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Course Title: SE-ATTIR— Sales Team- Advanced Telephone Training and Internet Response for Sales Teams.

Automotivaters Training Delivery Methods: Trainer Lead: In-Person or Online Live via Zoom.

Duration: 6 hours in-person or 2 x 3-hour sessions via Zoom.

Attendees: Sales Management, Sales Team, and BDC

Training Methods: Live Onsite Interactive Instruction, Trainer-led Group Discussions

Advance Telephone Training and Internet Response Program Learning Elements.

By participating in this program, participants will be able to acquire the following skills and education:

- Get a deeper understanding of how markets and shopping behaviour are evolving.
- The Sales Teams will become more knowledgeable about consumer behaviour, industry trends, and the tools available to them.
- Understand how the quality and timeliness of follow-up and response directly impact engagement and vehicle sales.
- Get buy-in for the importance of quality, consistency, and timeliness of lead responses.
- Utilize response strategies and methods to convert more phone and internet inquiries into appointments.
- Discover how to get a contact's information.
- Increase your appointment conversion ratios and closing ratios from inbound internet leads.
- The Sales Team will gain a better understanding of how Internet sales processes and best practices are integrated into the dealer sales process.
- Develop lead response structures to match different mediums, such as incoming e-mail, video, text, and web forms.
- Teams will generate more sales by improving professionalism and effectiveness of communication with internet shoppers.

- Performance improvement based on mystery shopping in the areas of quality of responses to email leads, tools timeliness of lead responses, and long-term follow-up of outstanding leads.
- Discover how to create more value and help prospects accept your highest level of service.
- Participants will learn the practical approaches of how to engage with customers with or without phone numbers.
- Learning to deal with low supply and inventory shortages and how to respond.
- Learn how to stay positive and insert your personality into proven response structures.
- Participants will learn how to convert more incoming inquiries into appointments.
- Adopt a mindset of 'Self-Management,' and a plan to drive your success.
- Gain confidence in customizing proven call structures & scripts.
- Develop personal word tracks for different mediums and learn how to adapt.
- Gain a solid structure for a variety of inbound and outbound calls, and digital responses.
- Improve results and achieve a higher number of kept appointments by increasing skills in telephone and digital communication.
- Build positive long-term relationships with your client database.
- Enhance your knowledge of highly informed buyers and develop a more effective strategy for managing and capitalizing on opportunities.
- Develop a personal action plan to implement new skills and more knowledge.
- Learn how to take responsibility for measuring and monitoring your success.
- Sales Managers will acquire a more profound comprehension of the behaviours necessary to facilitate the desired change and possess the ability to provide coaching for the relevant skills. Consequently, this will enable the Sales Team to enhance customer satisfaction and bolster client retention on a broader scale.