



2016

# Internet Business Development Manager

## ENROLLMENT

Actively employed by a Lexus dealership and listed on the National Staff Master with one of the following primary job titles: **Internet Business Development Manager**

## CERTIFICATION INSTRUCTIONS

Select your courses to become certified at the Senior or Master Level from the **Internet Business Development Manager Approved Course List**

**AT LEXUS, OUR COMMITMENT TO PERFECTION IS MADE EVIDENT** through our dedication to delivering a level of service that makes owning a Lexus as rewarding as driving one.

Lexus College has developed an extraordinary program, the Lexus Commitment to Perfection (LCTP) Certification Program, that ensures that Lexus associates have successfully integrated the necessary knowledge and skills to provide Lexus customers with unparalleled customer satisfaction.

As a Lexus dealer associate, you have the opportunity to participate in the LCTP Certification Program. This program was created to provide a path for associate career development and to ensure that associates receive the appropriate training to perform their jobs to Lexus quality standards. The LCTP Certification Program is comprised of courses and eLearning modules offered through Lexus College and defined by job category.

One of the primary benefits of being part of the LCTP Certification Program is its Recognition Programs, which reward attainment of various certification levels. For example, the Lexus Subsidized Master Lease Program provides qualifying associates with a monthly subsidy toward the lease of a new or pre-owned Lexus vehicle through Lexus Financial Services.



# Lexus Commitment to Perfection (LCTP)

## Program Overview

If you are unable to attend a class, please inform your PC at least four calendar days ahead so your dealership does not incur a no-show charge.

### Lexus Master Subsidized Lease Program

Master Certified associates can enroll and receive a monthly subsidy toward the lease of a new or pre-owned Lexus vehicle through Lexus Financial Services (LFS).

#### Criteria

- Achieve Master Level Certification and annually Master recertify
- Dealer Principal must sign the Associate Subsidized Lease Enrollment form
- Then you must be approved for a program qualified LFS lease of a Lexus vehicle.

**NOTE:** For more information or to determine if your dealership participates, please contact your dealership PC.

#### When you Need Help or More Information

Lexus Program Headquarters (LPHQ)

(Open 8:00 AM-4:30 PM Central Time Monday-Friday)

<b>1-800-346-4447</b>	<b>PRESS</b>
Testing/Reports/Certification	1
Master Lease	3
Elite of Lexus Status	4
SPIN ID	5
LPHQ Fax	1-800-253-2831
LPHQ Email	Lexusphq@maritz.com
Certification Home Page	www.lctphome.com
Certification Reports Site	www.lctpreports.com
Certification Test/E-Learning Site	www.lctptests.com
Elite of LPHQ Phone	1-800-504-6078
Elite of LPHQ Email	eliteoflexus@programhq.com
Learning Center Support	
<b>1-855-790-7985</b>	<b>PRESS</b>
Login Support	3
eModule Support	4
Course Enrollment Support	5
Learning Center Email	tmslearningcentersupport@toyota.com

### Coming From Toyota

View the Lexus Course Parity report for your primary Lexus job category at [www.lctpreports.com](http://www.lctpreports.com) to determine if any Toyota course credit is transferable for Lexus certification credit.

Lexus associates who have previously achieved Toyota advanced certification credit may request an adjustment to their Lexus tenure through their Area Office by presenting a copy of their Toyota certificate verifying the prior Toyota certification achievement.

Toyota Expert Level - Add 12 months of Lexus tenure

Toyota Master/MDT Level - Add 24 months of Lexus Tenure

### Glossary and Program Notes

- **Core Courses** - Courses that most directly relate to a specified job category
- **Elective Courses** - Courses that in some cases can be taken in lieu of a Core class
- **ASE Certification** - Tests given by the National Institute for Automotive Service Excellence (ASE) to certify automotive repair and service professionals; you can obtain additional information or register for tests at [www.ase.com](http://www.ase.com).
- **Courses No Longer Applicable to Job Category** - Courses no longer offered for a specified job category.
- **Courses No Longer Offered** - Course no longer available for enrollment
- **Course Credit Expiring** - Course credit will expire as indicated
  - ▲ Alternate credit available; view Course Parity report at [www.lctpreports.com](http://www.lctpreports.com)
  - For additional information, visit [www.I-CAR.com](http://www.I-CAR.com)
  - ✦ For additional information, visit [www.ase.com](http://www.ase.com)
  - ★ For additional information, visit [www.crrtraining.com](http://www.crrtraining.com)
  - ✦ Course credit expires Jan. 2017
  - ▼ Course credit expires Jan. 2018
  - Course credit not currently scheduled to expire
    - Must have completed course before Jan. 1, 2008 to receive credit
    - ◆ Must have completed course before Jan. 1, 2011 to receive credit
    - ⦿ Must have completed course before Aug. 1, 2011 to receive credit



# Lexus Commitment to Perfection (LCTP)

## Program Overview

### How to Use this Booklet

The introduction will briefly describe the Lexus Commitment to Perfection (LCTP) certification program and how to participate.

