



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Vehicle Features, Advantages and Benefits Presentation

Services / Wholesale and Retail

Unit Standard 259899 · NQF Level 4 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips participants with the skills to confidently present and demonstrate the features, advantages, and benefits of a vehicle to potential customers. Learners will develop the ability to tailor presentations to customer needs, effectively highlight value propositions, and close sales with professionalism. The course aligns with SAQA unit standard 259899, ensuring training is nationally recognised.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	259899
Accreditation	SAQA Accredited · NQF Level 4 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply knowledge of vehicle features, advantages, and benefits to create compelling sales presentations.
- Demonstrate a vehicle's key attributes to match customer requirements and overcome objections.
- Analyze customer needs to select appropriate vehicle features for demonstration.
- Evaluate the effectiveness of a presentation by gathering customer feedback and adjusting techniques.
- Implement ethical selling practices and adhere to relevant legislation during vehicle demonstrations.
- Design a structured presentation that highlights the value proposition of a vehicle.

WHO SHOULD ATTEND

- This course is ideal for sales consultants, dealership staff, and automotive professionals who interact with customers and need to present vehicles persuasively.
- It is also suitable for individuals seeking to improve their product demonstration skills in the automotive industry.

COURSE OUTLINE

Day 1: Introduction to Vehicle Features and Benefits

- Overview of unit standard 259899
- What is a FAB presentation?
- Features: technical specifications and components
- Advantages: how features solve problems
- Benefits: emotional and practical value to the customer
- Examples of FAB for common vehicle features
- Activity: matching features to advantages and benefits

Day 2: Research and Analysis of Vehicle Specifications

- Sources of vehicle information: brochures, websites, technical manuals
- Understanding customer profiles and needs
- Linking features to customer pain points
- Prioritising features for different audiences
- Activity: research a specific vehicle model and list its top 5 features with advantages and benefits

Day 3: Communication Skills for Effective Presentations

- Elements of effective communication: tone, pace, body language
- Structuring a presentation: introduction, body, conclusion
- Using visual aids: slides, videos, physical demonstrations
- Handling objections: the LAARC model (Listen, Acknowledge, Assess, Respond, Confirm)
- Activity: role-play a sales presentation with peer feedback

Day 4: Practical Presentation Development and Practice

- Drafting the presentation script
- Creating visual aids and handouts
- Rehearsal techniques
- Peer review and feedback sessions
- Iterative improvement
- Activity: deliver a 10-minute FAB presentation to a small group

Day 5: Final Presentations and Assessment

- Final presentation preparation
- Presentation to assessors and peers
- Q&A; session
- Self-assessment and reflection
- Feedback from assessors
- Course wrap-up and certification guidance

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 23,000.00	R 23,000.00
1	In-House	R 29,900.00	R 29,900.00
1	On-Campus (Pretoria)	R 34,500.00	R 34,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 259899) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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