

# SALES BASICS FOR THE MODERN SALESPERSON

**PROGRAM CODE:** ✚ SP-3  
**PROGRAM DURATION:** ✚ 3 days: 8:30 a.m. - 4:30 p.m. daily  
**WHO SHOULD ATTEND:** ✚ Salespeople and Sales Managers of all experience levels  
**PROGRAM OBJECTIVES:** ✚ Provide participant with a structured sales procedure  
✚ Teach participant presentation and modern closing skills

**PROGRAM CONTENT:**

- ✚ The 3 phases of the sale
- ✚ The 10 step sales process
- ✚ 5 reasons customers will not buy
- ✚ The customer's 3W's
- ✚ The issue of affordability
- ✚ The 4-3-2-1 concept of the sales department
- ✚ Meeting and greeting customers
- ✚ Counseling / asking questions and building rapport
- ✚ Selling from stock
- ✚ The 7 position vehicle presentation
- ✚ The demonstration drive
- ✚ The trial close
- ✚ Dealing with trade-ins and the 'what ifs'
- ✚ Closing "classics"
- ✚ Selling with a proposal
- ✚ Writing the deal
- ✚ Manager turnovers

**TAKE-AWAY TOOLS:**

- ✚ Comprehensive text-based manual
- ✚ Salesperson - Sales Manager Program Review booklet
- ✚ Laminated reminder cards
- ✚ The "Telephone as a Selling Tool" Manual

**INVESTMENT:** ✚ \$885 / Participant ( group rates available )  
**INCLUDES:** ✚ All take-away materials  
✚ Coffee, tea, refreshments  
✚ Lunches  
✚ Framed certificate of completion

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