

ENTRY LEVEL AUTOMOTIVE SALES COURSE



Who Should Attend:
• **New Salespeople**

A five-day course designed for the individual just entering an Auto Sales Career. Students will learn the basic principles of how a Dealership operates and leave having learned a comprehensive outline on the steps to the sale. Students will learn how to handle the Customer's objections and how to effectively respond to them.

 **David Lewis**
& Associates, Inc.

Automotive Sales & Management Training Since 1986

DLA Philadelphia Training Center 500 North Gulph Road • Suite 450 King of Prussia, PA 19406

For more information please call
800-374-3314 ext. 215

Or register online at: www.davidlewis.com



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Extensive role playing and scenario based situations will be covered, as well as a thorough segment on properly handling Phone-Ups. Each participant will return to the Dealership ready to take their first "UP."

DAY 1

- Why the Automobile Industry?
- What Makes a Salesperson Successful?
- Customer Attitude Toward Salespeople
- Salespeople Attitude Toward Customers
- Four Rules of Sales
- Basic Process Review
- Step 1 - Meet & Greet

DAY 2

- Characteristics & Perceptions
- Attitudes & Feelings
- Industry Myths
- Four Basic Buyer Questions
- Step 2 - Qualification
- Step 3 - Inventory Walk
- Step 4 - Vehicle Selection

DAY 3

- Step 5 - Internal Presentation
- Step 6 - Demonstration Ride
- Step 7 - External Presentation
- Step 8 - Service Walk

DAY 4

- Handling Objections
- Basic Negotiations
- Sold Customer Follow-Up

DAY 5

- Handling Phone Ups
- Goal Tracking

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\$895 PER ATTENDEE

Discounted Room Rates Available!

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