

# Programme Overview

The programme is delivered with tangible dealer success at the heart. It will provide you with a talented pool of new professional sales executives who are able to build lasting relationships with clients and customers so you can sell more, lend more and repair more vans.

The programme does this by adVANCing Van Sales Executive performance in:



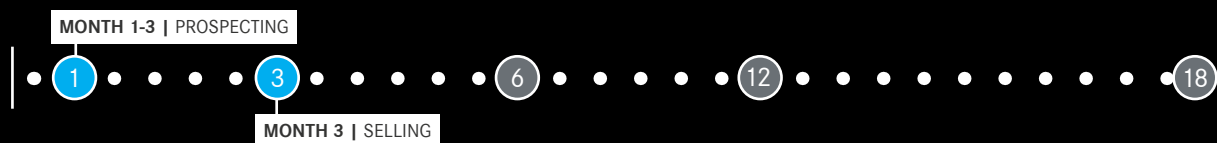
## An 18-Month Programme for Van Sales Executives:

	Sales Executive Accreditation	Mercedes-Benz Vans C-Sales Certification
Professional accreditation and membership	X	
Portfolio and evidence gathering	X	
End Point Assessment (EPA)	X	X
Business Improvement Project	X	
In-dealer coaching & mentoring	X	X
Job Shadowing	X	X
On-the-job activities	X	X
Classroom training	X	X
Webinars	X	X

## Programme Highlights

- > Mercedes-Benz Vans C-Sales Certification
- > Accelerated programme in first 3 & 6 months
- > Membership of a professional sales body

## Recommended Activity & Sales Targets



Participants are equipped to effectively prospect customers within months 1-3 of the programme and to begin selling Mercedes-Benz Vans thereafter.