### Let's Get Started

Welcome to the Lexus Commitment to Perfection certification program also known as LCTP.

Your first step to join the LCTP program is to make sure you have been added to Dealer Daily Staffmaster and that your primary job is one that is listed in this book. Staffmaster has primary and secondary jobs; only the primary job is used to enroll associates in LCTP. If your primary job is not one that participates in LCTP then you will not be enrolled in the program. A SPIN ID will be created for you when you are entered into Staffmaster; keep your SPIN ID as it will grant you access to enroll in Lexus College courses; take Self-Paced Modules and log in to view your progress in the LCTP Certification program.

Your best resource regarding the LCTP Certification program is your dealership's Program Consultant (PC) who can assist you in achieving and maintaining your desired certification level.

### Certification Program Overview

The Lexus certification program consists of 3 levels which build upon one another.

- Certified is the first level of LCTP certification and is required for all Lexus associates.
- Senior Certification is the next level of LCTP certification; this level is considered advanced certification and is optional.
- Master Certification is the top level of LCTP certification; this level is for top performing Lexus associates who want to be the "Best of the Best" and requires the highest commitment. This level is also optional.

Once you are enrolled you should immediately begin completing the Certified level requirements.

### Instructor Led Courses

Log onto [www.lctphome.com](http://www.lctphome.com) and select *My Learning* to view the courses that apply to your job and will count for LCTP advanced certification. Please contact your dealership's Program Consultant to enroll in a class, technical training or product launch.

**NOTE:** Log onto [www.lctpreports.com](http://www.lctpreports.com) for updated certification rules and approved course listings by job.

### Class Attendance

You will not receive credit for a class if you arrive more than 30 minutes late or leave more than 30 minutes early. You must sign the attendance sheet to receive credit.

### Lexus Certification Rules Overview

CERTIFICATION LEVEL	TENURE	INSTRUCTOR LED COURSES	ONLINE MODULES	NEW PRODUCT LAUNCH	ANNUAL RE-CERTIFICATION REQUIREMENTS
<b>CERTIFIED</b>	None	Complete Required Number of Courses	All Current Foundations Modules	None	All Current Foundations Modules
<b>SENIOR</b>	18 Months	Complete Required Number of Courses	Complete Required Online Modules	Current Product Launch Requirements - Attendance or Test-out	<ul style="list-style-type: none"> <li>• Maintain Basic Certified Status</li> <li>• Current Senior Certification Requirements</li> </ul>
<b>MASTER</b>	24 Months	Complete Required Number of Courses	Complete Required Online Modules	Current Product Launch Requirements - Attendance or Test-out	<ul style="list-style-type: none"> <li>• Maintain Senior Certified Status</li> <li>• Current Master Certification Requirements</li> </ul>



# Internet Business Development Manager

## Course List

### PROGRAM NOTES

- ▲ Alternate credit available; view Course Parity report at [www.lctpreports.com](http://www.lctpreports.com)
- For additional information, visit [www.I-CAR.com](http://www.I-CAR.com)
- ✦ For additional information, visit [www.ase.com](http://www.ase.com)
- \* For additional information, visit [www.crrtraining.com](http://www.crrtraining.com)
- ✦ Course credit expires Jan. 2017
- ▼ Course credit expires Jan. 2018
- Course credit not currently scheduled to expire
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- ◊ Must have completed course before Aug. 1, 2011 to receive credit

### APPROVED COURSE LIST

#### Core Courses

D146	Phone Skills for Lexus Sales
D167	Interacting With Your Lexus Customer
D470	Accessory Sales: The Perfect Fit (Prerequisite: E470)
D500	The Lexus Journey
D510	The Lexus Way
D520	Resolving Customer Concerns the Lexus Way
D530	Communicating With Your Lexus Guest
D540	Delivering a Lexus Like Experience
D550	Teamwork Through Communication
D730	Sales Calls the Lexus Way
D750	Driving CPO Sales
D752	Create Amazing - Sales Edition

#### Elective Courses

D222	Competitive Auto Show Training
D258	Lexus New Dealer Orientation
D300	Lexus Quality Financial Management (LQFM)
D560A	Lexus Difference Workshop
D710	Selling a Car the Lexus Way
D720	Enhancing Your Sales Reach
S895	Lexus Financial Services (LFS) Development
S8140	Ethics & Compliance

### COURSES NO LONGER OFFERED

#### Core Courses

D014✦	Internet Marketing Made Easy
D015▼	Building Loyalty the Lexus Way
D136●	Hiring to Retain Lexus Associates
D138▼	Lexus Customer Care - Resolving Concerns
D160●	Planning & Prioritizing Customer Contact
D169✦	Building Your Customer Base
D173✦	Personalizing the Lexus Sales Process
D350●	Customer-Centered Selling
D700●	The Certified Pre-Owned Experience

#### Elective Courses

D175●	How to Turn Your Calls into Sales
D182✦	New Vehicle Sales Workshop
D301●	Lexus Quality Financial Management (LQFM) Step 7 - Certification
D302●	Lexus Quality Financial Management (LQFM) - Customer-Centered Questioning Skills
D418✦	How to Sell a Car Today
D419✦	Lexus Safety + Traction System
DP1507✦	2015 PC Performance Group
F802●	The Finance Contract Process
F803●	Promoting Dealer Arranged Financing
S8222✦	TFS/LFS Business Solutions



# Internet Business Development Manager

## Certified and Senior Certification

### CERTIFIED

#### Tenure

Participants must be actively employed by a Lexus dealership and listed as an Internet Business Development Manager.

