

Automotive Industry Terminology Quick Assessment



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A supplement to [DigitalCarGuy.com](https://www.DigitalCarGuy.com) Courses
Vocabulary terms are explained by your trainer and or manager.



This quiz is designed to be a quick assessment of how confident each employee is with automotive industry terms.

These industry terms are important in day-to-day conversations at the dealership and with vendor partners. The more of these terms that are clearly understood by employees, the more they can engage and share in the common goals of the day to day business.

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After each word or phrase, the employees are asked to check one of three boxes: It sample would look like this:

Word/Phrase	Clear	Unsure	New
DMS		X	
CRM	X		
Digital Marketing	X		

At the bottom of each grid, have each student add the number of check marks in each column and write those totals on the last line. Each grid should have totals like this:

Total	2	1	0
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This quiz should be administered with the idea that the employees should be honest. They must be told that there is no penalty for answering Unsure or New. This assessment will guide their automotive learning, so it benefits each employee if they are brutally honest with their current knowledge.

Automotive Vocabulary – Part One

	Word/Phrase	Clear	Unsure	New
1	BDC			
2	Lead			
3	Conquest			
4	Green Pea			
5	Incentive			
6	Rebate			
7	Front End			
8	Get Me Done			
9	OEM			
10	Sales Funnel			
11	Back End			
12	Sub-Prime			
13	Up			
14	Trade In			
15	Appraisal			
16	Write Up			
17	Appointment			
18	Confirm Appointment			
19	BDR			
20	BDM			
21	Culture			
	TOTALS			



Automotive Vocabulary – Part Two

	Word/Phrase	Clear	Unsure	New
1	APR			
2	Brand Loyalty			
3	Customer Loyalty			
4	Days Supply of Inventory			
5	Desking			
6	Extended Warranty Contract			
7	Flooring (Inventory)			
8	Gap Insurance			
9	Inventory Turn			
10	Lease Rate			
11	Log a Lead/Customer/Guest			
12	Lot Party			
13	Meet & Greet			
14	Needs Analysis			
15	Trade Difference			
16	Trade Walk Around			
17	Up			
18	Upside Down/Flipped			
19	Residual			
20	Up Fronts			
21	Keys on the Roof			
	TOTALS			



Automotive Vocabulary – Part Three

	Word/Phrase	Clear	Unsure	New
1	Browser			
2	CRM			
3	Digital Marketing			
4	DMS			
5	Google AdWords			
6	Google Analytics			
7	Google My Business			
8	Google Webmaster Tools			
9	IP Address			
10	Cache			
11	KPI			
12	ROI			
13	SEM			
14	SEO			
15	VDP			
16	Social Media Advertising			
17	Third Party Classifieds			
18	Traditional Marketing			
19	Tweet			
20	YouTube			
21	Welded/Look Up to see Bottom			
	TOTALS			



Automotive Vocabulary – Part Four

	Word/Phrase	Clear	Unsure	New
1	Chat			
2	Bit.ly Links			
3	Campaigns			
4	Conversion			
5	Facebook			
6	Facebook Messenger			
7	Meet and Greet			
8	T.O.			
9	Desk the Deal			
10	Prime			
11	Demo/ Demo Drive			
12	Business Manager			
13	F and I			
14	Prospect			
15	Needs Assessment			
16	Keywords			
17	Landing Page			
18	Feature			
19	Benefit			
20	PPC			
21	The Box			
	TOTALS			



Automotive Vocabulary – Part Five

	Word/Phrase	Clear	Unsure	New
1	ACV			
2	Asking Price			
3	Back End Gross			
4	Bogue Customer			
5	CPO			
6	Credit Tier			
7	Equity			
8	Front End Gross			
9	Hold On Trade			
10	ILM			
11	Invoice			
12	Holdback			
13	MSRP			
14	Over Allow			
15	Payoff Amount			
16	PMA			
17	Program Car			
18	Road To the Sale			
19	Salvaged Title			
20	Addendum			
21	Single Digit Midget			
	TOTALS			

