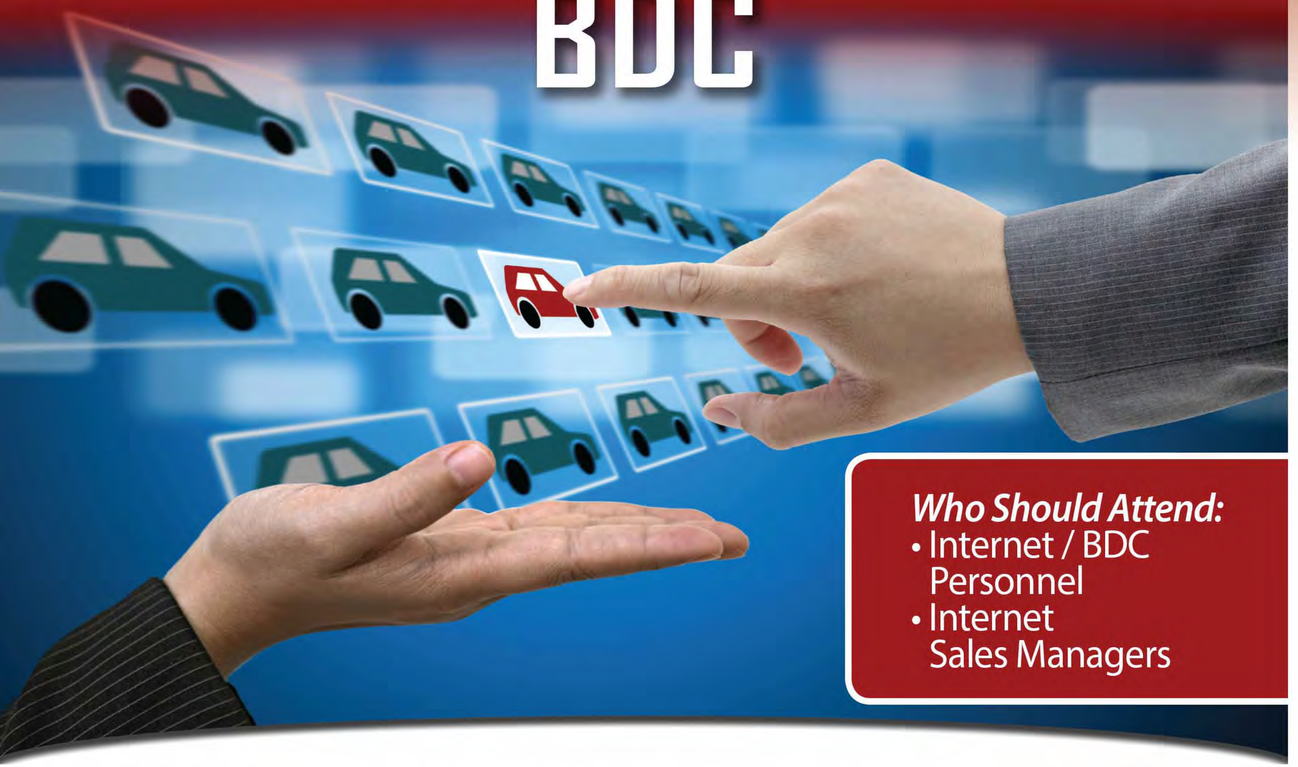
SALES BDC



Who Should Attend:
- Internet / BDC Personnel
- Internet Sales Managers

This 3.5-hour course is a complete program on effective Lead Generation Ideas and concepts for both the Internet and Inbound phone leads. Email, Chat and Phone scripts will be created, reviewed and examined, as well as, a structured concept for ongoing sold and unsold customer follow-up.

David Lewis & ASSOCIATES

Automotive Sales & Management Training Since 1986

For more information please call 321-435-6000

Or register online at: www.davidlewis.com

SALES BDC

This course involves extensive role play and live interactive critiquing of current methods used by most Dealerships

Topics Will Include:

- What is a BDC Department
- Attributes Needed
- Tools Needed to be Successful
- Why Internet Shopper will visit your Dealership
- Importance of Structured Steps
- Phone-Up Steps
- How to Handle Persistent Callers
- Effective Email Responses for Creating Appointments
- Email Etiquette
- 90 Day Unsold Follow-Up Plan

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