

Essential Dealership Training Workshops

Finding the hidden wealth- how to prospect new business

This workshop is designed to generate a continuous supply of non-showroom traffic without spending a penny on marketing.

Participants will learn the substantial benefits of seeking out new business, a variety of proven techniques and the mindset required to succeed.

Benefits to you and your organisation

- Incremental business secured in the short, medium and long term
- The development of a pro active, cost effective sales force
- Greater market share of local car buying business
- Increased membership of your freelance sales team

Core content

- How's your non-showroom traffic?
- Understanding the facts: Why are seeking out activities seldom carried out?
- You do the maths-cultivating new business is essential
- What's in it for me? Identifying the benefits of seeking out new business
- Preparing for success in seeking out new business
- Overcoming the fear of rejection
- Learn to say thanks for the "no's"
- The dive board or multi storey philosophy? There is only one winner
- Why go around the block to get to next door?
- Identifying targets of opportunity
- Discover 12 strategies to generating new business

Who should attend?

This course is designed for all staff members, regardless of title, who have a responsibility to generate incremental sources of business income.

Duration: 1 day

Number of participants: up to 12

For more information, please contact Essential Dealership Training
Tel: 0115 933 3480

Essential Dealership Training, Cumberland House, 35 Park Row, Nottingham, NG1 6EE