

Recruiting and Hiring a First Class Sales Force:

Great dealerships are constantly improving. There is always room for one more person on your showroom floor that displays the attributes of a successful salesperson. Most dealerships will have one or two poor performers that should be replaced and/or one or two sales people that are looking for positions elsewhere that are about to leave your organization. Therefore, hiring and recruiting is a task that should be performed with planning and on an on-going basis.

Hundreds of dealerships search for people in March, April, September and October. The newspapers are filled with ads for automotive salespeople. When advertising in the newspaper for a salesperson during these months, you are competing with almost every other dealership in the region for the same few people. By advertising in the newspaper and utilizing various recruiting methods during “slower” periods of the year, you are not competing with every other dealership. Further, you are not hiring out of necessity or “panic” and have the time and energy to properly screen, interview and complete background checks on candidates.

WHO SHOULD ATTEND: Dealers, General Managers, HR Managers and Sales Managers of all experience levels

OBJECTIVES:

- Participants will be shown modern and effective strategies for recruiting and hiring salespeople

PROGRAM OVERVIEW:

- What motivates an individual to work
- Why should someone consider a career in the automobile industry
- Why should someone work for your organization
- What are potential salespeople looking for in an automotive career
- What can an entry level sales position lead to and how can someone advance themselves
- What training should be provided to new salespeople
- What training should be provided to experienced salespeople
- What are your target markets
- Where do you find these individuals
- Where do these individuals look for employment
- Employment agencies
- Recruiting methods
- Who should be involved in recruiting
- How to write an advertisement

- **Where to advertise**
- **How to screen inquiries to save time**
- **The interview process and tips**
- **Assessment strategies and processes**
- **Personality profiling – the key to making better decisions**
- **Orientation strategies**
- **Ramp up strategies**
- **Referral strategies**
- **Exit interviews**
- **Developing a game plan to implement**

COST:

- **\$395 per participant**

INCLUDED:

- **Comprehensive text manual**
- **Handouts**
- **Refreshments & Lunch**

For registration information, contact Anne Preston 888.993.6468

or visit

wyemanagement.com