



Comprehensive Automotive Sales Training Program

LEVEL I

5 months | 25 days | 200 hours

WyeManagement.com/In-Dealership-Training

Overview

This comprehensive training program is designed to provide all levels of the automotive sales department with the skills and knowledge necessary for revolutionizing their current sales development process. Participants of this training will acquire necessary tools, concepts and theories to grow professionally in automotive sales, contributing to the growth and profitability of the dealership as a whole. To maximize the impact within the department, this program is delivered concurrently to all levels of sales staff (and adjacent departments, i.e. finance), including managers and supervisors, as this is proven to be the most effective method for collaborative and cohesive learning. It allows for the quickest and most efficient implementation of new tools and ideas into practice within the dealership.

In this LEVEL I course, we focus on generating more PRIME and NON-PRIME new and pre-owned opportunities, maximizing closing ratios, increasing be-backs, generating more appointments from sales calls and e-leads, farming the customer and service bases while at the same time, maximizing gross profit per new and pre-owned transactions. Upon completion of this training program, both inexperienced and experienced salespeople will: improve their closing and be-back ratios, improve the retention of gross profit, generate more appointments from sales calls and e-leads, generate more opportunities farming the customer bases, and learn how to use social media and other effecting marketing tools.

Our mandate has always been to bring a 'hands on' approach training the best practices of sales process and sales skills of what top performing dealerships are utilizing for our clients. Wye Management brings Canadian solutions to Canadian dealers. Instruction for this course will be provided in-person via live, instructor-led, classroom-based sessions.

Assessment and Evaluation Methods

Participants will be required to role-play sales skills and strategies after each element is trained; this is critical to the learning process. A small test is administered upon completion of each module for better retention of the material. Consistent attendance and participation is therefore crucial for receiving a passing grade in the program. Successful completion of all 12 Modules is required in order to be awarded Wye Management's Certificate of Completion.

Delivery

The Comprehensive Automotive Sales Training Program is delivered in-person, in a classroom setting, and is hosted at the dealership location or at a venue of the client's choosing. Training sessions will be scheduled for five days every month for five consecutive months, for a total of 25 training days at 8 hours each. Each participant therefore receives 200 instructional hours.

Curriculum Outline

A complete breakdown of the program's curriculum can be found below.

Module One (1 day / 8 hours, in-class)

Introduction: The Automotive Sales Process

This module is dedicated to establishing or refining the dealership's sales process. As the introductory session, it explores fundamental concepts which the participants will build on in subsequent modules of the program. It weighs heavily on 'desking' as improving this element will be the quickest way to improve sales results and gross profits. Sales managers, supervisors and consultants will be trained on how to more effectively manage and coordinate all phases of the sales process, along with effective negotiation, management turn-over and follow-up strategies. By the end of this module, participants will have a solid understanding of the basic structure (and theoretics) of the automotive sales process.

Module Two (8 days / 64 hours, in-class)

Implementing a Modern and Effective Sales Process

Based on the fundamentals covered in Module One and on the consensus of the sales team, an updated sales process will be introduced, taking participants through each phase of the sale. This module is delivered in multiple sessions, allowing for extensive role-play exercising, situational analysis and review. The objective of this module is to enable participants to deliver a consistent message, philosophy and sales process to all customers of the dealership, thereby creating a competitive edge over competing dealerships. Completion of this module is essential before moving on with the program, as many concepts introduced herein are subsequently unpacked and deconstructed in later modules. The following topics will be explored in detail:

- The 3 phases of the automotive sale
- The Changing Customer of Today: motives, trends and behavior
- Innovation and evolution of the sales process: moving away from 'traditional' methods and why they are ineffective
- An updated definition of Selling – differences and unique characteristics of selling automobiles
- The concept of the Growth Curve
- Assertiveness: how, why and with whom; identifying the ideal balance
- 'Proposal selling': a comprehensive examination and the benefits, step-by-step
- 'Desking' the deal for outstanding closing ratio and gross profit (a continuation of Module One)

