

EVALUATION SPECIFIQUE POUR L'ATTRIBUTION DE LA MENTION "SECTION EUROPEENNE"
Baccalauréat professionnel Vente
Session 2009

Epreuve orale
Durée de l'épreuve : 20 minutes
Préparation : 20 minutes

A. Première partie : durée 10 minutes, préparation 10 minutes.

SUJET N° X
Document candidat

FORD

Travail à faire par le candidat

Role play

Teacher: The prospective buyer
You: The sales representative

Enclosures:

Appendix 1: Personal information sheet
Appendix 2: Ford cars
Appendix 3: Financial solutions

The candidate is expected to:

- welcome the prospective buyer
- ask him or her questions about the car he or she would like to buy
- fill in the information sheet correctly (you will have to give it back)
- propose him or her a car
- ask questions to know the way he or she would like to pay for the car
- propose him or her a plan
- give him or her another appointment to fill in the credit file

Role play

1. Who are you? What's your job?

You work as a sales rep for Ford. Your name is Julian Smith – if you're a man - or Ashley Smith – if you're a woman.

You're having a further appointment with Mr. or Mrs. Harris who wishes to purchase a Ford from your dealership. This meeting is crucial as you will be putting forward a finance plan for him or her. After collecting all necessary data relating to a car sale (appendix 1), you'll give your arguments in favour of one of the three models on offer (appendix 2). Finally, you'll detail to him or her the three existing financial facilities (appendix 3). At the end of the meeting, you invite Mr. or Mrs. Harris to meet again to complete the all important high purchase file.

2. Your tasks :

- ✓ welcome the prospective buyer
- ✓ ask him or her questions about the car he or she would like to buy
- ✓ fill in the information sheet correctly (you will have to give it back)
- ✓ propose him or her a car
- ✓ ask some questions to know the way he or she would like to pay for the car
- ✓ propose him or her a plan
- ✓ give him or her another appointment to fill in the credit file

Académie de Poitiers

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Appendix 1 page 4: Personal information sheet

Appendix 2 page 5: Ford cars

Appendix 3 pages 6, 7, 8 : Financial solutions

APPENDIX NUMBER 1: PERSONAL INFORMATION SHEET

PERSONAL INFORMATION SHEET

Title and Name.....

Address.....

Job.....

Telephone.....

E-mail.....

ABOUT THE CAR

Budget:

From..... to

.....

Or Any

Fuel:

- Diesel
- Flexifuel
- Petrol
- Any

Body Style:

▼ **Body Style:**

• **Any**

<input type="radio"/> MPV 	<input type="radio"/> 3 Door 
<input type="radio"/> 4 Door 	<input type="radio"/> 5 Door 
<input type="radio"/> Estate 	<input type="radio"/> Convertible 
<input type="radio"/> SUV 	
<input type="radio"/> Any	

Gearbox:

- Automatic
- Manual
- Any

Standard Features:

▼ **Standard Features**

• **Not Specified**

<input type="checkbox"/> Advanced Bluetooth and Voice Control	
<input type="checkbox"/> Air Conditioning	
<input type="checkbox"/> Cruise Control	
<input type="checkbox"/> Heated Front Seats	
<input type="checkbox"/> Leather Seats	
<input type="checkbox"/> Parking Sensors	
<input type="checkbox"/> Power Mirrors	
<input type="checkbox"/> Power Start Button	
<input type="checkbox"/> Quickclear heated Windscreen	

Seating:

- 4
- 5
- 7
- Any

APPENDIX NUMBER 2: FORD CARS

➤ **Mondeo**
Available from £15,660



www.ford.co.uk

➤ **Mondeo Edge**
from £15,660

The Ford Mondeo features Ford's full kinetic Design expressions and innovative technologies. The Mondeo's standard features include: Electronic Stability Programme, Advanced Bluetooth with Voice Control System, Ford Easy Fuel and Thatcham approved security. The Mondeo is set to make a lasting impression.

