

# The Professional Sales Manager Academy

Leadership ❖ Showroom Management ❖ Financial Performance

## Who Should Attend:

Sales Managers and General Sales Managers of all experience levels

## Program Duration:

3 Days

## Program Fee:

\$1,400 + HST

## Registration:

1.888.993.6468 or

info@wyemanagement.com

**This program provides the knowledge, tools, confidence and support to become a highly successful Sales Manager and to dominate your market!**

Wye Management has trained over 15,000 Salespeople and Sales Managers from all corners of North America and has pooled this travel, knowledge and experience into The Professional Sales Manager Academy. The program is divided into 3 distinct learning modules:

- 1 ❖ Leadership
- 2 ❖ Showroom Management
- 3 ❖ Financial Performance



## LEADERSHIP

- ◆ What is leadership?
- ◆ Leadership styles and leadership modes
- ◆ What is management?
- ◆ Management skills and styles
- ◆ The concept of the Growth Curve
- ◆ The importance of trust and integrity
- ◆ Being a Sales Manager versus a Sales Administrator
- ◆ Setting expectation and goals
- ◆ What is coaching?
- ◆ The difference between coach and training
- ◆ How to conduct meaningful, effective coaching sessions
- ◆ PROTiPS for facilitating motivating and impactful sales meetings (25 sales meeting ideas/concepts provided)

## SHOWROOM MANAGEMENT

- ◆ Creating success - the *daily activities* of a highly successful Salesperson and Sales Manager
- ◆ Great salespeople are everywhere! - and where to find them!
- ◆ The profile and attributes of today's successful salesperson - exactly what to look for
- ◆ Recruiting, interviewing and hiring *next generation* salespeople
- ◆ How to properly "onboard" a new salesperson
- ◆ Salesperson training and coaching concepts
- ◆ The four things that motivate the individual (Hint - it's not usually money)
- ◆ What motivates a sales team
- ◆ The concept of the sales DESK or Command Post



## FINANCIAL PERFORMANCE

- ♦ **MASTERING and MANAGING** the things you can control (Hint - you can't always control the number of customers that e-mail or walk into your dealership, but you can control the interaction/process with them once they have entered your dealership)
- ♦ Managing and measuring e-leads, walk-in customer traffic and unsold customers
- ♦ The benefits of a trained, coached and enforced sales process on your showroom floor
- ♦ How to implement or re-implement a modern sales process
- ♦ What customers *really* want at your dealership
- ♦ Developing a modern sales process (experience) that accommodates what customers want
- ♦ Developing a sales process that commands *both* sales volume and high gross profit
- ♦ The concept of the Showroom Heartbeat (gross profit is an "attitude" and a state of mind)
- ♦ How to have salespeople present the vehicle price, manufacturer's incentives and trade-in value with enthusiasm (and defend them!)
- ♦ Presenting and closing with payment-based proposals
- ♦ How to develop payment-based proposals with strategy
- ♦ Effective negotiation strategies that **HOLD** and *catapult* 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
- ♦ Make-A-Deal meetings (MAD), Save-A-Deal meetings (SAD) and Find-A-Deal meetings (FAD)

### Program Includes:

Comprehensive text-based playbook  
Hand-outs and laminates  
Job Descriptions - Fast Start Salesperson Orientation Guide  
Animated videos - featuring Carl  
Framed Certificate of Completion



### Program Master Trainer: **Chris Schulthies**

Chris Schulthies is one of the most experienced and sought after trainers in North America. In addition to having retail sales and management experience in metropolitan dealerships, Chris has facilitated manufacturer's national training across Canada, the United States and Germany. He has also delivered national training for Lexus, Russia. In addition, he has developed and facilitated national sales and management training for GM Canada, GMAC U.S., Ford of Canada, Fiat-Chrysler Canada, Toyota-Lexus Canada, Nissan Canada, Mazda Canada, Hyundai Auto Canada, Kia Canada, Volkswagen Canada, BMW Group Canada and Mercedes-Benz Canada.