- An introduction to modern and effective negotiation strategies
- An introduction to effective management turn-over strategies: how to overcome a prospect's biggest fear – the fear of commitment
- Introduction to customer objections and fears.
 - Paying too much
 - Getting too little for their trade-in
 - Getting in over their heads budget-wise
 - Making the wrong decision
- Effective follow-up strategies
- How to utilize a sales development guide to improve performance
- Sales development guide: what it is and how to utilize it to improve performance

Module Three (1 day / 8 hours, in-class)

Meeting, Welcoming and Counseling Customers

This module introduces tactics for welcoming and engaging the customer. By the end of the module, participants will be able to establish a trusting relationship with all types of customers and accurately identify customer needs for new and/or pre-owned vehicles.

- Modern welcoming of a customer to the dealership
- Building a relationship and trust with the customer
- How to introduce the dealership's pre-owned vehicle pricing strategy/policy
- How to introduce a Certified Pre-Owned Vehicle and the benefits of the program to support the price
- When and how to offer a customer a Trade-In Appraisal
- How to conduct a Trade-In Pre-Appraisal with the customer
- Dealing with the issue of price and difficult scenarios early on
- When, where and how to conduct a Discovery session
- Modern Discovery questions that determine the customer's needs and wants in a new(er) vehicle
- Outdated qualifying questions that can damage sales efforts

Module Four (2 days / 16 hours, in-class)

Dynamic and Powerful Vehicle Presentations

This module focuses on the art of vehicle presentation, upon identifying customer needs using the techniques learned in Module Three. By the end of this module, participants will be able to conduct dynamic, engaging, and well-balanced demonstration of a new and/or used vehicle.

- How to select a vehicle from stock
- When, where and how to present a vehicle to a customer
- Tailoring FEATURE, ADVANTAGE, BENEFIT selling according to the interests of the customer
- How to execute a dynamic and powerful vehicle presentation
- How to get the customer involved in a vehicle presentation
- Facilitating a dynamic and exciting demonstration drive

- How to establish at least two demonstration routes and timeframes
- How to present vehicle's newest technologies during the demonstration drive

Module Five (2 days / 16 hours, in-class)

Negotiating and Closing the Sale

This module explores techniques for sales closes that facilitate a transition from the demonstration drive to the salesperson's office. By the end of the module, sales consultants and managers should be able to recite a clear and structured framework for closing an automotive sale and overcoming objections.

- Asking for the sale and gaining a commitment to purchase/lease from the customer
- How to effectively present the price, manufacturer's incentives and trade-in value
- How to develop and present a payment-based proposal
- How to effectively utilize payment software as a closing tool (if provided at the salesperson's desk)
- Negotiation skills and strategies that maintain the vehicle's gross profit
- Overcoming common and difficult objections (incl. case studies).
- Turnover to the Sales Manager
- Turnover to the Financial Services Manager

Module Six (1 day / 8 hours, in-class)

Leasing and Renewal Rates

This module focuses on the sales process for leased vehicles, including all aspects of negotiating with the customers and presenting the lease opportunity. By the end of this module, participants will be able to explain how a lease is constructed and calculated, the primary differences between leases and loan agreements (the associated numbers and tax implications), and have a clear understanding of leasing terminology, including capital cost, residual value and lease factor as they relate to the customer and the internal operations of the dealership.

- The customer's lease end options
- The BENEFITS of leasing for the customer, salesperson and the dealership
- Leasing "What if's" (damage, excess mileage, discrepancies between actual and residual value)
- Who should a customer LEASE a vehicle versus just BUYING it
- How to terminate or transfer a lease
- Dealing with early termination charges or negative equity
- How to present a lease versus a finance proposal
- How to leverage point of sales materials
- How to use a video to explain leasing as an option
- How and when to introduce leasing to a customer
- Simple lease analogies and presentations
- How to introduce a lease to a cash customer
- Overcoming objections to leasing
- Dealing with negative/positive equity scenarios

- Dealing with a high-kilometre driver
- Setting up the renewal/portfolio management process

Module Seven (2 days / 16 hours, in-class)

Effective Appointment Generation: Sales Calls & E-Leads

This module explores methods for generating more appointments with customers and is divided into parts: sales calls and e-leads. Each of these parts is one day in duration. Upon completing this module, participants will have a clear understanding of the customer's steps to buying (including the rationale behind calling and e-mailing) and be able to effectively convert telephone and email inquiries.

