

## THE ENTRY LEVEL SALES PROGRAM

**T**his program is the industry standard for newly hired salespeople! Wye Management has trained over 10,000 salespeople all over North America and is the largest provider of sales training nationwide. This program was first facilitated over 19 years ago and constantly changes and evolves with fresh, dynamic and industry-experienced instructors providing participants with the industry's very latest and innovative modern relationship selling skills, strategies and sales techniques to ensure a great start in the industry and lasting success. Give your newly hired salesperson the tools they need and the confidence to go with them to be a success story in this great industry!

The program is divided into 4 distinct learning modules:

- 1 - Meeting, Greeting and Counseling Customers
- 2 - How to Make a Powerful Presentation and Demonstration Drive
- 3 - Closing the Sale
- 4 - Business Development and Modern Prospecting

**PROGRAM CODE:**

✚ ELSP-5

**PROGRAM DURATION:**

✚ 5 days: 8:30 a.m. - 4:30 p.m. daily

**WHO SHOULD ATTEND:**

✚ Salespeople with less than 1 year of experience or salespeople with no previous formal training

**PROGRAM OBJECTIVES:**

✚ Provide participant with a structured sales procedure

✚ Teach participant presentation skills and modern closing methods

✚ Teach participant prospecting ideas/concepts

**PROGRAM CONTENT:**

### MODULE ONE

- ✚ The 3 phases of the sale
- ✚ The 12 step Sales Process
- ✚ 5 reasons customers will not buy from us
- ✚ The customer's 3W's
- ✚ The issue of affordability
- ✚ The 4-3-2-1 concept of the sales department
- ✚ Meeting and greeting customers
- ✚ Dealing with the issue of price during the meeting and greeting
- ✚ Building the relationship with the customer
- ✚ When, where and how to conduct a professional counseling session
- ✚ Counseling/asking questions that determine the customer's needs, wants and desires in a new vehicle

### MODULE TWO

- ✚ How to select a vehicle from stock
- ✚ How to move a customer into a stock vehicle
- ✚ When, where and how to present the vehicle to the customer
- ✚ Tailoring Feature, Benefit and Advantage selling according to the interests of the customer
- ✚ The 6 Point Walkaround vehicle presentation
- ✚ How to get the customer involved in the presentation

Continued:

- ✚ Facilitating a demonstration drive
- ✚ Recommended seating positions, demonstration drive route and drive time with customers
- ✚ When and when not to sell during the demonstration drive

### MODULE THREE

- ✚ Trial closes that facilitate a transition to the salesperson's office
- ✚ Traditional trial closes
- ✚ Desk closes and Commitment closes
- ✚ How to develop and present a payment-based proposal
- ✚ How to effectively utilize payment software as a closing tool (if provided at the salesperson's desk)
- ✚ Effective negotiating strategies
- ✚ Pillars of negotiation
- ✚ Overcoming common and difficult objections:
  - "I want to go home and think about it."*
  - "This is the first dealership we've been to."*
  - "I still want to look at the\_\_\_\_\_."*
  - "I have to talk to my wife."*
  - "I just want your BEST PRICE!"*
- ✚ Turnover to the sales manager
- ✚ Turnover to the Financial Services Office

### MODULE FOUR

- ✚ Why salespeople need to prospect
- ✚ Sources for business
- ✚ Methods of prospecting
- ✚ Modern tools for prospecting
- ✚ On-line social networking

TAKE-AWAY TOOLS and  
REFERENCE MATERIALS:

- ✚ Comprehensive text-based manuals
- ✚ Salesperson - Sales Manager Program Review booklet
- ✚ Laminated reminder cards
- ✚ Vehicle Presentation Quick Reference
- ✚ Salesperson log

PROGRAM INVESTMENT:

- ✚ \$1185/Participant (group rates available)
- ✚ Program text-based manual
- ✚ All take-away hand-outs and materials
- ✚ Framed certificate of completion

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