



AUTOMOTIVE SALES CERTIFICATION TRAINING SERVICES

We offer a complete **sales certification training program** for your new and existing salespeople. You spend thousands of dollars a month to bring customers into your dealership.

Is your sales staff trained and ready to handle these potential customers in an efficient professional manner? We believe **the biggest expense any dealership has is an untrained sales staff.**

Your expenses? Salesperson turnover, miss-handled customers, lower grosses, missed sales. The bottom line?

YOUR BOTTOM LINE ISN'T WHAT IT SHOULD BE!

We train your sales staff in every aspect of automotive sales including:

- **A Consultative Sales Approach**
- **An Up-Front Selling Approach**
- **Internet Based Selling Techniques**
 - **Value Selling**
- **Earning a "Buy Now" Commitment**
 - **Customer Retention**
- **Negotiation Techniques & Closings**
- **Professional Customer Follow-Up**

**INCREASE YOUR CLOSING RATIO, PROFITS AND CSI
DECREASE YOUR SALESPERSON TURNOVER AND COST PER SALE**

Dealer:	Ph#:	Fax#:
Address:	City/St:	Zip:
1.) Enrollee:	E-mail:	
2.) Enrollee:	E-mail:	
3.) Enrollee:	E-mail:	
4.) Enrollee:	E-mail:	
Dealer Contact Name:	Ph#:	
E-mail:		

E-mail: AKiely@DealershipDevelopment.com with any questions or call (847)382-1095

Investment \$995per Student/\$795 for member dealers
(Alternative pay schedules available)

**SALES CERTIFICATION "CONSULTATIVE SELLING"
3 Day Workshop**

**Class Dates: August 16th – 19th
Time: 9:30am To 4:30pm**

Remittance Amount: _____

Authorized Signature: _____ Date: _____

Please fax registration form to: (847) 382-1083

Remit check to:
Dealership Development, Inc.
1250 Grove Avenue, Suite 305
Barrington, Illinois 60010
Phone: (847) 382-1095 ▪ Fax: (847) 382-1083

DAY ONE

- Natural Selling
- Opportunities
- Expectation
- Steps of Sale
- Meet & Greet
- Open Ended Questions
- Conversation-vs.-Interrogation
- Customer Interview
- Trade Evaluation
- Trade Interview
- Homework (Memorize Word Tracks / Know the Who, What, Where, When & Why of Sale)
- Build 6 Position Walk Around Core Vehicle



DAY TWO

- Review / Test
- Product Selection / Dealership Walk
 - ❖ *Feature & Benefit Selling*
 - ❖ *Tie Down Questions*
- 6 Position Walk Around
- Tie Down Questions Game
- Psychology of Demo Drive
- Demo Drive
- Trial Close
- Homework (Memorize Word Tracks)

DAY THREE

- Review / Test
- Psychology of:
 - ❖ *Feature & Benefit Selling*
- Trial Close
- Four Square / Modified Four Square
- Trade difference
- Negotiation (Win-Win)
- Objection Funnel/Close
- Objection Word Tracks
- Professional Delivery
- Follow Up



DAY 3 CONTINUED...

**Certification Test
Final Role Play
Business Plan**

**Professional Phone Follow Up For First 90 Days
In Dealership Professional Follow-up at 45 Days**

SALES CERTIFICATION CLASS

August 16th – 19th

Investment \$995 per Student

**To Enroll Now call our Director of Training & Development,
Andy Kiely at (847) 533-0118 or e-mail at
AKiely@DealershipDevelopment.com**

**All Payments must be received 5 business days before the
Seminar begins.**

ASK ABOUT OUR NO CHARGE TRAINING

