

THE PROFESSIONAL BUSINESS MANAGERS PROGRAM

This program provides an in-depth understanding of the Business Office's products and services, modern presentation skills, a MENU sales process to put it all together and the closes to overcome difficult objections. Business Managers with less than 1 year of experience will benefit the most from this program however; experienced Business Managers with no formal training will also find the program extremely beneficial.

PROGRAM CODE:	✚ BM-3
PROGRAM DURATION:	✚ 3 days: 8:30 a.m. - 4:30 p.m. daily
WHO SHOULD ATTEND:	✚ Business Managers with less than 1 year of experience ✚ Business Managers with no previous formal training ✚ Experienced Business Managers wanting / needing a tune-up
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 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 introduction to MENU Selling
- ✚ Meeting and greeting Business Office customers - when, where and how
- ✚ The Benefits of Dealer Plan financing
- ✚ Understanding the disadvantages of bank branch and credit union financing
- ✚ Understanding the disadvantages of credit lines
- ✚ Cash and line of credit conversions
- ✚ How to present and close Dealer Plan financing
- ✚ Innovative monthly payment presentations for finance agreements and leases
- ✚ The benefits of credit life and disability insurance
- ✚ A comparison of dealership creditor insurance vs. bank insurance
- ✚ How to present and close life and disability insurance
- ✚ The benefits of extended service plans
- ✚ How to present and close extended service plans
- ✚ The benefits of vehicle chemical protection
- ✚ How to present and close vehicle chemical protection

- ✚ Continuing to sell after the turnover
- ✚ Training and motivating the sales staff with respect to the Business Office

INVESTMENT:	✚ \$1200 / Participant
INCLUDES:	✚ Comprehensive 375+ page text-based manual ✚ PowerPoint presentation for customers ✚ Presentation binder for customers ✚ MENUS ✚ 1 year of toll-free telephone and e-mail instructor support ✚ Framed certificate of completion

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