

THE ENTRY LEVEL BUSINESS MANAGERS PROGRAM

Since 1991, this program has trained more Business Managers than any other. GMAC U.S., Toyota/Lexus Canada, BMW Canada, Industrial Alliance Pacific, OADS, MDA Services, Sym-Tech Automotive Protection, Universal Warranty U.S. and numerous other organizations partner with Wye Management for their nationwide F&I training. This program has become the benchmark for Business Manager training. Business Managers with less than 1 year of experience will benefit from this program; it is the A-Z of the Business Office and focuses on a customer-friendly MENU sales process.








PROGRAM CODE:	✚ BM-5
PROGRAM DURATION:	✚ 5 days: 8:30 a.m. - 4:30 p.m. daily
WHO SHOULD ATTEND:	✚ Business Managers with less than 1 year of experience or Business Managers with no previous formal training
PROGRAM OBJECTIVES:	✚ Provide participant with sales, presentation and closing skills ✚ Provide participant with a modern, customer-friendly sales procedure and introduction to MENU Selling ✚ Provide participant with in-depth business office product knowledge

PROGRAM CONTENT:

- ✚ The job description and priorities of the Business Manager
- ✚ Setting up the Business Office for selling success
- ✚ Business Manager Sales Processes
- ✚ An examination and understanding of MENU Selling
- ✚ Meeting and greeting Business Office customers - when, where and how
- ✚ Selling from the credit application
- ✚ An in-depth understanding of Dealer Plan financing
- ✚ Understanding the disadvantages of bank branch and credit union financing
- ✚ Understanding the disadvantages of credit lines and consolidation loans
- ✚ How to present and close Dealer Plan financing
- ✚ Innovative monthly payment presentations for finance agreements and leases
- ✚ An in-depth understanding of credit life and disability insurance
- ✚ A comparison of dealership creditor insurance vs. bank insurance
- ✚ How to present and close life and disability insurance
- ✚ An in-depth understanding of extended service plans
- ✚ How to present and close extended service plans
- ✚ An in-depth understanding of vehicle chemical protection
- ✚ How to present and close vehicle chemical protection
- ✚ Proper and legal computer and bill of sale disclosure - double disclosure
- ✚ An in-depth understanding of consumer credit
- ✚ Effectively presenting and selling finance / lease applications to lenders
- ✚ Continuing to sell after the turnover
- ✚ How to forecast and measure sales performance
- ✚ How to maintain organized, efficient, accurate and legal paperwork
- ✚ Training and motivating the sales staff with respect to the Business Office

INVESTMENT:

INCLUDES:

-  **\$1900 / Participant**
-  **Comprehensive 375+ page text-based manual**
-  **PowerPoint™ presentation for customers**
-  **Presentation binder for customers**
-  **MENUS – hard copy templates and e-templates**
-  **1 year of toll-free telephone and e-mail instructor support**
-  **Framed certificate of completion**

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