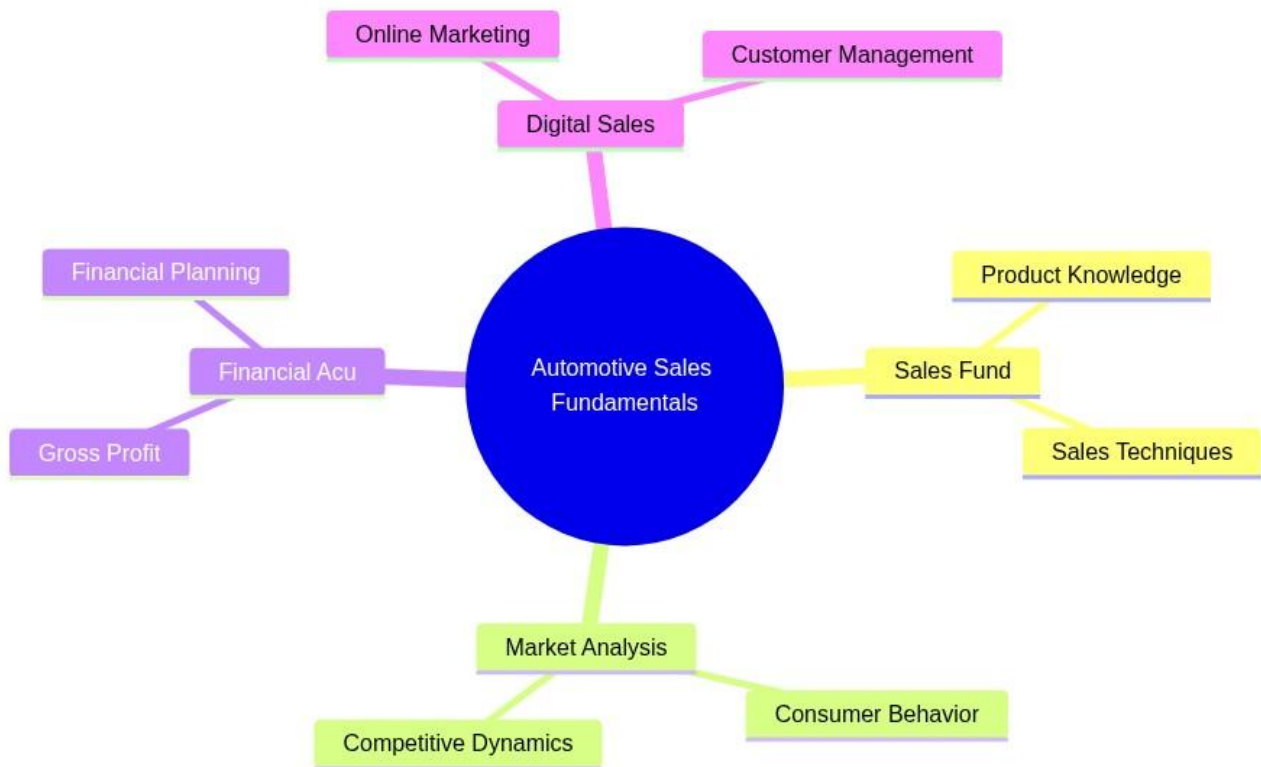


Graduate Certificate in Automotive Sales and Service (Advanced)

Automotive Sales Fundamentals



```

mindmap
  root((Automotive Sales Fundamentals))
    Sales Fund
      Product Knowledge
      Sales Techniques
    Market Analysis
      Consumer Behavior
      Competitive Dynamics
    Financial Acu
      Gross Profit
      Financial Planning
    Digital Sales
      Online Marketing
      Customer Management
  
```