#### Self-Paced Modules/Tests

Complete, with a minimum score of 80%, the following:

- All Foundations tests (see below)

#### Certification Maintenance

Complete any new Foundations tests or be designated as "Not Certified."

To maintain Certified status, all current basic Certified Certification Level requirements must be maintained.

#### Foundations Tests

- C368 Foundations Lexus Hybrid Drive
- C381 Foundations Lexus CT
- E550 Lexus Redefines Luxury
- E551 Foundations Lexus Sedans
- E552 Foundations Lexus SUV's
- E553 Foundations Lexus Performance
- E554 Foundations Lexus Hybrid (required 02/2016)

Log on to [www.lctpreports.com](http://www.lctpreports.com) for updated Certification Rules and Approved Course Listings and [www.lctptests.com](http://www.lctptests.com) for access to existing Foundations tests and self-paced modules.

### SENIOR

#### Tenure

Participants must have a minimum of **18** months total Lexus experience and must complete all current requirements for basic Certified and Senior Certification Levels.

#### Approved Courses

Complete a total of **4** courses from the Approved Course List.

Select **3** Core courses and **1** additional Core or Elective course:

- \_\_\_\_\_
- \_\_\_\_\_

#### Self-Paced Modules/Tests

Complete, with a minimum score of 80%, the following:

- All Foundations tests (see Certified section)
- E470 Accessory Sales Fundamentals
- E489 Three High-Performance Strategies for eBusiness Success
- E494 Powerful eBusiness Marketing - Driving More Traffic to Your Website
- E497 Tracking Internet Sales Performance
- E498 Increasing Your Lexus Internet Index Score
- LE218 OW-20 Synthetic Motor Oil for Lexus Vehicles

#### Product Launch/Special Requirements

- Complete the current Product Launch requirements.

#### Certification Maintenance

To maintain Senior status, all current basic Certified and Senior Certification Level requirements must be maintained on an annual basis.



# Internet Business Development Manager

## Master Certification

### MASTER

#### Tenure

Participants must have a minimum of **24** months total Lexus experience and must complete all current requirements for basic Certified, Senior and Master Certification Levels.

#### Approved Courses

Complete a total of **6** courses from the Approved Course List.

Select **4** Core courses and **2** additional Core or Elective courses:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### Self-Paced Modules/Tests

Complete, with a minimum score of 80%, the following:

- All Foundations tests (see Certified section)
- E422 Lexus Delivery Process
- E470 Accessory Sales Fundamentals
- E489 Three High-Performance Strategies for eBusiness Success
- E490 Effective Lead Management - Turning More Leads into Sales
- E491 Motivating Online Customers - Website Techniques that Get Results
- E494 Powerful eBusiness Marketing - Driving More Traffic to Your Website
- E497 Tracking Internet Sales Performance
- E498 Increasing Your Lexus Internet Index Score
- LE218 OW-20 Synthetic Motor Oil for Lexus Vehicles

#### Product Launch/Special Requirements

- Complete the current Product Launch requirements.

#### Certification Maintenance

To maintain Master status, all current basic Certified, Senior and Master Certification Level requirements must be maintained on an annual basis.

### NOTES

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# Lexus Commitment to Perfection (LCTP)

## Prerequisite Chart

COURSE	PREREQUISITES
B503	PLB503
D406	[D306 or D307]
D470	E470
D630	D600, E422
HL610B	L652
L005	L078, ML010A
L071	L005, L623, L652, L852, L874b, PL071
L101	[L100 or LB100], PLB101
L151	L005, L112A
L201	[L100 or LB100]
L250	[L100 or LB100], L201
L300	[L100 or LB100], PLB300
L301	[L100 or LB100]
L453	L005, L623, ML011A, PL453
L460	[L100 or LB100], L301
L502	PL502

COURSE	PREREQUISITES
L504	PLB504
L601	[L100 or LB100]
L602	L074, L601, PLB602
L623	L005, PL623
L652	L005, L623, PL652
L673	HL610B, L005, L623, L652
L680	L005, L623, L652
L752	L005, L623, L652, PL752
L852	L005, L623, PL852
L874b	L005, L623, L852, PL874
L908	[L100 or LB100], PLB908
L973B	L673
LSC13B	LSC15A, L652
LSC13F	[LSC13A or LSC15P]
PLB301	B901, L300
PLB460	L300, L301