



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: STYC– Shortening Trade Cycles (STCY)

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

Learning Objectives:

WHAT'S WRONG WITH THIS PICTURE?

- Sales understand why many people keep a vehicle too long and how that can adversely affect their overall cost of ownership.

WHEN SHOULD THEY TRADE?

- Sales consultants can quantify what trimming the average ownership cycle of their customer base does to volumes and personal income.
- Sales consultants understand the real impacts of an inappropriately long trade cycle on the customer.

OPTIMAL TRADE TIMING TO MINIMIZE THE COST OF OWNERSHIP

- Sales consultants understand and can explain the “sweet spot” for a customer to change vehicles.

BUSINESS OFFICE IMPACTS ON THE TRADE CYCLE

- Participants will understand how finance terms and equity positions affect trade cycles.

WHEN WILL THEY TRADE?

- Sales consultants will understand how proactivity and strategy affect trade behaviours.

SALES CONSULTANT'S PROSPECTING PROCESS / DISCIPLINE

- Sales consultants learn how to turn up the frequency of repeat and referral sales.
- Sales consultants can make appropriate customer contacts to get more from their client base.



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EDUCATING OUR BUYER TODAY ON WHEN WE WANT THAT NEW VEHICLE BACK

- Sales consultants learn when to first inform the customer of optimal trade timing.

COST OF OWNERSHIP LOGIC FOR OVERCOMING DELAY OBJECTIONS

- Sales consultants can overcome price objections and close procrastinators today with powerful logic.

GETTING YOUR SALES MANAGERS INVOLVED AT THE RIGHT TIME

- Participants will know how to work with managers to help increase customer confidence to trade now.

CREATING MORE INTERNAL REFERRALS

- Sales consultants learn practical approaches to engage with customers when they come for scheduled maintenance.

MEETING YOUR CUSTOMER IN THE SERVICE DEPARTMENT

- Sales consultants will know how to harvest opportunities from service appointments effectively.

ACTION PLAN DEVELOPMENT

- Sales consultants set a personal action plan to incorporate the best practices from this program.