

FINANCIAL SERVICES MANAGERS WORKSHOP:

MENU SELLING

PROGRAM CODE: 🚩 BMM-1
PROGRAM DURATION: 🚩 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND: 🚩 Business Managers of all experience levels
PROGRAM OBJECTIVES: 🚩 Provide participant with advanced presentation and closing skills utilizing modern and customer-friendly PROPOSALS and FINANCIAL SERVICES MENUS
🚩 Refresh, re-energize and motivate participant to rise to the next level of profitability and customer / salesperson satisfaction
PROGRAM FACILITATION: 🚩 Lecture, group discussion, role playing

PROGRAM CONTENT:

- 🚩 What is MENU selling?
- 🚩 The MENU Sales Process
- 🚩 12 different MENUS
- 🚩 How to present Business Office products and services utilizing a MENU
- 🚩 13 benefits of a MENU approach for both the Financial Services Manager
- 🚩 Overcoming objections utilizing a MENU in the Business Office
- 🚩 How to customize a MENU for your dealership

- 🚩 Building positive working relationships with the sales staff
- 🚩 Attitudes for success in the Business Office
- 🚩 Performance guidelines for a successful Business Office

TAKE-AWAY TOOLS: 🚩 Comprehensive text-based manual
🚩 Financial Services MENUS and templates
🚩 PowerPoint presentation for customers

PROGRAM INVESTMENT: 🚩 \$385 / Participant
INCLUDES: 🚩 All take-away tools
🚩 Coffee, tea, refreshments
🚩 Lunch

wyemanagement.com
1.888.993.6468