

# **AUTOMOTIVE SERVICES MARKETING SERIES EVENT**

## **INSTRUCTIONAL AREA** Marketing

### **PERFORMANCE INDICATORS**

1. Analyze the impact of technology on marketing.
2. Explain the nature of sales forecasts.
3. Explain customer/client/business buying behavior.
4. Demonstrate connections between company actions and results.
5. Discuss actions employees can take to achieve the company's desired results.

Brief Description: The participant should be familiar with electric automobiles; those that use no gas at all.

## **INSTRUCTIONAL AREA** Selling

### **PERFORMANCE INDICATORS**

1. Explain the role of customer service as a component of selling relationships.
2. Explain business ethics in selling.
3. Explain company selling policies.
4. Explain factors affecting pricing decisions.
5. Identify product's/service's competitive advantage.

Brief Description: Participant should be familiar with changes to oil change standards on newer vehicles.