Understanding and Presenting Leasing

Who Should Attend:
Salespeople, Sales Managers and Leasing Managers of all levels of experience

Workshop Duration:
1 Day

Program Fee:
$325 + HST

Registration:
1.888.993.6468 or info@wyemanagement.com

Buy what APPRECIATES. Lease what DEPRECIATES.
Yes, leasing is making a very strong comeback in the market, and for some manufacturer’s it never left.

This workshop is designed to assist Salespeople and Sales Managers to:
1 ◊ Provide the knowledge, tools and words to confidently explain a lease option to a customer and overcome leasing objections
2 ◊ Increase the dealership’s lease penetration and create a more predictable trade cycle

Workshop Content:

UNDERSTANDING LEASING
◊ How a lease is constructed and calculated
◊ A lease agreement versus a loan agreement - understanding the numbers (and taxation)
◊ Leasing terminology explained (capital cost, cap cost reduction, residual value, lease factor, etc.)
◊ The customer’s lease end options
◊ The BENEFITS of leasing for the customer, salesperson and the dealership
◊ Leasing “What if’s”
   ◊ The leased vehicle is returned with damage
   ◊ The leased vehicle is returned with excess mileage
   ◊ The leased vehicle has been accident-damaged and repaired
   ◊ The leased vehicle is worth more or less than the residual value
◊ Who should LEASE a vehicle versus who should BUY a vehicle
◊ How to terminate or transfer a lease
◊ Dealing with early termination charges or negative equity

PRESENTING THE LEASE OPTION TO A CUSTOMER
◊ How and when to introduce leasing to a customer
◊ Simple lease analogies and presentations
◊ How to present a lease in the form of a payment-based proposal
◊ How to introduce a lease to a cash customer
◊ Overcoming objections to leasing
   (“I like to own my vehicles”, “I leased before and had a penalty”, etc.)
◊ Dealing with negative/positive equity scenarios
◊ Dealing with a high kilometre driver
◊ Setting up the renewal/portfolio management process

Program Includes:
Comprehensive text-based playbook
Hand-outs and customer visuals
Animated Leasing video - featuring Carl