

Advanced DESKING and Closing for Sales Managers



Who Should Attend:

Sales Managers of all levels of experience

Workshop Duration:

1 Day

Program Fee:

\$385 + HST

Registration:

1.888.993.6468 or
info@wymmanagement.com

This energetic, “*real world*” workshop is designed to provide Sales Managers with effective, non-confrontational DESKING concepts and closing strategies to:

- 1 ✦ Improve vehicle SALES VOLUME
- 2 ✦ Improve GROSS PROFIT per vehicle
- 3 ✦ Improve 1st TIME CLOSING RATIOS
- 4 ✦ Renew and Improve Sales Manager SKILLS and CONFIDENCE



Workshop Content:

- ✦ Gross Profit Erosion - Questions that salespeople should NEVER ask customers
- ✦ Gross Profit Erosion - Questions that Sales Managers should NEVER ask salespeople
- ✦ Why salespeople *should not* ask for an offer
- ✦ An examination of the different types of “closes” to assist salespeople:
 - ⊕ Traditional and Transition Trial Closes
 - ⊕ Desk Commitment Closes
 - ⊕ Persistence Closes
 - ⊕ Proposal Closes
- ✦ Presenting the vehicle price, manufacturer’s incentives and trade-in value with enthusiasm
- ✦ How to have salespeople present and defend the trade-in value with confidence, not confrontation
- ✦ Determining whether a customer is HIGH COMMITMENT versus LOW COMMITMENT
- ✦ Presenting and closing with payment-based proposals
- ✦ How to develop payment-based proposals with strategy
- ✦ Effective negotiation strategies that HOLD and improve gross profit/vehicle
- ✦ Strategies for common and challenging showroom scenarios:
 - ⊕ Customers that want to go home and think about it
 - ⊕ Customers that want to talk to their wife/husband/partner/accountant/etc.
 - ⊕ Customers who still want to shop other dealerships (same brand)
 - ⊕ Customers who want to shop another manufacturer
 - ⊕ Customer who are unhappy with their trade-in value, discount, monthly payment, etc.
 - ⊕ Customers who demand the “BEST PRICE” and still want to shop other dealerships with it
- ✦ How to “walk a customer” with numbers

Bonus Booklet: 65 Closes

Motivating! Real! Non-Confrontational! Effective!

Every month our Master Trainers work the DESKS of dealerships from coast to coast.