The Hybrid Salesperson ❖
Combination Salesperson and Business Manager

Who Should Attend:
This workshop is presented in-dealership for Salespeople and Sales Managers

Workshop Duration:
1 Day

Program Fee:
$2,250 + HST
Presented In-Dealership

Registration:
1.888.993.6468 or

The "Hybrid Salesperson" is a sales approach that combines the role of Salesperson and the role of Business Manager into a single point of contact for the customer. This workshop targets dealerships who wish to adapt an integrated sales approach, eliminating the "turnover" to the Business Office and thus reducing the time to purchase both the vehicle and Financial Services products. This can deliver a fluid overall customer experience.

This in-dealership workshop provides the knowledge and training to have salespeople confidently and competently present Financial Services products (extended warranties, vehicle protection products, loan protection, etc.). It also provides strategies as to how to integrate the sale of Financial Services products with the sale of the vehicle itself.

In-Dealership Program Content:

- **The advantages and benefits of dealer plan financing**
- **Compelling concepts to convert customers from paying *cash* to utilizing dealer plan financing**
- **Concepts to convert customers from paying with a *line of credit* to utilizing dealer plan financing**

- **Financial Services product knowledge, facts and statistics that establish the consumer *need* for dealer plan financing, creditor insurances, extended warranties and vehicle protection packages**
- **Discussion and probing questions that uncover the customer's *need* for Financial Services products**
- **How to present Financial Services products with a MENU (also animated videos)**
- ***Presentation Perfect* ❖ concise, modern, intelligent and effective presentations for dealer plan financing, creditor insurances, extended warranties and vehicle protection packages**
- ***Closing Perfect* ❖ closing concepts and rebuttals for overcoming the most common and difficult customer objections to Financial Services products**

- **An understanding of consumer credit (credit scores and how to read and interpret a credit report)**
- **Strategies to increase finance approvals**

In-Dealership Program Includes:
200+ page text-based playbook (1) - Additional copies available
A collection of 118 closes to overcome objections
A complete PowerPoint™ presentation for customers
Presentation binders for each Salesperson (pdf versions)
Hand-outs and customized visuals
Animated F&I product videos - featuring Carl

CUSTOMIZED MENUS
built for your dealership