



Attention all salespeople:

Online Continuing Education Program Announced

In response to feedback from licensed salespeople and the Salesperson Advisory Committee, the VSA is pleased to announce the introduction of a new Continuing Education program.

While the Level II course received positive evaluations for relevant content, two important concerns could never be addressed in the classroom format: the cost and time spent away from the dealership. As a result, the Level II classroom course is being phased out. The requirement that licensed salespeople update their knowledge of emerging issues at least every five years will continue. However, beginning March 1, 2014, a lower cost, online format will allow this to be done at home or at the dealership.

Unlike the Level I Webinar format, with its combination of self-study and hosted webinars, the new Continuing Education format will be entirely self-study. The program will be in modules that can be completed individually. Timely completion of the modules will be a condition of licensing.

In another change from the Level II course, notice of an upcoming requirement will go out with licence renewal letters. The first group to have the new requirement will have completed their Level I Salesperson Certification Course in early 2008 and 2009.

Three modules will be needed to fulfill the Continuing Education requirement. Each module will cost \$85. Registration for one module must be within 90 days following notification. All three modules will need to be completed within five months of licence renewal.

Program content will include:

- Web-based selling – legal salesperson websites and social media activity
- Competing with the web – the benefits of personal selling at a dealership
- Protecting the privacy of your buyers – from test drive to delivery, it's the law
- Recent court and Registrar's decisions – impacts for the dealer and the salesperson
- Compliance issues in financing, leasing and selling added products and services
- Opportunities for consumer dispute resolution
- Advertising – the local implications of national enforcement
- Motor Dealer Customer Compensation Fund procedures and changes

Online Advertising and Sold Vehicles

While not all provinces have a regulatory agency overseeing the vehicle sales industry like the VSA, rules remain similar across Canada. Recently, Quebec's Consumer Protection Office released a warning to dealers about proper online advertising conduct. In short, online ads need to show only vehicles that are still available for sale. If the advertised vehicle has been sold, the advertisement needs to be removed. Simply stating "Sold" on the ad is not sufficient.

The same holds true for BC. The VSA Advertising Guidelines state, "A dealer/salesperson must not continue to advertise a vehicle after it has been sold as that vehicle is no longer available for sale to the public." Common sense dictates that the more quickly and easily advertising can be updated, the quicker it should be corrected. Remember, it is the dealer's responsibility to keep track of their advertisements and vehicle inventory, not the advertising agent or vendor.

Note: All advertising done by BC dealers needs to comply with the [VSA Advertising Guidelines](#). Compliance tips for online advertising can be reviewed [here](#).