

# SALESPERSON'S WORKSHOP: TELEPHONE & E-MAIL TRAINING FOR THE MODERN SALESPERSON

**PROGRAM CODE:** 🚩 SPTT-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:** 🚩 Create awareness of the importance of incoming sales calls and e-mail  
🚩 Deliver the skills to have participants effectively receive in-coming sales calls and e-mails and the knowledge and skills to place follow-up calls and e-mail that create showroom appointments

## PROGRAM CONTENT:

- 🚩 The customer's steps to buying
- 🚩 Why people call or e-mail our dealership
- 🚩 What people want when they call or e-mail our dealership
- 🚩 A few facts about the telephone and e-mail
- 🚩 The 4 different types of incoming sales calls and e-mails
- 🚩 The 5 objectives of the INCOMING SALES CALL and E-MAIL
- 🚩 The 5 objectives of the CALLBACK or return E-MAIL
- 🚩 Handling each of the 4 different types of incoming sales calls and e-mails:
  - 1 - AVAILABILITY call / e-mail
  - 2 - LEASE / PAYMENT call / e-mail ( response to an advertisement )
  - 3 - "HOW MUCH IS MY TRADE WORTH" call / e-mail
  - 4 - "WHAT'S YOUR BEST PRICE call / e-mail
- 🚩 Follow up calls and e-mails of unsold customers

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