

SALESPERSON'S WORKSHOP: UNDERSTANDING THE PRODUCTS and IMPORTANCE OF THE DEALERSHIP BUSINESS OFFICE

PROGRAM CODE: 🚦 SPBO-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
product knowledge and confidence with respect to
the products and services of the dealership
business office in order to improve business office
sales

PROGRAM CONTENT:

- 🚦 The overall importance of the dealership business office
- 🚦 An overview of Dealer Plan financing
- 🚦 The BENEFITS of dealer plan financing for the customer
- 🚦 Why customers should NOT pay cash for a vehicle
- 🚦 Why customers should NOT use a line of credit to pay for a vehicle
- 🚦 The advantages of Dealer Plan financing vs. bank branch financing
- 🚦 An overview of Extended Warranties
- 🚦 The value and price justification of an extended warranty
- 🚦 Interesting warranty facts and statistics
- 🚦 The BENEFITS of an extended warranty for the customer
- 🚦 An overview of Life and Disability Credit Insurance
- 🚦 Common myths and misconceptions about credit insurance
- 🚦 Interesting credit insurance statistics and facts
- 🚦 The BENEFITS of credit insurance for the customer
- 🚦 An overview of vehicle chemical protections: undercoating, rust inhibitor, rust modules paint protection, fabric / leather protection
- 🚦 How and where chemicals are applied
- 🚦 The BENEFITS of vehicle chemical protection for the customer

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