


wyemanagement 

The *leadership* Company

SALES & MANAGEMENT TRAINING • CONSULTING



THE PROFESSIONAL BUSINESS MANAGER'S PROGRAM

Celebrating
20
Years



with **Chris Schulthies**

Wye Management has provided Business Manager training on behalf of:

- ◆ Toyota/Lexus Canada
- ◆ BMW Group Canada
- ◆ GMAC U.S.
- ◆ Scotiabank Dealer Finance
- ◆ One-Eighty Corporation
- ◆ Royal Dealer Services
- ◆ MDA Services of Alberta
- ◆ O.A.D.S.
- ◆ SAL - IA Pacific
- ◆ Lions Gate Marketing
- ◆ Coverage One
- ◆ The Profits Group
- ◆ Maxine Campbell Inc.
- ◆ Taldon Dealer Services
- ◆ Sym-Tech
- ◆ Cap Dealer Services

3 DAY PROGRAM

wyemanagement.com

1-888-993-6468

Wye Management has been training Business Managers (and Business Manager Trainers) for 20 years. This program is the ORIGINAL and continues to be Canada's BEST. 1,000's of successful Business Managers can't be wrong!



YOU DESERVE THE BEST TRAINING!



FREE ON-LINE VIDEO SUCCESS TIPS™

Wye Management ensures results with:

- ✓ The most experienced team of trainers in Canada
- ✓ Trainers that have in-depth retail experience
- ✓ Trainers that have nationwide experience in both Canada and the U.S.
- ✓ Trainers that have in-dealership, seminar and OEM training experience
- ✓ Trainers that currently write, develop and facilitate national training for GMAC U.S., General Motors of Canada Ltd., Toyota/Lexus of Canada and BMW Group Canada as well as numerous F&I national supplier/partners
- ✓ A company, a training team and a philosophy that has entered its 20th year of business as a progressive, successful training and consulting organization



Wye Management is the official Training Partner of MDA Services Ltd., together providing business manager seminars, in-dealership training, Video Success Tips™, salesperson training, sales management training and in-dealership sales process training.

The Program Utilizes:

- ✓ Lecture
- ✓ Group Discussions
- ✓ Written Examination
- ✓ Role Play
- ✓ Video Success Tips™





PROGRAM CONTENT

- ◆ The job description and priorities of the Business Manager
- ◆ Setting up the Business Office for selling success
- ◆ Business Manager Sales Processes
- ◆ An examination and understanding of MENU Selling
- ◆ Meeting and greeting Business Office customers - when, where and how
- ◆ Selling from the credit application
- ◆ An in-depth understanding of Dealer Plan financing
- ◆ The disadvantages of bank branch and credit union financing
- ◆ The disadvantages of credit lines and consolidation loans
- ◆ How to present and close Dealer Plan financing
- ◆ Innovative monthly payment presentations for finance and lease agreements
- ◆ An in-depth understanding of credit life and disability insurance
- ◆ A comparison of dealership creditor insurance vs. bank insurance
- ◆ How to present and close life and disability insurance
- ◆ Overcoming objections to life and disability insurance
- ◆ An in-depth understanding of extended service plans
- ◆ How to present and close extended service plans
- ◆ Overcoming objections to extended service plans
- ◆ An in-depth understanding of vehicle protection
- ◆ How to present and close vehicle protection
- ◆ Overcoming objections to vehicle protection
- ◆ Proper and legal computer and bill of sale disclosure
- ◆ Continuing to sell after the turnover
- ◆ Training and motivating the sales staff with respect to the Business Office

PROGRAM INSTRUCTOR: **Chris Schulthies**

Wye Management's **Chris Schulthies** has delivered over 2,500 seminars to over 10,000 retail salespeople, business managers, sales managers and dealer principals throughout Canada and the United States.

Chris has written and facilitated training for GMAC U.S., Toyota/Lexus Canada, Nissan/Infiniti Canada, BMW Group Canada, Mercedes-Benz Canada, Hyundai Auto Canada, Kia Canada, Scotia Dealer Finance, TD Financing Services, DealerTrack, Royal Dealer Services, MDA Services of Alberta, SAL - IA Pacific, Lions Gate Marketing, Coverage One Warranty, Global Warranty, Profits Group, Taldon Dealer Services, Maxine Campbell Inc, Sym-Tech Inc. and CAP Dealer Services.

Chris Schulthies is one of North America's most recognized trainers.



"We enjoyed the broad experience of business, team building, socializing and fun. I found your training sessions both informative and entertaining. I always learn best when I'm enjoying myself."

David Wells - President, GMAC

"I just wanted to say thanks for some great ideas which we have now implemented at St. Albert Dodge. One of the ideas which I just got to try out was the double printing of contracts - one with insurances and one without - it worked great and I couldn't be happier! Previous courses from WYE with menu selling has meant a tripling in F&I gross in just a few months."

**Shaun Kos, B.Comm., MBA, Finance Manager
St. Albert Dodge - Red Deer, Alberta**

"WOW Chris! What a week of learning! As I suspected, this training course was filled with useful information. I learned so much that I can't wait to relay these useful processes to my dealers!"

Drew Kenney, ECP Sales Support Consultant - Toyota Canada

"It was a well done. Very interesting course! I have not had that much information thrown at me and still wanting more after 3 days! Chris was entertaining. Passionate and informative.

AWESOME!" Shanna Stiles South Centre Fine Cars, Calgary

Your Investment of \$1,200 for this 3 day program also includes:

- 1 - A 277 page comprehensive text-based manual**
- 2 - A collections of 101 scripted closes to overcome objections**
- 3 - A modern 81 slide PowerPoint™ presentation for customers**
- 4 - A 30 page Financial Services Presentation binder insert**
- 5 - A set of 12 Financial Services MENUS**
- 6 - A Financial Services Brochure and Point-of-Sales displays**
- 7 - A Business Office Game Plan**
- 8 - A framed Certificate of Completion**

To register call 1-888-993-6468 or apreston@wyemanagement.com

**Your Investment
also includes 1 year
of toll free and
e-mail support via**

**Chris Schulthies'
MENTOR PROGRAM™**

**and MDA Services Ltd.'s
VIDEO SUCCESS TIPS™**