

# The Entry Level Sales Program



## Who Should Attend:

Newly hired Sales Consultants as well as experienced who are looking for a fresh restart and improved results

## Program Duration:

5 Days

## Program Fee:

\$1,485 + HST

## Registration:

1.888.993.6468 or

info@wyemanagement.com

**This program is the longest running and most successful of its kind in North America!**

Wye Management has trained over 15,000 Sales Consultants all over North America and is the largest provider of sales training nationwide. This program was first facilitated in 1991 and constantly changes and evolves and reinvents with fresh, dynamic, industry-experienced Sales Trainers providing participants with the very latest and innovative, modern (non-confrontational) relationship selling skills, strategies and sales techniques to ensure a great start in the industry and lasting success. Give your newly hired Sales Consultants the tools and confidence they need to be a success story in this amazing industry!

The program is divided into 4 distinct learning modules:

- 1 ✦ Meeting, Welcoming and Counseling Customers
- 2 ✦ How to Make a Powerful Presentation and Demonstration Drive
- 3 ✦ Negotiating and Closing the Sale
- 4 ✦ Business Development and Beginning Social Media

## Module One:

- ◆ Meeting and welcoming customers
- ◆ Building a relationship and trust with the customer
- ◆ Dealing with the issue of price and difficult scenarios early on during the meeting and welcoming
- ◆ How to introduce a used vehicle and the dealership's pricing policy
- ◆ When, where and how to conduct a professional counseling session
- ◆ Counseling/asking questions that determine the customer's needs and wants in a new vehicle

## Module Two:

- ◆ How to select a vehicle from stock or establish a factory order
- ◆ When, where and how to present a vehicle to a customer
- ◆ Tailoring FEATURE, ADVANTAGE, BENEFIT selling according to the interests of the customer
- ◆ The 5-Point Walkaround vehicle presentation
- ◆ How to differentiate a vehicle presentation
- ◆ How to get the customer involved in a vehicle presentation
- ◆ Facilitating a demonstration drive
- ◆ Recommended seating positions
- ◆ Establish a scenic route and timeframes for the demonstration drive
- ◆ How to present vehicle's newest technologies during the demonstration drive



## Module Three:

- ♦ Trial closes that facilitate a transition from the demonstration drive to the Sales Consultant's office
- ♦ 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 (PRIDE IN PROFIT™)
- ♦ Overcoming common and difficult objections:
  - ⊕ "I want to go home and think about it."
  - ⊕ "This is the first dealership we've been to."
  - ⊕ "I still want to look at another manufacturer's vehicle."
  - ⊕ "I have to talk to my wife/husband/partner."
  - ⊕ "This is not enough money for my trade-in!"
  - ⊕ "I want a bigger discount."
  - ⊕ "I just want your BEST PRICE!"
- ♦ Turnover to the Sales Manager
- ♦ Turnover to the Financial Services Manager

### Bonus Module: Leasing

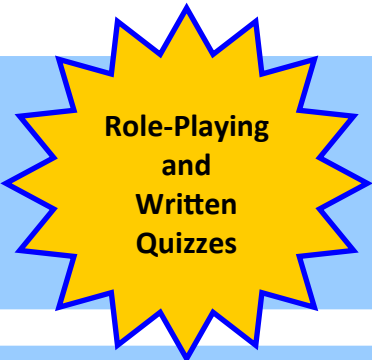
- ♦ How a lease works
- ♦ Leasing fundamentals and terms
- ♦ The benefits of leasing for the customer, salesperson, dealership
- ♦ How to present a lease
- ♦ Overcoming objections to leasing

## Module Four:

- ♦ The daily activities of a successful Sales Consultant
- ♦ How to prospect customers (GETTING APPOINTMENTS) from the dealership's current customer database (utilizing equity tools, pull-ahead programs, orphan accounts, Service Department, etc.)
- ♦ How to build a BRAND as a professional Sales Consultant
- ♦ Fundamentals of business development and beginning a Social Media presence

### Program Includes:

190 page text-based playbook  
Hand-outs and laminates  
Sales Consultant ♦ Sales Manager Review booklet  
Framed Certificate of Completion



Role-Playing  
and  
Written  
Quizzes

### Program Sales Trainers:

Wye Management's team of Sales Trainers have extensive metropolitan retail dealership experience in sales, financial services, sales management and general management.

All have trained from coast to coast in Canada and the United States and have created and facilitated national training programs for manufacturers such as General Motors, Ford of Canada, Fiat-Chrysler Canada, Toyota Canada, Honda Finance, Nissan Canada, Subaru Canada, Mazda Canada, Hyundai Auto Canada, Kia Canada, Volkswagen Canada and BMW Group Canada.