

How to Sell Cars Using



Workshop



Who Should Attend:

Salespeople, Sales Managers, IT/Digital Managers & Marketing Managers

Program Duration:

1 Days

Program Fee:

\$385 +HST

Registration:

1.888.993.6468 or
info@wymangement.com

- ★ The number #1 question asked on Facebook globally: “What car should I buy?”
- ★ 74% of consumers rely on social media to make a buying decision.
- ★ 93% of customers expect a company and salesperson to have a social media presence.

Many of the country’s top salespeople have leveraged social media to *rocket* their vehicle sales and have achieved top spots in the nation in less than 3 years. An effective social media and salesperson “branding” strategy also increases the dealership’s conquest sales.

With over 80% of North Americans on Facebook and spending an average of 2 hours every day on social media, salespeople *must* develop a social media strategy.

Take the short-cut to success and leave this workshop with dozens of up-to-date strategies to build a permanent source of new customers.

Workshop Content:

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| ◇ Why use Social Media | ◇ Developing Content |
| ◇ Getting Started | ◇ Curating Content |
| ◇ Setting up a Personal and Business Page | ◇ Sample Posts & Videos |
| ◇ Dos and Don’ts | ◇ Building your Network |
| ◇ Objectives | ◇ Boosting Posts |
| ◇ Social Media Options (Platforms) | ◇ Advertising Options |
| ◇ General Tips | ◇ Leveraging Business Intelligence to More Surgically Target your Potential Markets |
| ◇ Creating a Personal Brand | ◇ CALL TO ACTION Features to Generate Leads |
| ◇ Metrics | ◇ Examining Other Social Media Platforms |
| ◇ Contests | ◇ Mobile Tools to Consider |
| ◇ Best Practices for Posting | ◇ Managing your Posts and Social Media Platforms |
| ◇ Topics for Posts or Videos | |



Wye Management Fun Fact:

Wye Management created the very first e-commerce/internet training program in North America. U.S. Automotive News featured the program on its cover and introduced manufacturers and dealerships to the “New World”.