



For participants in: **Workshop Times:**  
\* B.C. 8:30 AM—4:00 PM  
\* Alberta Pacific Times  
\* Saskatchewan  
\* Manitoba



### Who Should Attend:

Newly hired Sales Consultants, Sales Consultants that have had no formal training and individuals wishing to get into the industry

### Program Duration:

1 Day

### Program Fee:

\$385 + HST

### Registration:

1.888.993.6468 or

info@wyemanagement.com

## Quick Start a Career in the Automobile Industry

The retail automotive industry welcomes individuals without sales or technical experience. This is a people business; cars, SUVs and trucks just happen to be the product.

### PROGRAM OBJECTIVES:

- ⇒ Provide participants with modern and effective sales procedures, closing and negotiating techniques and strategies
- ⇒ Provide participants with the product knowledge that will be required to sell automobiles

### PROGRAM CONTENT:

- ◆ What is selling
- ◆ Why you should follow a modern and effective sales process:
  1. Welcome (Start a Trade-in Appraisal)
  2. Discovery
  3. Vehicle Presentation
  4. Vehicle Demonstration
  5. Payment Solutions
- ◆ How to qualify a customer and sell a stock unit
- ◆ How to execute an effective trade-in appraisal
- ◆ How to learn the product knowledge required to sell automobiles
- ◆ How to deliver a dynamic and powerful vehicle presentation
- ◆ How to execute a powerful demonstration drive
- ◆ How to develop and deliver a proposal to a customer
- ◆ How close the sale
- ◆ How to support a price, payment or trade value
- ◆ How to solicit an offer
- ◆ How to deal with objections like “I want to think about it”
- ◆ Effective follow up strategies

### DIGITALLY PROVIDED TAKE AWAY MATERIALS:

- ⇒ Sales process guide
- ⇒ Various handouts

Register today.

(\$385.00 + HST per participant)

E-Mail: [info@wyemanagement.com](mailto:info@wyemanagement.com) or call 1.888.993.6468



### Wye Management Facts:

Wye Management was formed in 1991 from the Greater Toronto GM Dealers Association.

We have worked with 16 OEMS, dozens of suppliers and Financial Institutions, hundreds of dealers, thousands of sales consultants and more than a dozen of Canada's top performing Dealer Groups. We are also the official training partner of Ontario's Used Vehicle Dealer Association.