

Accreditation Programme.

Developing F&I Excellence 2019.



A partnership between the Institute of Motor Industry and ALPHERA Financial Services.



About this Programme.

What is the IMI

The Institute of the Motor Industry is a government endorsed industry body that plays a vital role in developing and maintaining a skilled and competent professional workforce in the automotive industry.

Why Accreditation

Accreditation will enable the industry to acknowledge the high level of experience and professionalism that already exists. On top of that, the professional register will allow customers to confirm the person they're dealing with is qualified to provide the advice they're giving.

To deliver this, we have partnered with the IMI to bring you the Finance & Insurance Accreditation pathway– Developing F&I excellence.

Benefits of Accreditation

Those gaining IMI Accreditation will receive:

- An IMI Accredited certificate
- Inclusion in the IMI Professional Register
- Post nominal membership (MIMI) for one year
- Industry-wide recognition of their skills and abilities

Candidates who successfully complete the Funding Essential Skills Course will receive an IMI certified qualification but not accreditation.



Developing F&I Excellence.

Suitable for: Business Managers

This IMI Accreditation is a practical, skills based way to demonstrate individual capability, providing independent proof of current competence, knowledge and skills.

Course overview.

Upon successful completion of this programme, and the subsequent assessment day, delegates will be awarded with the industry recognised IMI accreditation and be able to use the letters MIMI (Member of the Institute of the Motor Industry) after their name. The course is designed to ensure delegates understand how regulatory changes have affected consumer funding and insurance as well as clearly and confidently present its features and benefits to their customers in a compliant manner enabling the customer to make informed decisions. Delegates will also learn 'hands on' practical methods of applying this knowledge and these skills to the sales process.

Course structure and content.

Day 1

The FCA History, Principles and Outcomes
Visually presenting the benefits, risks and responsibilities of the available consumer funding options
Where funding fits within the sales process
Defining a compliant sale

Day 2

Identifying the Business Manager competencies
Principles of Selling
The BM Sales process
Understanding & beating the competitors

Day 3

Identifying customer types and their buying motives and applying different conversion techniques to suit varying customer types
Skills Practice

Day 4

Written Validation
Skills Practice

Assessment

Assessment to take place within 1 month after completing training programme in order for the IMI accreditation to be awarded. This is a pass or fail assessment.



Funding Essential Skills.

Suitable for: **Sales Executives**

QUALITY ASSURED PROGRAMME (QAP)

This course will help delegates understand the various consumer funding products, through a mixture of theoretical and 'hands on', practical training methods.

Learning Outcomes:

- Understand the role, Principles and Outcomes of the FCA within the consumer funding market place
- Present each product and its benefits to the customers in an accurate and compliant manner
- Understand the history of consumer funding and the current marketplace
- Understand and explain the details of agreements that consumers should be aware of to allow a fully informed decision
- Introduce the appropriate questions to correctly qualify and gather customer's wants and needs and enable the customer to make an informed decision

The Funding Essential Skills course can be bespoke for your team and run at your premises. Please contact us for more information.

Testimonials.

"This accreditation scheme is not just your average training course. It is being delivered in an engaging way and it demonstrates the importance of learning. The course highlights that we must keep on top of current legislation in today's world. With the culture that we have, it is critical that us dealers deliver our service at a level that is acceptable so that customers get treated fairly. We are exposed if we don't and we can't allow that to happen – that's why this accreditation scheme is so important."

Terry Elvin, Business Manager, Jardine Motors

"It has been a fantastic day, it's been quite fast moving and there is a great team looking after everyone. I've learnt things that I didn't know previously, and having the ability to pick up on things that you might have forgotten, or items of legislation that we've not covered before, has been invaluable."

Paul Flitter, Commercial Director, HWM Ltd

"I've been a Business manager since 2006 and had been in the industry for four years before that. Your peers and colleagues at the dealership may know the level of skills you possess – however, from an industry point of view, there was no way of recognising this. If I am called upon to offer financial advice to customers, I now have industry-approved recognition that says I'm accredited to sell car finance. This is great in demonstrating to customers that they can trust my advice and have confidence in the service provided."

Julian Shaw, Business Manager, Stratstone

"Even though I consider myself to be quite experienced I took a lot from the course."

Nick Simmons, Business Manager, Jardine Motors

"Having just taken a seat in the role, I found this course very helpful with diagrams available I didn't know about. The most relevant section was digging deep with questions. it's often difficult to know what to ask to get the right path"

Carl Leightly, Business Manager, Stoneacre

"The content was factual and fun, very well presented with lots of involvement. I learnt lots and fulfilled the objectives which can all be implemented at work."

Steph Dyson, Business Manager, Inchcape

Training Schedule & Fees.

	Developing F&I Excellence	Funding Essential Skills
Hams Hall, B46 1GB	-	10 April 11 April
Summit One, GU14 0FB	30 April – 3 May 8 October – 11 October	26 November 27 November
Cost (exc. VAT)	£1,550	£165
Assessment days	Assessment for accreditation will take place for one day on 9th July, 11th July, 17th December, 18th December and 19th December in Farnborough, GU14 0FB.	
Capacity per course	8	12
Duration (days)	4*	1**
Assessment fees	Assessment fees are also included with the exception of Business Managers who opt for accreditation without undertaking the Developing F&I Excellence Training. Cost for accreditation in this case is £165.	

*Accommodation starts the night before

**No accommodation

Note on Fees.

Please note that all fees are inclusive of accommodation, dinner, breakfast as well as other resources including course material. Fees also include costs for a post nominal membership at the Institute of Motor Industry (IMI) for 1 year. All costs exclude VAT.

How to register.

To register your interest please send your name, contact and dealership details to the email below. Please also specify the courses, dates or accreditation pathway you are interested in.

Please note, once you have registered you'll receive an invoice and will be asked to pay the course fee upfront. The courses are non cancellable and non refundable.