



## Get behind the wheel of a new career in auto sales!

- **No previous sales experience is necessary.**
- **Classes are free for San Diego County residents**
- **Courses are four days long – Mon-Thu from 9am-4pm**
- **Dealership job referral program is included**

The **California Sales Training Academy (CSTA)** was established in 1991 by the New Car Dealers Association® San Diego County (NCDA) to promote professionalism in the retail automotive business through education. Emphasis is placed on product knowledge, ethical behavior and customer service. At the conclusion of the course, students have the knowledge to present and sell a car professionally, create referral business and develop a prospect base.

During the four-day course of instruction, adult students prepare themselves for an exciting and financially rewarding career in the automobile industry. Graduates receive a certificate of completion and job placement assistance. There is no cost to the students for the course as it is underwritten by several NCDAs Dealer Members who are a key part of the referral process.

Thousands of men and women have graduated from this course and embarked on successful careers in automotive sales. Many Dealer Members hire sales personnel and immediately enroll them so they have the benefit of this essential training before they begin training at the dealership.

## Skills & Requirements

- Must have Valid US Driver License and a Clean Driving Record
- Must be able to obtain a Vehicle Sales License from DMV
- Must be 18 years of age or older
- Must have a great attitude and be willing to learn



The sales training course is taught Monday-Thursday from 9:00 a.m. – 4:00 p.m. bi-weekly at the New Car Dealers Association facility. Attire for the class is dress shirt and dress slacks for men (jacket and tie not required unless directed by the instructor) and dress slacks or skirts or dresses for women. Shorts, jeans, t-shirts, tennis shoes or other casual attire are not permitted. To register, call 858-550-0080 or submit the registration form available on the NCDAs website - <http://www.ncda.com/training-seminars/>.



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