



ISI / PAL Automotivaters Inc.  
A division of Fusion Performance Group Inc.  
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## **SETTBN-1 - Sales Team - Transitions to Buy Now**

**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 Team and Managers

### **Topics and Objectives:**

#### **Understanding the Buyer's Plan**

- Participants will understand the buyer decision process and why buyers behave as they do.

#### **Leadership: Have a Positive Influence**

- Participants will understand the importance of establishing positive customer-centric leadership to help people accomplish their goals.
- Participants will understand the importance of taking responsibility for their actions in the market.

#### **Selling Cycle Overview**

- Participants will know where in the process we can go off track and compromise the closing ratio.

#### **Transition Structure**

- Participants will know the most effective strategy for establishing or re-establishing leadership in transitions.

#### **Transition: Introduction to Consultation**

- Participants will understand the importance of building a strong foundation for the sales process.
- Participants will know the best strategy for overcoming the most common stalls from the Introduction to the Consultation.



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### **Transition: Presentation to Demonstration**

- Participants will be able to quantify how strategic effort makes a financial impact on the company and themselves.

### **Transition: Demonstration to the BAV and Information Review**

- Participants will understand the importance of the BAV and know how to effectively maintain leadership in the transition to the BAV.

Transition: Information Review to Terms to Own

- Participants will know the steps to transition the customer to the Terms to Own.

### **Conclusion – Reflection**

- Participants will know how to identify current strengths and areas for improvement, develop immediate action items, build/customize scripts and create immediate action plans.

### **Expected Outcomes Upon Execution of Strategies:**

- With the execution of the discussed strategies, Sales Consultants and Managers will be able to help customers advance further through the customer experience to increase closing ratios.
- Increases in sales volume and long-term profitability.
- Increase in CSI and customer retention.