



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

Course Title: Sales Department Practical Skills Day Syllabus

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 Consultants.

Group Training - Effective Communication:

Techniques for enhancing communication skills within the team.

Role-playing exercises for real-life scenarios.

Desk Work - Sales Department Strategy Review:

Analyzing and refining individual and sales team strategies.

Addressing challenges and brainstorming solutions.

On-Floor Work - Practical Application:

Hands-on exercises in the sales department area.

Implementing newly learned techniques in a real-time setting.

Experiential Training - Customer Interaction Simulation:

Simulated scenarios for practicing effective customer engagement.

Immediate feedback and improvement suggestions.

Skills Assessment - Individual and Team Evaluation:

Evaluation of skills acquired throughout the day.

Identifying areas for further improvement.

Emphasizing the application of skills in daily sales department applications.

Future Development Opportunities:

Discussion on ongoing training and development initiatives.

Opportunities for continued growth within the sales team and the organization.