

BUSINESS MANAGERS WORKSHOP: HOW TO SELL "MORE" EXTENDED WARRANTIES

PROGRAM CODE:	✚ BMEW-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 product knowledge, presentation ideas and closing skills in the area of extended warranties ✚ 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:

- ✚ An overview of extended warranties
- ✚ Myths and misconceptions pertaining to extended warranties
- ✚ Extended warranty statistics and facts
- ✚ 6 different approaches to introducing and presenting an extended warranty
- ✚ How to present an extended warranty utilizing a MENU
- ✚ Tools that help sell extended warranties
- ✚ Marketing ideas within the dealership that help sell extended warranties
- ✚ 20 CLOSES to overcome extended warranty objections

- ✚ 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
	✚ Hand-outs
	✚ Financial services menus

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