- Why people call or e-mail our dealership
- What people want when they call or e-mail our dealership
- The ULTIMATE SECRET competitive edge
- The 5 objectives of the INCOMING SALES CALL and E-MAIL
- The 5 objectives of the CALLBACK or return E-MAIL
- Strategies for dealing with the five most common sales call and e-mail inquiries:
 1. Availability
 2. Further pricing information
 3. Further details
 4. Trade value
 5. Best price or quotation
- Preparing for e-communications
- Effective follow-up strategies

Module Eight (2 days / 16 hours, in-class)

Business Development Strategies and how to Leverage Social Media

This module introduces innovative business development strategies for the automotive industry, and dispels outdated myths created by traditional or 'conventional' sales processes. Upon completion, participants will be able to build their own brand as a professional sales representative and leverage social media channels to generate opportunities from a wider customer base.

- How to prospect customers from the dealership's current customer database (utilizing equity tools, pull-ahead programs, orphan accounts, the Service Department, etc.)
- How to build a BRAND as a professional salesperson
- Examining the most effective platforms that are netting results for dealerships today
- How to build a clientele through the proper and most effective use of social media (Facebook, YouTube, Linked-In, Instagram, etc.)
- Strategies for balanced promotion and engagement via social media
- Tooling up your Website
- 'Ghost' sites: the concept explained, plus their benefits
- The benefits of using video

Module Nine (1 day, 8 hours, in-class)

The Importance and Value of Business Office Products and Protection Plans

This module is designed to dispel any myths or apprehensions about the value of the products that are sold in the Business Office and to gain sales team's "buy-in" towards endorsing them. The net result is that the sales staff will pro-actively endorse the purchase of Business Office products to clients which will lead to immediate and positive results. Just because dealerships may bonus or "spiff" sales consultants does not mean that they will promote what they don't believe in. Upon completion of this module, participants will have a solid understanding of the 'real-life' advantages of business office products and protection plans.

- The overall importance of the Business Office
- The priorities of a Business Manager
- Why clients should NOT pay cash for a vehicle
- Why clients should NOT use a line of credit to pay for a vehicle
- The BENEFITS of dealer plan financing for the client
- The need for life and disability creditor insurance
- Common myths and misconceptions about creditor insurance
- Interesting credit insurance statistics, facts and the BENEFITS of creditor insurance for the client, the retailer and the sales consultant
- The need and value of an extended warranty and the benefits for the client, the dealership and the sales consultant
- The need and value of loan and lease protection: Guaranteed Auto/Asset Protection and Excess Wear & Tear Waiver (Lease Protection) and the benefits for the client, the dealership and the sales consultant
- The need and value of vehicle protection products or applications: chemical and electronic rust protection, paint and interior protection, chip/stone guard, window tinting, tire and rim or road hazard warranties, vehicle tracking and the benefits for the customer, the retailer and the sales consultant
- How to endorse Financial Services protection plans and products rather than trying to sell them
- Effective turnover strategies to the Business Manager
- How to effectively field common questions about the Business Office

Module Ten (2 days / 16 hours, in-class)

How to Tap into the Non-Prime Market

This module is designed for dealers who want to tap into the Non-Prime market and are committed to helping credit-challenged customers. It will show dealers how they can position themselves as "Transportation Solution Providers" as opposed to "Product Pushers." The non-prime market accounts for up to 30% of the marketplace - strategies and tools are trained on how to generate more quality leads. Participant will learn techniques and strategies that will improve appointments kept, increase approval rates, delivery rates, referrals and how to effectively mine a non-prime database.

