ADVANCED SALES MANAGEMENT

Who Should Attend:
- *Dealers*
- *General Managers*
- *General Sales Managers*
- *Sales Managers*

This three-day (2.5-hours daily) 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
Automotive Sales & Management Training Since 1986

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Topics Will Include:

- 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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