






# MANAGING AND GROWING HIGHLY PROFITABLE SALES DEPARTMENTS

<b>PROGRAM CODE:</b>	✚ SM-3
<b>PROGRAM DURATION:</b>	✚ 3 days: 8:30 a.m. - 4:30 p.m.
<b>WHO SHOULD ATTEND:</b>	✚ Sales Managers and General Sales Managers with less than 2 years of experience
<b>PROGRAM OBJECTIVE:</b>	✚ Provide participant with the knowledge and tools and manage and improve the profitability of the new and used vehicle departments

## PROGRAM CONTENT:

- ✚ How to determine the number of salepeople required to meet / exceed the new and used vehicle department sales forecasts
- ✚ The Concept of the Growth Curve and its application to our sales staff and management team
- ✚ How to better manage salespeople and more effectively work deals by better understanding the human behaviour model of Social Styles
- ✚ Recruiting, training and developing a “first class” sales staff
- ✚ How to develop and deliver outstanding sales meetings
- ✚ How to effectively motivate salespeople to sell on a monthly, weekly and daily basis
  
- ✚ An overview and the objectives of the modern sales process
- ✚ Establishing and documenting your very own modern sales process for your dealership
- ✚ How to implement, train and enforce a dealership sales process
- ✚ The 4-3-2-1 sales concept
- ✚ The customer’s 3W’s
- ✚ How to deal with the customer’s trade-in in a non-confrontational manner
- ✚ Modern trial closes: the biggest and newest opportunity
- ✚ Fundamentals of negotiating
- ✚ Introduction to PROPOSAL SELLING
- ✚ The benefits of PROPOSAL SELLING
- ✚ PROPOSAL SELLING in detail
- ✚ Desking the deal for outstanding closing ratio and gross profit
- ✚ 70 Fabulous Closes – scripted for Sales Managers
  
- ✚ How to effectively purchase used vehicles for inventory via auctions, wholesalers, lease returns, curb buys and trade-ins
- ✚ Inventory control: guidelines and take-away tools that help determine appropriate product mix and number of vehicles required to reach used vehicle sales objectives
- ✚ Used vehicle reconditioning policies and procedures that increase profitability
- ✚ Merchandising the new and used vehicle inventory
- ✚ Pricing policies that SELL: How much gross should be reflected in used vehicle pricing? What price will the market bear? New approaches to used vehicle pricing and payments
- ✚ Successful and innovative strategies for new and used vehicle advertising via newspaper, Autotrader and the internet

**PROGRAM INVESTMENT:  
INCLUDES:**

-  **\$1200 / Participant**
-  **Comprehensive text-based manual**
-  **Worksheets and forms**
-  **Coffee, tea, refreshments**
-  **Lunch**

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