Mondeo Edge Features:

- Electronic Stability Programme (ESP)
- Ford Easy Fuel capless refuelling
- Thatcham Category 1 alarm
- Air conditioning
- Cruise control
- CD/radio
- Quickclear heated windscreen
- 'Home safe' lighting
- Trip computer
- Leather-wrapped steering wheel
- Intelligent Protection System including driver's knee airbag
- Advanced Bluetooth® with Voice Control System

➤ **C-MAX**
Available from £13,849



www.ford.co.uk

➤ **C-MAX Zetec**
from £15,807

In luxurious Zetec trim, the C-MAX subtly conveys a sense of elegance and class. Key features 'additional to C-MAX Style' include:

- 16" 5-spoke alloy wheels
- Body colour door mirrors
- Quickclear heated windscreen
- Privacy glass
- Front fog lights
- Leather-wrapped steering wheel
- Perimeter alarm



www.ford.co.uk

➤ **New Focus**
Available from £12,528



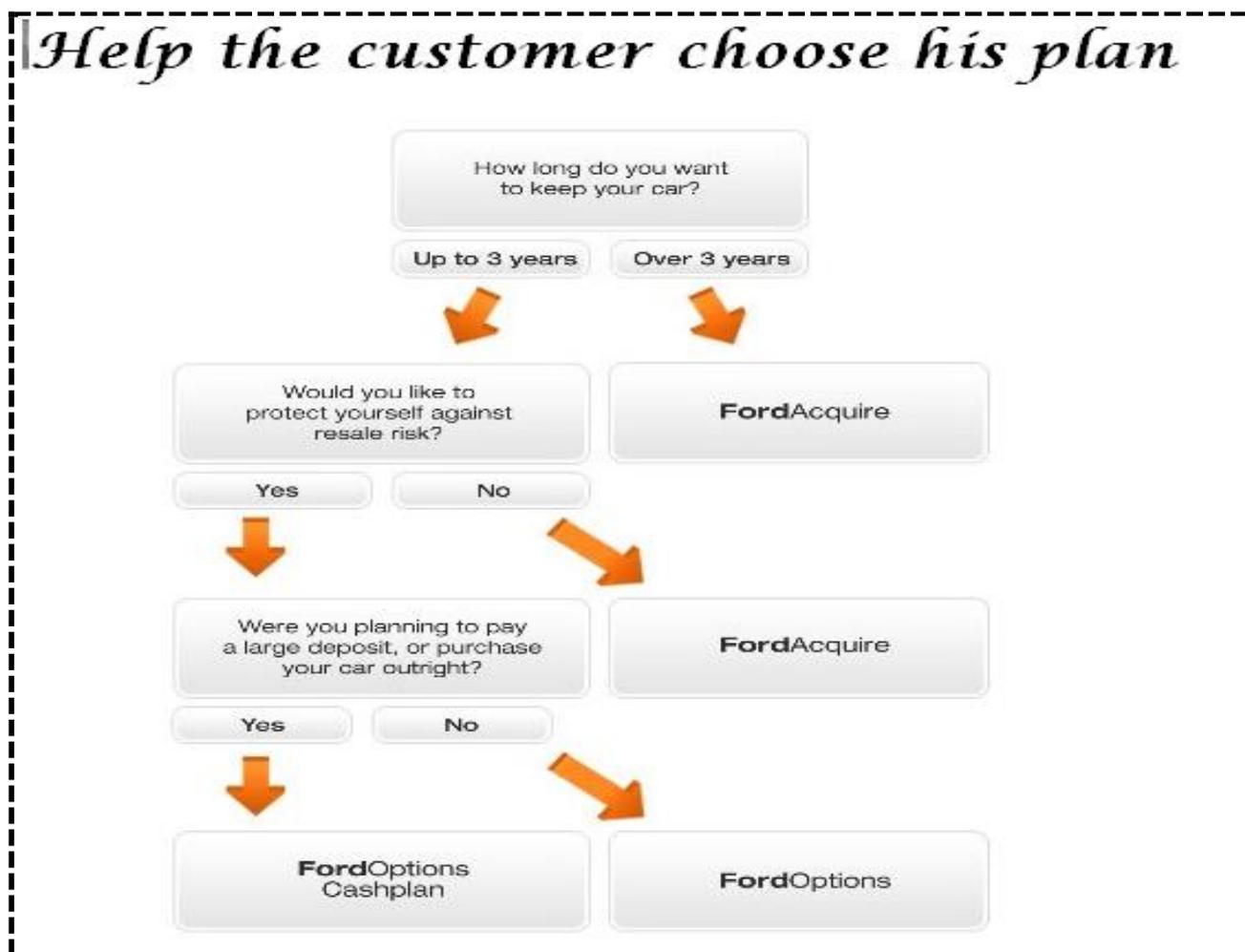
www.ford.co.uk

➤ **New Focus Zetec**
from £15,220

With its superb handling, 16" alloy wheels and sports seats, the anticipation of the new Focus Zetec is as exhilarating as the drive itself. Key features additional to new Focus Style include:

