Non-Confrontational Closing Workshop

Who Should Attend:
Salespeople and Sales Managers of all levels of experience levels

Workshop Duration:
1 Day

Program Fee:
$325 + HST

Registration:
1.888.993.6468 or
info@wyemanagement.com

Q ✧ What is the number #1 reason why a customer did not buy a car at the first dealership they visited?

A ✧ The salesperson did not ask for the sale.

Some salespeople have difficulty asking for the sale, fearful of being perceived as pushy and potentially offending the customer. Other salespeople ask for the sale, however they may need updated approaches and strategies that yield better success in maintaining both *volume* and *gross*.

This workshop is designed to assist Salespeople and Sales Managers to:

1 ✧ Improve 1st time closing ratios
2 ✧ Improve gross profit per vehicle through effective, non-confrontational negotiating strategies
3 ✧ Overcome difficult closing situations and objections

Workshop Content:

- Overcoming a customer's FEAR OF COMMITMENT
- Overcoming a salesperson's FEAR OF ASKING FOR THE SALE
- Traditional and Transitional TRIAL closes
- Asking for the sale - COMMITMENT closes
- Presenting the price, manufacturer's incentives and trade-in value with confidence and enthusiasm
- How to defend the trade-in value without confrontation
- Asking for the sale... again - PERSISTENCE closes
- Effective DESKING strategies for proposals
- Presenting and closing with payment-based proposals
- Soliciting an offer
- Effective negotiation strategies that HOLD gross profit
- Overcoming common and difficult objections:

    "I want to go home and think about it."
    "I need to talk to my wife/husband/partner/parents/accountant."
    "This is the first dealership we've been to."
    "I still want to look at a few more models."
    "I need to take it to my mechanic first."
    "I want a bigger discount."
    "The payment is too high."
    "You're not giving me enough for my trade-in."
    "I just want your BEST PRICE."

◎ Motivating
◎ Real
◎ Non-Confrontational
◎ Effective