



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: Alternative Fuel Vehicle-EV (SE-EV) Program

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, Business Managers and Fixed Ops

ALTERNATIVE FUEL Learning Elements

Objectives:

- The world is a different place.
- Major changes: Current/Short/Medium/Long Term.
- How do alternative fuels and EVs differ?
- Key motivators for buyers that consider EV options. Consultations with EV customers.
- Presenting solutions to build mental ownership
- Personal Action Items

This is not a product knowledge training program. Each of your brands provides highly detailed material on your specific models and their competitive comparisons.

Here, we will focus on shoppers' needs and how you can add value to their decisions about choosing an alternative fuel vehicle.

When you consider how fast the world and technology are changing, one of the key attributes we must have is adaptability.
We must learn and re-learn quickly!

Professional salespeople bring value to a customer faced with rapidly changing technology.



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Learn the process so that the Sales Consultant can remain relevant and valued.