- 7x16" 5-spoke alloy wheels
- Quickclear heated windscreen
- Sports suspension
- Perimeter Alarm
- Sport-style front seats
- Dark headlamp surrounds
- Body colour rear spoiler (3- and 5-door models)
- Driver lumbar adjust
- Premium centre console with integrated stowage box and armrest

www.ford.co.uk



FORD ACQUIRE

The traditional form of car finance, Ford Acquire provides flexible repayment terms and deposit levels.

Ford Acquire is a traditional hire purchase plan that's convenient to arrange and provides you with the flexibility to suit your needs.

The benefits of Ford Acquire:

- Regular payments to suit your needs.
- Flexible repayment terms ranging from 12 months to 60 months
- At the end of the agreement, assuming all payments have been made, you own the car

How Ford Acquire works:

- You decide on the car you want to buy
- You choose the deposit you want to pay and the repayment period that suits you
- The finance specialist at your Ford Dealer can then calculate your regular payments, based on the balance and interest, and submit your application to Ford Credit
- Once the finance documentation is complete, you can drive away in your new car
- At the end of the agreement, assuming all payments have been made and you exercise your option to buy, the car belongs to you

FORD OPTIONS

This plan is ideal for customers who want to renew their car more often, whilst being provided with the security of a Guaranteed Minimum Future Value.

Ford Options is a different way of financing your car because it gives you the option to drive a new Ford every two or three years. Since 1992, over 700,000 people have chosen Ford Options. With deposit levels ranging between 0% and 35%, and the assurance of a pre-agreed Guaranteed Minimum Future Value (GMFV), Ford Options could be the right finance plan for you.

The benefits of Ford Options:

- The opportunity to drive a new Ford more often
- Regular affordable payments to suit your personal needs
- Flexible terms of 24 months, 30 months and 36 months
- The assurance of a Guaranteed Minimum Future Value (GMFV) providing protection against any unexpected fall in used car prices
- The option to own the car at the end of the agreement

How does it work?

- You decide on the car you want to buy and tell us your anticipated annual mileage
- You choose the deposit you want to pay and the repayment period that suits you
- We then estimate the Guaranteed Minimum Future Value (GMFV) that the car will be worth at the end of your agreed finance term
- This, and your agreed deposit, is deducted from your car price
- Your repayments are then based on the balance, plus the interest on both this and the Guaranteed Minimum Future Value (GMFV)
- The finance specialist at your Ford Dealer will then submit your application through to Ford Credit
- Once the finance documentation is complete, you can drive away in your new car
- At the end of the agreement, you have three great options.

Option one – choose another car

You can choose another car by using any excess value over the Guaranteed Minimum Future Value (GMFV) as a deposit on your next Ford. You can trade in your old car, or sell it privately if you prefer, having settled your account, and use any excess monies towards your next Ford.

Option two – return the car

You'll have nothing further to pay, providing the car is in good condition, and the agreed mileage hasn't been exceeded.

Please note that the car's condition is assessed in accordance with our RAC- approved normal wear and tear guidelines. We can provide you with full details once your agreement is up and running

Option three – keep the car

If you decide to keep the car, assuming all payments have been made, you just need to pay the Guaranteed Minimum Future Value (GMFV), plus the Option to Purchase Fee, and it's yours to drive away. We can also arrange finance for the Guaranteed Minimum Future Value (GMFV) over a further period, should you need it

FORD OPTIONS CASHPLAN

A variation of the Ford Options plan, Ford Options Cashplan offers the security of a Guaranteed Minimum Future Value but with the added benefit of no monthly payments.

