

SALES MANAGERS WORKSHOP: HOW TO IMPROVE CLOSING RATIO & GROSS PROFIT

PROGRAM CODE: 🚩 SM-1
PROGRAM DURATION: 🚩 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND: 🚩 Sales Managers and General Sales Managers of all experience levels
PROGRAM OBJECTIVE: 🚩 Provide participant with the knowledge, tools and motivation to implement modern desking skills and **PROPOSAL SELLING** into the sales process

PROGRAM CONTENT:

- 🚩 A prospect's biggest fear
- 🚩 The issues of money
- 🚩 The customer's 3W's
- 🚩 Successful strategies for dealing with the trade-in
- 🚩 The 4-3-2-1 Sales Concept
- 🚩 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
- 🚩 Establishing a sales process in the dealership
- 🚩 70 Fabulous Closes - scripted for Sales Managers

PROGRAM INVESTMENT: 🚩 \$385 / Participant
INCLUDES: 🚩 Comprehensive text-based manual
🚩 70 Fabulous Closes
🚩 Worksheets and forms
🚩 Coffee, tea, refreshments

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