

AUTOMOTIVE INDUSTRY CAREERS

**CAREER
START**



TADA.ca

Sales and General Management
Service and Technical Management

THE AUTOMOTIVE INDUSTRY: AN INTRODUCTION

The Automotive industry in Canada is a vibrant and growing industry that is only getting bigger. Since the invention of the automobile, modern society has made the automobile an integral part of our every day lives. With the convergence of technology, vehicles such as cars and light trucks have now become a tool for transportation AND productivity. The people needed to sell, maintain and repair these technological marvels must now be more educated, tech savvy and professional than ever.



In Canada, the automotive industry is the largest employer in the country, with over one million new vehicles purchased or leased each year. In Ontario alone, there are over 1,000 new car dealerships.

A modern dealership in Ontario is a complex, yet highly organized business that is licensed by the automotive manufacturer, to sell their brands. Within a dealership, there are many levels of career and management opportunities.

The Trillium Automobile Dealers Association (TADA) is the association that new car dealerships belong to in Ontario. TADA is over 100 years old and has developed a high standard of ethics that every dealer member must



adhere to, in order to remain a member in good standing. All TADA members are also members in good standing with the Ontario Motor Vehicle Industry Council (OMVIC). TADA member dealers in Ontario employ over 47,000 quality people and generate \$27 billion in retail sales.

People who choose a career in the automotive industry are people just like you. From recent high school and college/university graduates, to those looking for a second career and new immigrants to Canada, getting started in the automotive industry is simple and decisive – all you need is a passion for the industry and a strong

work ethic. **Education programs and the various apprenticeship programs available will guide you through the rest.**



EDUCATION

If you're wondering what type of education or background you need to get into the automotive industry, there are various ways and no single route to get there.



Some people know from a very young age that they want to enter into the automotive industry on the service and repair side, and participate in a placement program through their high school. From that point onward, they find part-time or full-time work at a local dealership and then choose an apprenticeship program to become fully licenced.

For those with an administrative or management position in mind, they will often choose a degree program such as the one offered at the Automotive Business School of Canada at Georgian College in Barrie, Ontario. Others may choose a certificate or diploma background. Having a formal education in the automotive industry gives you a competitive edge, in that you will learn various facets of a dealership and its operation, that others may not have exposure to, in hands-on or on-the-job training.

Many choose the automotive industry as a second career and discover that the skills they've developed in other industries are immediately and effectively transferrable to the automotive industry. From marketing and social media managers, to outside sales executives and accountants, there are many positions within a dealership that need your existing skills.

New immigrants to Canada also find the automotive industry a welcome environment for skills that have been developed back home. With a few upgrades in their education, many new immigrants have gone onto administrative and management positions, while others have eventually become dealer principals themselves.

A dealership can be divided into two general areas:

Sales and General Management

refers to the areas of the dealership that focus on vehicle sales, finance and insurance (F&I), administration and the management and leadership of a dealership.

Service and Technical Management

refers to the areas of the dealership that focus on service, maintenance and repairs, parts, autobody shop and the management of all of these operations.

The following pages are brief summaries of the types of positions that you may find in a typical dealership.



SALES & GENERAL MANAGEMENT



Dealer Principal: The Dealer Principal or President is the owner of the dealership. This person is the leader of the dealership strategy and is often chosen by the manufacturer to represent their brand based on their proven abilities. Many sales people and managers have gone on to later own their own dealerships.



General Manager: There are several titles associated with “General Manager”. Some dealerships have General Managers, who oversee all operations and report to the Dealer Principal. Some Dealer Principals are also the General Manager. In other dealerships there are General Sales Managers that oversee specifically, the sales operations.



“When I got into the industry at first, I started as a sales rep on the sales floor. Then I had the opportunity to become a fleet manager, pre-owned vehicle manager and now the general sales manager.”

DAVE ROBITAILLE — GENERAL SALES MANAGER



Controller: The Controller is a member of a dealership’s senior management team. This position requires a university degree and is often occupied by someone who is a chartered accountant (CA) or a certified general accountant (CGA). The Controller has the whole financial picture of a dealership from budgeting and financing, to taxation and investment management.



