



**Purpose** (Every module is part of a course. A total of 60 modules make up 12 courses. The courses are laid out into development programs for all the roles in a dealership—parts counterperson, truck sales manager, service writer, etc.)

To provide links to examples of eLearning. The third module is part one of truck sales training for new staff. The first two modules are part of a single course and all the taught techniques may not be brought back into our industry until a later module. (The best way to learn and practice a technique is often to examine it in industries outside our own before “bringing it back” to our industry for practice and use.)

The first two examples illustrate modules from a single course, which, at the user’s discretion, may or may not be taken in conjunction with reading the book *The Customer is NEVER Right – Sell More Trucks, Cars, Buses, Parts . . . Anything in One Month*. (Note: These examples are NOT set to work on mobile devices. For examples that will play on mobile devices, [please contact Ian](#), as you may need to follow a few steps to view, such as downloading the proper free app for your device. Thank you.)

**EXAMPLE 1 – STAPLE QUESTIONS** (View this first – accompanies “Excerpt 1” of the book)

**EXAMPLE 2 – BEYOND STAPLE QUESTIONS** (View this last – accompanies “Excerpt 2” of the book)

**EXAMPLE 3 – TYPES OF VEHICLES – Module 1 of 2 in the “Truck Tech” course**

