

Essential Dealership Training Workshops

Understanding the retail sales process

This course will provide a detailed insight into the fundamentals required to succeed as a Sales Executive in the retail motor industry. Each area of the sales process is explored in an active and participative way, from the initial greeting through to the vehicle handover.

Participants will learn how to sell vehicles in a structured, consultative manner, ensuring complete customer satisfaction whilst maintaining a professional, ethical image.

Benefits to you and your organisation

- The acquisition of fully trained personnel, capable of immediately selling vehicles upon their return to the dealership
- An increase in sales conversion ratios
- Improved vehicle turnover and profit retention
- Enhanced levels of repeat and referred business

Core content

- Attitude is everything. Everything is attitude
- Identify the 15 traits of top performing sales people
- Understand how we convey our message
- Recognise the 7 key qualities of the meet and greet
- Leading the prospect through the process
- Learn the art of building relationships
- The professional part exchange appraisal-the 10 must do's
- Discover the 8 rules of productive qualification
- Achieving an 80% demonstration rate-how and why?
- Asking for the order-the right time and place
- Discover the 8 qualities of profitable negotiation
- Understand the 5 step formula for handling objections
- Learn how to organise a punctual, memorable handover

Who should attend?

This course is designed for newly recruited new and used car sales executives who have no experience of selling in the automotive industry. In addition, the course could also be delivered to experienced sales executives who need to improve their knowledge and understanding in order to improve performance.

Duration: 3 days

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