

# SALESPERSON'S WORKSHOP: HOW TO SELL USED VEHICLES

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

## PROGRAM CONTENT:

- ✚ Understanding the difference between used car and new car buyers and what used car buyers really want in terms of the vehicle and salesperson
- ✚ The phases of selling
- ✚ Establishing a used vehicle sales process
- ✚ How to deal with the issue of price and aggressive customers during the "meet and greet"
- ✚ Critical qualifying questions for the used vehicle customer
- ✚ How to move the customer into a "stock" vehicle
- ✚ How to present a used vehicle via a walk-around presentation
- ✚ Effective demonstration drive guidelines for a used vehicle
- ✚ The trial close
- ✚ Successful strategies for 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
- ✚ Used vehicle delivery processes that create outstanding customer satisfaction and dealership / salesperson loyalty
- ✚ Handling the in-coming sales ( e-mail ) call from Autotrader or the internet

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