

STRONG DEAL ONLY ■

Daniel Jersey Automotive Professional Academy — Master Catalog

A role-based, scenario-driven professional development system for dealership sales, management, finance, underwriting and service.

Salesperson

Core curriculum: prospecting, discovery, product presentation, value and pencil conversations, objection handling, follow-up and ethical closing. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

Floor Manager

Core curriculum: floor control, T.O.s, customer flow, deal triage, coaching and appointment conversion. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

Desk Manager

Core curriculum: deal structure, negotiation, gross retention, lender strategy, trade coordination and clean handoffs. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

Sales Director

Core curriculum: people, process, inventory strategy, forecasting, accountability, coaching and profitability. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

F&I; Manager

Core curriculum: compliant menu presentation, lender communication, funding quality, documentation and customer trust. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

Loan Underwriter

Core curriculum: credit analysis, capacity, collateral, verification, fraud awareness, structure and consistent decisioning. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

New Car Manager

Core curriculum: OEM inventory, turn, pricing discipline, model mix, aging control, allocation and gross strategy. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

Used Car Manager

Core curriculum: appraisal, acquisition, recon, pricing, market position, aging and wholesale decisions. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

assessment.

Service Advisor

Core curriculum: inspection communication, trust, authorization, maintenance education, declined-work recovery and retention. Includes process mastery, communication, negotiation, compliance awareness, KPI management, coaching, scenario labs and capstone assessment.

Credentialing Standard

Certificates issued by this private training platform should accurately state the course, learner, completion date and assessment result. They are professional-training credentials, not government licenses or accredited college degrees unless separate accreditation is obtained.

Audible Learning

Lessons can be read aloud using device text-to-speech or an authorized voice provider. Use generic or properly licensed voices; do not imitate a living performer without authorization.