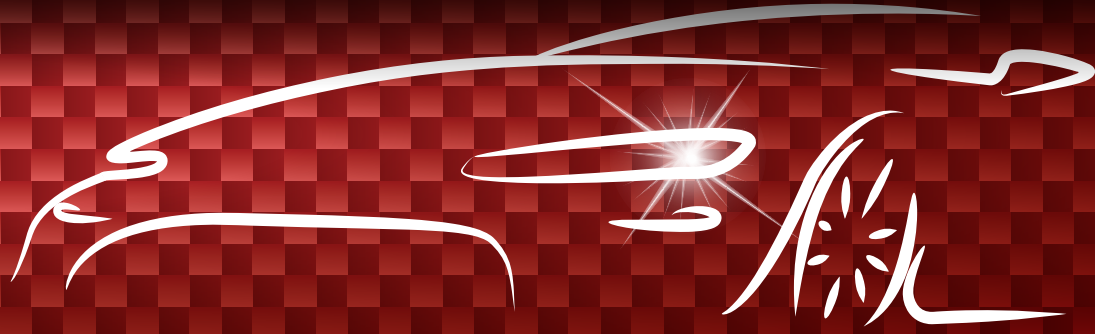
Finance and Insurance Manager (F&I): This is an integral role in the sales operation. When a customer has made a decision to purchase or lease a vehicle, the F&I Manager arranges for suitable financing, insurance and completes a product presentation which includes extended warranties and protection packages for the vehicle. This role is also referred to as the Business Manager.



Accounts Payable: Accounts Payable is the area of the dealership that requires organizational skills and attention to detail. People in this department ensure that invoices are paid on time and play an integral role in the overall smooth financial operation of a dealership.



Business Development Centre (includes the Manager and Associate): The Business Development Centre (BDC) can include a Manager and an Associate. In many dealerships, especially large ones, a customer will speak with a BDC Manager or Associate first, who will then refer them to an appropriate salesperson on the floor. They are also the people who will call existing customers and notify them of upcoming offers, upgrades and let them know of new products, service packages or vehicles available.



Receptionist: A dealership's Receptionist is the front-line "face" of the dealership. Many people start out in a dealership in this position. The Receptionist greets customers and directs them to the appropriate area of the dealership. This is often the first person that anyone walking into a dealership will meet.



Office Manager: As in every office with complex operations, an Office Manager is needed to ensure the smooth operation of day-to-day office operations. Office Managers from other industries can often transfer their skills to the automotive environment.

"I would say definitely join the industry. If you have a passion for business, a passion for cars or a passion for people, you can do really well in this industry."

DOMINIQUE GIROUARD — SALES PERSON



Marketing Manager: In some dealerships this role is handled by the General Manager or Sales Manager, but as more and more dealerships in Ontario become a part of large dealer groups, the role of Marketing Manager is becoming more important and more defined. Marketing Managers handle all aspects of marketing and advertising for their dealerships. Many Marketing Managers come from other industries or have marketing agency backgrounds. Today's Marketing Managers are tech savvy people, with excellent computer skills and a clear understanding of the newest digital mediums available.



Sales Person: Sales is a very important role of any dealership. Salespeople are essentially brand ambassadors that know the vehicles inside and out and can help customers make an informed decision when choosing to purchase or lease a vehicle. In Ontario today, Salespeople must obtain an Ontario Motor Vehicle Industry Council (OMVIC) license in order to work on the dealership floor and sell cars. Salespeople who apply themselves and build a customer base will earn a very rewarding income.



SERVICE & TECHNICAL MANAGEMENT



Fixed Operations Manager: In larger organizations, the Fixed Operations Manager oversees all operations of service including service, parts and autobody shop. He/she is the direct report for these specific managers.



Service Manager: The Service Manager oversees all operations within the service side of the business. This includes the service advisors, technicians, appointment coordinators and the clean up department.



“Technicians now, the training that they need and the computer work that they have to put in, is very high end.”

TODD RICKARDS — SERVICE MANAGER



Parts Manager: The Parts Manager plays a key role in a dealership's service division. In order for any service department to run smoothly, parts need to be ordered and arrive on time for repairs to be carried out. This person is required to have excellent organizational skills.



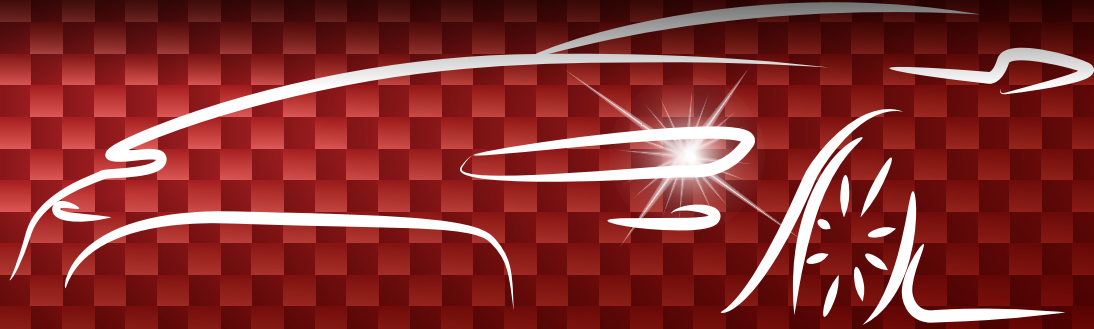
Parts Consultant: When a customer needs repairs, parts are often needed. The Parts Consultant is the person in charge of sourcing the necessary parts to ensure that repairs are completed on time and on budget.