- Developing your credit recovery program and manual
- Target 'Geo' Marketing

- Campaigns and Calls to Action
- 15 Marketing Campaign Tips for non-prime customers
- How to leverage a CPO program to instill trust and confidence
- Non-prime sales procedures:
 - Managing a Credit Challenged Customer
 - Pre-approval service template
 - Responding to a credit-challenged customer inquiry
 - The importance of rebuilding and maintaining your credit
 - The benefits of pulling a credit report
 - ‘Red circle – green circle’ strategy to secure buy-in
 - Credit recovery e-mail template
 - Leveraging CRM tools: managing dormant, lost and declined inquiries
 - Getting more appointments to show
 - Managing payment calls and structuring profitable deals
 - Assessing inventory requirements
 - How to book your inventory and tools
 - Dealing with customer “What If?” scenarios
 - Getting more deals approved
 - Getting more down payments
 - Developing referral programs
 - Mining the non-prime database
 - Sample word tracts and strategies for contacting these customers
 - Best practices to adopt and pitfalls to avoid
 - Self-diagnosis

Module Eleven (2 days / 16 hours, in-class)

Business Office Tune-Up

This module explores the internal dynamics within an automotive business office and introduces techniques to maintain its cohesive functions. By the end of this module, participants will be able to reposition themselves as a ‘facilitator of information’ and adopt the right mindset/attitude for dealing with challenges in an office setting.

- The difference between being efficient and being effective
- New modern and highly effective strategies to introduce your aftermarket presentation
- The psychology and communicative nuances behind the sales process
- Assertiveness: how to maintain it without pressuring customers
- Examining the attitude towards our products, customers and salespeople
- Priorities of the Business Office
- Setting up a customer for a turnover and turn over options
- How to prepare for a turn-over (incl. effective 2-minute drills)
- Addressing “no T.O’s” and strategies to address them
- Addressing a lack of financing penetration with effective cash conversion strategies with new videos that can be used and an action plan
- How can the sales managers/salespeople can desk deals for improved results
- Product knowledge review:

- Creditor insurances
- Vehicle protection products
- GAP
- Others (to be advised)
- How to develop effective presentations: sample scripts are provided electronically
- New tools and materials to improve presentations
- Strategies for tracking and recording statistical data
- How the dealership's website can assist the Business Office performance
- Developing a Business Office Action Plan to return to the dealership

Module Twelve (1 day / 8 hours, in-class)

Leadership and Showroom Management

This final module examines the automotive sales department as a cohesive, collaborative and dynamic unit. Salespeople and their managers receive a comprehensive refresher of sound leadership styles, as well as techniques for prioritization, time management and personal goal-setting. All levels of the sales team are advised to attend this module as it yields a mutual understanding (and solidifies) new company policy in light of the material covered in this program.

- What is Leadership?
- What is Management?
- Management Skills
- Management Styles
- A Day in the Life of a Sales Manager
- Setting and Achieving Targets
- Setting Personal Goals
- You Cannot Manage What You Cannot Measure
- Develop Action Plans
- Time Management
- Creating Accountability
- Sales Manager's Daily Checklist
- The Concept of the Growth Curve
- Recruiting, hiring and motivating
- The Command Post
- The 10 Commandments of 'Desking'
- Effective Sales Meetings: tools, ideas, agendas and tips for facilitation.

Pricing

This program is delivered to dealerships with groups of 15-50 participants. Maximum capacity is 50 participants per dealership (for groups over 50 people, additional sessions will be required in order to accommodate a larger audience and retain the student-to-instructor ratio).

Total cost of training program (5 months, 200 hours): \$77,500

Based on a rate of \$3,100 CAD per training day. Wye Management's day rate is fixed and is published on our website at WyeManagement.com/In-Dealership-Training/.

Cost based on 25 participants: \$3,100 per trainee

Cost per hour of instructional time: \$15.50 per trainee

Printed handbooks and training manuals: \$50 per trainee.

All pricing is subject to GST (5%).