

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