Autobody Technician: The Autobody Technician carries out repairs on the body (exterior and chassis) of the vehicle. Today's vehicles are complex and must adhere to strict safety and environmental regulations. The Autobody Technician can often specialize in either repairs or painting. While this is a very “hands on” role, Autobody Technicians must be able to do fast research through manufacturers' databases and manuals on parts and techniques, in addition to consulting with other resources to achieve a satisfactory result.



Service Technician: The Service Technician is the person that will carry out the maintenance and repairs on a customer's vehicle. Gone are the days of the “dirty job” image of technicians. Today, they are a combination of diagnosticians, engineers, electricians and computer programmers, based on how quickly technology is changing. Many college programs in the automotive industry include apprenticeship programs that involve working and reporting to a seasoned Service Technician.



Service Advisor: When a customer comes into a dealership with a problem or for scheduled service, they will often speak with a Service Advisor who will look at the immediate issue at hand, but also pull up the customer's profile to see if any scheduled maintenance is needed, or to provide any special offers that may fit the customer's profile.



Parts Counter Salesperson: The Counter Salesperson is the person in the service department that handles retail product sales, such as branded apparel and accessories, and third party and aftermarket products.

"If you think it's turning wrenches all day, it's not that. A lot of times you're looking at the computer, looking at programming or changing parameters in the vehicle."

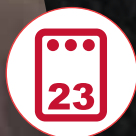
EDDIE PICCHETTI — SERVICE APPRENTICE



Shipping and Receiving Clerk: The Shipping and Receiving Clerk is responsible for ensuring that products and parts are sent out and received on time. This role requires excellent attention to detail and scheduling.



Parts Driver: The Parts Driver is the person who delivers parts to other dealerships and picks up parts from the manufacturer or other dealers. Many young people starting out in the industry begin as Parts Drivers while they enroll or further their education.



Appointment Coordinator: The Appointment Coordinator schedules all customers for their service visit based on their vehicle needs. They also call customers reminding them of their appointments.



Detailer: The Detailer is responsible for completing all vehicle clean ups when a customer takes delivery of their new vehicle. This includes both an interior and exterior clean. Also, many dealerships offer full detailing packages for customers to have their vehicle cleaned while in for service.

GETTING STARTED

So you've decided to take the next step and research which program is best for you, to be prepared for the automotive industry. Having an appropriate education is the key to being competitive in today's market place.

The chart below shows the colleges in Ontario that offer automotive courses and the types of programs they deliver. Research the colleges to find the best fit for you, to build a rewarding career. If you are a high school student, contact your guidance counsellor to review your options. We also recommend that you watch the TADA Education video which can be found at TADA.ca

Whichever path you take, building a career in the automotive industry means becoming part of one of the most dynamic businesses in today's modern world.

AUTOMOTIVE PROGRAMS AVAILABLE IN ONTARIO

COLLEGE	LOCATION	PROGRAM OFFERED	WEBSITE
CAMBRIAN	SUDBURY	DIPLOMA	CAMBRIANCOLLEGE.CA
CENTENNIAL	TORONTO	DIPLOMA, CO-OP PROGRAMS	CENTENNIALCOLLEGE.CA
CONESTOGA	KITCHENER, WATERLOO, CAMBRIDGE GUELPH	CERTIFICATES, DIPLOMA	CONESTOGAC.ON.CA
CONFEDERATION	THUNDER BAY	CERTIFICATES, DIPLOMA	CONFEDERATIONC.ON.CA
DURHAM	OSHAWA, WHITBY	CERTIFICATES, DIPLOMA	DURHAMCOLLEGE.CA
GEORGIAN	BARRIE, ORILLIA	CERTIFICATES, DIPLOMA AND DEGREE	GEORGIANC.ON.CA
LOYALIST	BELLEVILLE	CERTIFICATES, DIPLOMA	LOYALISTCOLLEGE.COM
NIAGARA	NIAGARA ON THE LAKE, GRIMSBY, WELLAND	CERTIFICATES, DIPLOMA	NIAGARACOLLEGE.CA
NORTHERN	HAILEYBURY, KIRKLAND LAKE, MOOSONEE, TIMMINS	DIPLOMA	NORTHERNC.ON.CA
ST. LAWRENCE	BROCKVILLE, CORNWALL, KINGSTON	DIPLOMA	STLAWRENCECOLLEGE.CA



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Visit TADA.ca/Education for more information.