBE







## **MINI TECHNICAL BODYSHOP COURSE.**



## MINI BODYSHOP DECAL COURSE.

### WHO IT'S FOR.

All employees wishing to fit MINI decals.

### WHAT IT'S ABOUT.

A course covering all aspects of decal fitting on MINI products.

### WHAT WE WILL COVER.

- Fitting approved decals.
- Removing trim items.
- Surface preparation.
- Following approved procedures.
- Using the correct equipment.

### TOTAL DURATION.

1 Day

### COURSE CODE.

BSDC







