

Essential Dealership Training Website Workshops

The Profitable Business Manager

This highly participative and practical workshop is profit orientated and focuses on the development of crucial selling, negotiation and objection handling skills.

Participants will learn every aspect of becoming the professional, profitable Business Manager, from ensuring the correct Sales Executive controls are in place to overcoming the most commonly used objections.

Benefits to you and your organisation

- Incremental profit generated from enhanced finance and insurance product sales
- Improved finance penetration leading to an increase in volume bonus payments
- Increased profit generated through additional sales of non insurance based products
- Acquisition of the professional, profitable Business Manager

Core content

- Recognise the 10 essential qualities of the successful Business Manager
- Identify the role and key responsibilities of the Business Manager
- Discover the crucial Sales Executive controls and how to implement them
- How to guarantee high quality referrals
- Learn the 6 qualities of the professional meet and greet
- How to prepare and present profit optimised customer proposals
- Assumptive or step sell? Knowing how and when to use each technique
- The essential do's and don'ts of successful bank and cash conversions
- Understand the 7 rules of succeeding with insurance products
- Discover the 10 qualities of profitable negotiation
- Recognise the proven, 5 step formula for overcoming objections

Who should attend?

This course is designed for both the inexperienced and experienced Business Manager who has the ambition to achieve results that significantly surpass the industry norm.

Duration: 4 days

Number of participants: up to 8

For more information, please contact Essential Dealership Training
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