

# THE “ADVANCED” BUSINESS MANAGERS WORKSHOP

This workshop is for experienced TOP PERFORMERS that want to improve or stay at the very top of their game and who also want to stay ahead of the curve with the very latest ‘best business practices’ from across North America! The workshop is also aimed squarely at experienced Business Managers who may be in a “rut” or frustrated with the challenges posed by ‘today’s’ educated customers. Breathe a sigh of relief - there is no role-playing, but lots of great interaction and discussion with motivated colleagues! Get refreshed, re-energized, motivated and make more money!!!

**PROGRAM CODE:** 🚧 BM-2  
**PROGRAM DURATION:** 🚧 2 days: 8:30 a.m. - 4:30 p.m. daily  
**WHO SHOULD ATTEND:** 🚧 Business Managers with more than 1 year of experience  
**PROGRAM OBJECTIVES:** 🚧 Increase participant’s gross profit per transaction  
🚧 Provide participant with advanced presentation and closing skills  
🚧 Refresh, re-energize and motivate participant to rise to the next level of profitability and customer/salesperson satisfaction

## PROGRAM CONTENT:

- 🚧 DAY ONE: Attitudes for success in the Business Office
- 🚧 Performance guidelines for a successful Business Office
- 🚧 Building positive working relationships with the sales staff
- 🚧 32 sales strategies, ideas and tips for improving profits and customer satisfaction
- 🚧 Presenting and utilizing Business Office Menus
- 🚧 DAY TWO: An examination of modern Sales Procedures in the Business Office
- 🚧 Presentation materials that speed up turnovers and sell more products
- 🚧 10 strategies for Cash and Line of Credit conversions
- 🚧 Overcoming difficult objections to all Business Office products
- 🚧 118 Business Office closes

**TAKE-AWAY TOOLS:** 🚧 Comprehensive text-based manual  
🚧 Customer presentation binder  
🚧 Financial services menus  
🚧 Hand-outs

**PROGRAM INVESTMENT:** 🚧 \$800 / Participant  
**INCLUDES:** 🚧 All take-away tools  
🚧 Coffee, tea, refreshments  
🚧 Lunches  
🚧 Framed certificate of completion

**wyemanagement.com**  
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