

ADVANCED SALES PROGRAM



Who Should Attend:

- Experienced Salespeople
- Sales Managers
- General Sales Managers

COURSE GOAL:

To develop within the experienced Salesperson an understanding of the Customer's thought process when shopping and purchasing a car. To train the Salesperson on a sales process that will be unique and different from what the Customer will expect, which will set that Salesperson apart from all the other Salespeople the Customer has or will speak with during their shopping process.

 **David Lewis**
& ASSOCIATES

Automotive Sales & Management Training Since 1986



For more information please call 321-435-6000

Or register online at: www.davidlewis.com



ADVANCED SALES PROGRAM

EXPECTED RESULTS:

This two day course typically yields an increase of between 4-6 units per month in volume and an increase of \$200-\$400 in profit per sold unit

Topics Will Include:

- The Rules For Change
- Buyer & Salesperson Perceptions
- The Four Basic Buyer Questions
- Industry Myths and How They Stunt Our Growth
- The DLA Road to the Sale
- Comprehensive Analysis & Breakdown of Each Step
- The 4 Rules to Sales Success
- Overcoming Common Obstacles
- Using Imagery to Present the Vehicle
- Presenting Obvious & Hidden Value
- The Myth of Trial Closes
- Mastering the Service Walk

 **David Lewis**
& ASSOCIATES

Automotive Sales & Management Training Since 1986

For more information please call 321-435-6000

Or register online at: www.davidlewis.com

