

How to Make Outbound Phone Calls to Create APPOINTMENTS

Who Should Attend:

Sales Consultants, Internet Sales Consultants, BDC Specialists, Internet Sales Managers, Sales Managers

Program Duration:

1 Day

Program Fee:

\$325 + HST

Registration:

1.888.993.6468 or
info@wyemanagement.com

Harvard
Business
Review

Your dealership floor traffic is DECREASING. You need to go to your customers. Companies can boost profits by almost 100% by retaining just 5% more of their current customers.

Sales Consultants of yesteryear could thrive by serving customers that walked into dealership showrooms. Today, fewer customers visit dealerships, instead choosing to “point & click” from the convenience of their home or workplace. Hence, in order for today’s Sales Consultants (and dealerships) to be successful, they must *proactively* farm their customer base.

This seminar is a complete “HOW TO” to making outbound phone calls (and texts) to the dealership’s existing customer base in order to sell more cars. The seminar provides a numerous Success Tips with respect to:

- 1 ✦ ATTITUDE
- 2 ✦ APPROACH
- 3 ✦ ACTION

Seminar/Workshop Content:

- ✦ 16 Reasons Why a Customer Would Consider Buying a New Vehicle Now
- ✦ Establishing the Right Attitude and Expectations When Making Outbound Phone Calls
- ✦ Establishing a Plan and Frequency for Making Outbound Phone Calls
- ✦ Guidelines for Success:
 - How Many Calls, How Many Voice-to-Voice Contacts, How Many Appointments, How Many Sales
- ✦ A Complete Set of DO’s and DON’Ts When Making Outbound Phone Calls
- ✦ Planning Phone Calls: The Use of Phone Scripts or Bullet Points
- ✦ Overcoming Challenging Situations:
 - Higher Vehicles Prices, Higher Interest Rates, Higher Monthly Payments, Less Inventory
- ✦ 12 Effective Outbound Phone Campaigns



Participants will leave this seminar/workshop confident and eager to phone current dealership customers with messaging that gets sales results. Sales Managers and General Managers will feel a sense of relief that current customers are being contacted and solicited in a professional, non-aggressive and effective manner.