Ford Options Cashplan gives you all the benefits of Ford Options while freeing you from making regular payments. It's ideal if you have a large cash sum available, providing an innovative way to own a new Ford.

The benefits of Ford Options Cashplan:

- The opportunity to drive a new Ford more often
- Flexible terms of 12 months, 24 months and 36 months
- The assurance of a Guaranteed Minimum Future Value (GMFV), providing protection against any unexpected fall in used car prices
- The option to own the car at the end of the agreement

How Ford Options Cashplan works:

- You decide on the car you want to buy and tell us your anticipated annual mileage
- You choose the appropriate repayment period that suits you
- We then estimate the Guaranteed Minimum Future Value (GMFV) that the car will be worth at the end of your agreed finance term
- Interest is then calculated on this figure
- You then pay the difference between the car price and the Guaranteed Minimum Future Value (GMFV), plus the Finance Fee and the interest at the outset of the finance agreement
- The finance specialist at your Ford Dealer will then forward your application to Ford Credit for final approval
- Once the finance documentation is complete, you can drive away in your new car
- At the end of the agreement, you have the same three great options as on Ford Options.

Option one – choose another car

You can choose another car by using any excess value over the Guaranteed Minimum Future Value (GMFV) as a deposit on your next Ford. You can trade in your old car, or sell it privately if you prefer, having settled your account, and use any excess monies towards your next Ford.

Option two – return the car

You'll have nothing further to pay, providing the car is in good condition, and the agreed mileage hasn't been exceeded.

Please note that the car's condition is assessed in accordance with our RAC-approved normal wear and tear guidelines. We can provide you with full details once your Agreement is up and running.

Option three – keep the car

If you decide to keep the car, assuming all payments have been made, you just need to pay the Guaranteed Minimum Future Value (GMFV), plus the Option to Purchase Fee, and it's yours to drive away. We can also arrange finance for the Guaranteed Minimum Future Value (GMFV) over a further period, should you need it.

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SUJET N° X

Document Jury
CORRIGÉ

Teacher: The prospective buyer Mr or Mrs Harris
You: The sales representative

Enclosures:

Appendix 1: Personal information sheet
Appendix 2: Ford cars
Appendix 3: Financial solutions

The candidate is expected to:

- Welcome the prospective buyer
- present himself or herself
- answer the prospective buyer's questions
- fill in the information sheet correctly (he will have to give it back)
- give arguments in favour of one of the three models
- detail financial facilities
- ask for a new appointment
- thank the customer

Critères d'évaluation

- | | |
|---|-----------|
| - se présenter : | 3 points |
| - compléter la fiche d'information : | 4 points |
| - expliquer l'offre et informer le client : | 6 points |
| - remercier et prendre congé : | 3 points |
| - vocabulaire, grammaire, syntaxe : | 4 points |
|
 | |
| - Total : | 20 points |

On donne annexes 1, 2 et 3.

On demande ou on attend du candidat :

- une négociation dynamique,
- une maîtrise du vocabulaire,
- une courtoisie,
- une demande de reformulation en cas de difficulté de compréhension,
- une concordance entre le formulaire complété et le corrigé.

CORRECTION

Julian or Ashley Smith, nice to meet you Mr. or Mrs. Harris

- Actually, you told me last time that you would like to change your car?
- Can you give me some more information about you and the car you would like to buy?
- Let me show you three models....
- What about the financial plan?
- Would you like to have information about our financial facilities?
- Questions from appendix number 3
- If you agree, it would be better for us to have another appointment. Could you please tell me when you are free?
- Thank you Mr or Mrs Harris. See you next week.....
- Good bye Mr or Mrs Harris, Have a nice day.

Prospective buyer: Personal details

- ☞ Name: Sophie or Ian Harris
- ☞ Address : 10 Wedderburn Drive Harrogate HG 27Q7
- ☞ Job : Fireman
- ☞ Telephone: 09680 544378
- ☞ E-mail : sophie_harris@ntlworld.co.uk or ian_harris@ntlworld.co.uk

Suggestions de questions:

- Is it possible to have a test drive?
- What about the colour?
- What about the maintenance?
- What is Ford Acquire and how does it work?
- Over what period can I take my Ford Acquire agreement?
- What happens at the end of my Ford Acquire finance agreement?