



ISI / PAL Automotivaters Inc.
A division of Fusion Performance Group Inc.
PMB#132 230-1210 Summit Dr.
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www.automotivaters.com

Sales Consultant Advanced 1 Day Digital Inquiry INET-1

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: Includes all Sales Management, General Managers, Sales Consultants

Sales Executive Topics and Learning Objectives

Shopping Behaviour

- Participants will understand the current trends and behaviours of modern shopping habits of automotive buyers.

Idea To Behaviour Gap

- Sales Consultants will know what roadblocks exist that reduce consumer confidence in complete online interactions and how behaviours are changing.

Why Not Just Come In?

- Participants will understand the consumer's perceived time savings, convenience, or keeping a safe separation from dealerships.

Our Objective

- Sales consultants will understand the philosophies around a high-service approach when a prospect makes a digital inquiry versus visiting the store.

Digital Tools

- Participants will know the importance of properly using the tools for managing incoming digital inquiries, whether they are incorporated into the dealership DMS, stand-alone software, web interfaces, or some hybrid solutions and their functions.



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Timeliness of Response

- Participants will understand how the time that it takes to respond to a lead affects the outcome of the sale.

Response Standards

- Participants will understand the essential benchmarks of a digital response Inquiry Process.

- Personal Service Message.

Participants will know how to earn the trust of our customers and have them feel comfortable accepting our help.

- Inquiry: With Phone Number

Sales consultants will be able to effectively respond to inquiries that have phone numbers provided and will have customized response templates.

- Inquiry: No Phone Number

Sales consultants will be able to effectively respond to inquiries that do not have phone numbers provided and will have customized response templates.