


wyemanagement 

The *leadership* Company

SALES & MANAGEMENT TRAINING • CONSULTING



# THE PROFESSIONAL SALES MANAGER'S PROGRAM

Celebrating  
**20**  
Years



with **Chris Schulthies**

Wye Management has provided national training on behalf of:

- ◆ General Motors of Canada
- ◆ GMAC U.S.
- ◆ BMW Group Canada
- ◆ Toyota/Lexus Canada
- ◆ Nissan/Infiniti Canada
- ◆ Hyundai Auto Canada
- ◆ Kia Canada
- ◆ Volkswagen Canada
- ◆ Scotiabank Dealer Finance
- ◆ TD
- ◆ One-Eighty Corporation
- ◆ Royal Dealer Services
- ◆ MDA Services of Alberta
- ◆ SAL - IA Pacific
- ◆ Lions Gate Marketing
- ◆ Coverage One

## 3 DAY PROGRAM

**NEW!**

wyemanagement.com 1-888-993-6468

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



**YOU DESERVE THE  
BEST TRAINING!**



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 have written and facilitated national training for GMAC U.S., General Motors of Canada Ltd., Toyota/Lexus of Canada and BMW Group Canada, Nissan/Infiniti Canada, Hyundai Auto Canada, Kia Canada and Volkswagen Canada
- ✓ A company, a training team and a philosophy that has entered its 20<sup>th</sup> year of business as a successful training and consulting organization

Chris Schulthies'  
**MENTOR PROGRAM™**

Wye Management supports participating Sales Manager's via Chris Schulthies' **MENTOR PROGRAM™**. This program provides 1 year of unlimited telephone and e-mail access to motivation, coaching, problem solving and BEST BUSINESS PRACTICES.

**The Program Utilizes:**

- ✓ Lecture
- ✓ Group Discussions
- ✓ Group Exercises



To further assist Sales Managers and Dealerships to accomplish their goals, Wye Management provides in-dealership sales and sales process training for new and experienced salespeople.



# PROGRAM CONTENT

- ◆ **The Concept of the Growth Curve and its application to our sales staff and management team**
- ◆ **The priorities of modern sales management**
- ◆ **The concept of the “Command Post”**
- ◆ **How to better manage salespeople and more effectively work deals by understanding the human behavior model of Social Styles**
- ◆ **Recruiting, hiring, training and developing a “first class” sales staff**
- ◆ **How to develop and deliver outstanding sales meetings**
- ◆ **How to effectively motivate salespeople to sell on a monthly, weekly and daily basis**
  
- ◆ **An overview and the objectives of the modern sales process**
- ◆ **Modernizing your dealership’s sales process and removing “roadblocks”**
- ◆ **Establishing and documenting your dealership-specific sales process**
- ◆ **Implementing, training and enforcing your dealership-specific sales process**
- ◆ **The 4-3-2-1 sales concept - WHAT and HOW to measure and industry guidelines**
- ◆ **The customer’s 3W’s**
- ◆ **How to deal with the customer’s trade-in in a non-confrontational manner**
- ◆ **Modern trial closes: the biggest and newest opportunity**
- ◆ **Introduction to PROPOSAL SELLING**
- ◆ **The benefits of PROPOSAL SELLING**
- ◆ **PROPOSAL SELLING in detail**
- ◆ **Desking/coaching the deal for outstanding closing ratio and gross profit**
- ◆ **65 Fabulous Closes - scripted for Sales Managers**
  
- ◆ **How to effectively purchase used vehicles for inventory via auctions, wholesalers, lease returns, curb buys and trade-ins**
- ◆ **Inventory control: guidelines and take-away tools that help determine appropriate product mix and number of vehicles required to reach used vehicle sales objectives**
- ◆ **Used vehicle reconditioning policies and procedures that increase profitability**
- ◆ **Merchandising the new and used vehicle inventory**
- ◆ **Pricing policies that SELL: How much gross should be reflected in used vehicle pricing? What price will the market bear?**
- ◆ **Successful and innovative strategies for new and used vehicle advertising/lead generation via the internet**

## 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 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**

**"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**

**"Chris is an Educator and Motivator with exception presentation skills due to his vast automotive knowledge, strong people skills, and passion to see people grow and develop!" Top qualities: Great Results, Expert, Good Value!"**

**Peter Stubbs - General Motors of Canada**

**"After spending much time with Chris over the past 3 days and watching him , I saw such a passion he has for training people, it not so much his knowledge (he has so much of that I know) but it is more his passion. He has given us so much to think about and practical ideas we can start using to-**

**day." Bruce Kirkland - General Manager, Lexus of Edmonton**

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

- 1 - A comprehensive text-based manual**
- 2 - A collection of 65 scripted closes to overcome objections**
- 3 - A modern PowerPoint™ presentation for customers**
- 4 - Sales tools and forms (hard copies and e-files)**
- 5 - A framed Certificate of Completion**

**To register call 1•888•993•6468**

**or e-mail: [apreston@wyemanagement.com](mailto:apreston@wyemanagement.com)**

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

**Chris Schulthies'  
MENTOR PROGRAM™**

***Staying connected.***