

# 4 DAY ADVANCED SALES MANAGEMENT



## Who Should Attend:

- Dealers
- General Managers
- General Sales Managers
- Sales Managers

This four-day Advanced Sales Management course is a complete program for all Sales Managers. Focus is placed on becoming a Leader and not a Boss. We begin by exposing the newest and best practices for leading a sales force to success. Topics include Inspirational Sales Processes, Advanced Negotiating Techniques, how to be an effective Coach, Hiring and Interviewing ideas, plus our DLA Train the Trainer concepts to develop the skills necessary to train a winning sales staff. This course turns Managers into true Leaders.

 **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](http://www.davidlewis.com)



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## COURSE WILL COVER:

- Inspirational Selling
- Advanced Negotiations
- Objection Responses
- Phone-Up Techniques
- Prospecting & Follow-Up
- Internet / BDC
- Leadership & Coaching
- Motivation & Hiring
- Leasing For Managers
- Advanced Used Car Management
- Train The Trainer

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**\$1295 PER ATTENDEE**

*Discounted Room Rates Available!*

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