

SALESPERSON'S WORKSHOP: HOW TO SELL LUXURY VEHICLES

PROGRAM CODE:	✚ SPLV-1
PROGRAM DURATION:	✚ 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND:	✚ Salespeople and Sales Managers of all experience levels
PROGRAM OBJECTIVES:	✚ Provide salespeople and sales managers with modern and effective sales procedures and closing techniques to effectively sell luxury

PROGRAM CONTENT:

- ✚ Understanding the social styles of luxury buyers
- ✚ What luxury vehicle buyers really want in terms of the vehicle, salesperson, service and the dealership
- ✚ The phases of selling a luxury vehicle
- ✚ Establishing a luxury vehicle sales process
- ✚ Establishing the relationship via e-mail
- ✚ How to "slow down" busy and aggressive customers during the "meet and greet"
- ✚ Critical qualifying questions for the luxury vehicle customer
- ✚ How to deal with the issues of competitive vehicles
- ✚ How to present a luxury vehicle to a customer
- ✚ Effective demonstration drive guidelines
- ✚ The trial close
- ✚ Dealing with trade-ins in a positive, non-confrontational manner
- ✚ Selling with a proposal
- ✚ Writing the deal
- ✚ Negotiation skills
- ✚ Overcoming objections and closing the sale
- ✚ Effective follow-up strategies for unsold customers

WORKSHOP INVESTMENT:	✚ \$325 / Participant (group rates available)
INCLUDES:	✚ Comprehensive text-based manual
	✚ Hand-outs
	✚ Coffee, tea, refreshments
	✚ Lunch