ISI / PAL Automotivaters Inc.
A division of Fusion Performance Group Inc.
PMB#132 230-1210 Summit Dr.
Kamloops, BC, V2C 6M1
Tel: 250-920-7775 Fax: 250-920-7773 Toll: 1-800-828-8681
www.automotivaters.com

The Professional Sales Team Course for Improving Performance.

Course Title: SE-1 - Sales Team Performance Development Program New & Pre-Owned

Automotivaters Training Delivery Methods: Onsite/Online Live/Offsite
Duration: 2 Days
Attendees: Sales Management, Sales Executives, and New Hires

Sales Team Performance Development Learning Elements for both New and Pre-Owned Vehicles

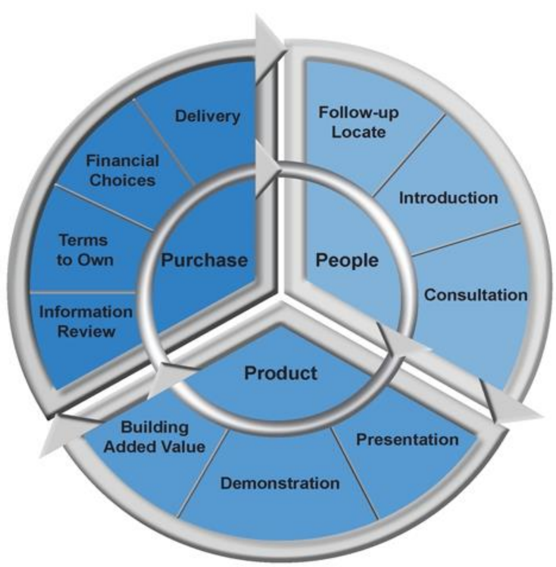
Participants will gain additional education and skills, acquiring the ability to accomplish the following for both Day1 and Day 2:

Psychology of Selling:

- Gain deeper knowledge and understanding of the automotive industry and how a client-focused approach to selling follows success principles.
- Eliminate negative preconceptions and develop personal success.
- Gain more insights into the buyer decision process.
- Unlock why buyers behave as they do.

The leadership of the Buying Process and Transitions:
To have participants see how our selling best practices exactly mirror the client's decision-making process.

Overview of the Buying Cycle:
Participants know the importance of taking a leadership role in the buying cycle.



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Introduction

- Gain a better understanding of how to conduct a proper Introduction, and "Meet and Greet" and learn how to transition to the Consultation.
- Learn word tracks to identify the shopper who has already selected a vehicle from online research.
- Participants will learn how to prepare and introduce themselves to a BDC-generated appointment.
- Learn effective telephone and digital responses, communication techniques, and appointment setting.

Consultation

- Acquire more skills in conducting a proper consultation to get an understanding of the client's needs, lifestyle, budget, and vehicle requirements.
- Participants learn to adapt their approach to meet the needs of customers that have conducted online research before their visit.
- Increase professional judgment in helping consumers to find the right selection or confirm a selection that a customer has already made based on his or her needs and available stock.
- Participants learn the New and Pre-owned "Walkaround" and how to effectively communicate the benefits of new versus pre-owned vehicles.
- Learn how to effectively transition to the Presentation.

Presentation

- Master how to present and personalize a vehicle's features, advantages, and benefits based on the customer's needs and wants.
- Learn how to structure a presentation logically and coherently.
- Pay more attention to verbal and nonverbal communication and increase engagement.
- Acquire more vital time management and adaptability skills.
- Learn how to use storytelling techniques to build better relationships with clients.
- Learn how to effectively transition to the Demonstration.

Demonstration

- Learn a better-planned approach to the Demonstration transitioning to Build Added Value.
- Increase knowledge and skills on product knowledge, effective communication, Presentation, Demonstration skills, and safety knowledge.
- Learn how to prioritize your test drive skills, staging, and vehicle preparation by ensuring the cleanliness and readiness of the vehicle, including factors like fuel level.
- Participants will enhance their education and skill set, acquiring the necessary knowledge and expertise in exceptional follow-up and closing techniques.
- Learn how to transition to Build Added Value.

Building Added Value

- Be able to answer the question "Why should I buy here?" and Build Value in the dealership.
- Be able to efficiently conduct a "Service Walk".
- Gain a deep understanding of the Manufacturer's required procedures.
- Hone the following skills: Product knowledge, Active Listening, Customization, Benefits, Presentation, Storytelling, and Client Engagement.

- Participants increase skills in Comparative Analysis, Confidence, Enthusiasm, Answering Objections, Follow-up, and Relationship Building.
- Be able to transition to Information Review.

Information Review
- Understanding how to confirm mental ownership.
- Learn how to maintain leadership and control.
- Understanding the customer's Terms to Own (commitment) and why this should be agreed upon preceding figures.
- Understand and develop skills in introducing the information sheet, its completion, and working with trades.
- Winning Trades.
- Enhance your knowledge and skills with proper methods of professional trade-in appraisal.
- Learn how to transition to Terms to Own.

Terms to Own
- To get a practical application of the skills of the Terms to Own.

Presenting Figures
- Participants learn to develop skills around presenting figures and justifying trade value.

Overcoming Objections
- Learn how to professionally respond to objections, solve problems and develop conflict-free negotiation skills.

Management Involvement
- Participants learn how to professionally involve a manager when difficulties arise.
- Learn how to professionally introduce Managers at various stages e.g., Consultation, Presentation, Demonstrations, Terms to Own, Business Office Transition (level of involvement may vary).
- Completion, of documents, paperwork, agreements, and contracts.
- Trade-In Assessments, price, and financing approvals.
- Sales Team Support: Sales managers or business managers provide guidance, support, and training to the sales team.
- Participants learn how to professionally involve a manager when difficulties arise, complex negotiations, and customer complaints.

Financial Choices - Business Office Turnover
- Participants learn a professional and effective handover process.

Delivery / Follow-up
- Participants learn how a professional delivery is not the end but the start of a long-term relationship.
- Participants learn how to position the customer for referrals and leverage the customer's social media.

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Follow-up/Locate / Personal Marketing/Telephone Skills

- Participants learn to effectively follow up with customers and locate new clients.
- Learn how an experienced Sales Professional develops their traffic and repeat business.
- Participants receive a high-level overview of telephone and internet response best practices.
- Participants quantify what their effort in locating opportunities is worth to them.
- Tracking for Success.
- Participants understand the value of personal accountability and self-analysis.