

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.

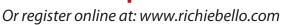


Automotive Sales & Management Training Since 2007

# We better serve you!

Richie Bello Institute of Leadership and Management Non Profit 3830 N. 7th St. Phoenix, AZ 85014

For more information please call 888-627-6095











# ENTRY LEVEL AUTOMOTIVE SALES COURSE

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<sub>3</sub>

- 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



**Automotive Sales & Management Training Since 1986** 

\$795 PER ATTENDEE

Discounted Room Rates Available

# We better serve you!

Richie Bello Institute of Leadership and Management Non Profit 3830 N. 7th St. Phoenix, AZ 85014

For more information please call 888-627-6095

Or register online at: www.richiebello.com







