

wyemanagement 

The *leadership* Company

SALES & MANAGEMENT TRAINING • CONSULTING



NEW

TWO DAY PROGRAM

**SALES REPRESENTATIVE TRAINING
FOR SUPPLIERS OF THE RETAIL
AUTOMOTIVE INDUSTRY**

Write more deals



with **Chris Schulthies**

**CUSTOMIZED IN-HOUSE TRAINING
FOR YOUR FIELD SALES STAFF**

wyemanagement.com 1.888.993.6468

Wye Management's **Chris Schulthies** has provided Field Sales Representative Training for organizations such as:

General Motors NAO	Royal Dealer Services
Toyota/Lexus Canada	MDA Services Ltd.
Hyundai Auto Canada	CAP Dealer Services
Wakefield Castrol Inc.	Scotiabank
Universal Warranty	Royal Bank
Coverage One Warranty	TD Financing Services
Global Warranty	DealerTrack Canada

Chris Schulthies has also delivered over 2,500 seminars to over 10,000 retail salespeople, business managers, sales managers and dealer principals throughout Canada and the United States. He has also sold cars, managed dealerships and been a dealer partner.



With dozens of suppliers/partners to the retail automotive industry fighting for an audience with Dealer Principals;

- 1 - Do your Field Sales Representatives have the confidence and strategies to get in the door?**
- 2 - Do they have the relationship skills, counseling and consulting skills and presentation skills to get a Dealer Principal's full attention?**
- 3 - Do they have the skills to confidently overcome objections?**
- 4 - Do they have the skills to negotiate and close the sale?**
- 5 - Do they know how to effectively manage their time, record keeping and territory?**
- 6 - Do they have the skills to expand their business while keeping their current clients happy and productive?**

We will prepare your Field Sales Representatives to effectively manage their time and their territory.

We will help your Field Sales Representatives hone their presentation and closing skills with Dealer Principals and Dealer Groups.

Give your Field Staff Sales Representatives the skills and tools to survive and thrive!

As suppliers and partners to retail dealerships we are always telling Dealer Principals about the value of training their dealership staff.

DO WE PRACTICE WHAT WE PREACH?



PROGRAM CONTENT

- Understanding the **PRIORITIES** of the position:
- **SALES, SERVICE, SOLUTIONS, EDUCATION**
- Effective time management
- How to work a large geographic territory
- Creating a **BUSINESS PLAN** for the territory

- How to make dealership 'warm calls'
- How to begin a relationship with a **CONQUEST** dealership
- How to get past the 'gatekeeper' and meet with the Dealer Principal

- How to create **AWARENESS** and **NEED** for your product/service in the mind of the Dealer Principal
- Identifying your **COMPETITIVE EDGE** over your competition
- **Identifying the COMPELLING REASON why a Dealer Principal (Dealer Group) should do business with you and your organization!**
- How to develop an effective **PRESENTATION** that Dealer Principals respond to
- Constructing your presentation
- Probing, counselling, listening and presentation skills
- How to ask for the sale **TODAY!**
- Negotiation skills
- Overcoming the Dealer Principal's (Dealer Group's) objections
- Closing the sale

- Effective **FOLLOW-UP**
- Establishing a schedule and plan to service current clients
- What clients really want in terms of on-going service
- Fending off competitors
- Being a **CONSULTANT** vs. a **SALES REPRESENTATIVE**
- Being the Dealer Principal's **EMOTIONAL FAVOURITE** and being indispensable

- Record keeping and **REPORTS**
- Measuring and **MANAGING**

- An in-depth examination and understanding of the retail dealership:
- The corporate chart, overview of positions and decision makers
- An overview and understanding of the dealership's profit centres
- Checklists and discussion points that help identify problems and opportunities within the dealership/dealer group

- ✓ Ideas, concepts and strategies to share with dealership sales staff to **sell MORE** of your product or service

Write more deals



wyemangement

"The game has changed. What worked two or three years ago does not work today. If you want to survive and thrive you need to evolve your strategies and sales processes.

In the first 10 months of 2010 the instructors of Wye Management have facilitated seminars, in-dealership training and field training from coast to coast in Canada and the United States. We have dedicated ourselves to bring to you the very latest growth strategies and market opportunities to assist your organization to thrive and profit in this challenging time.

This program will provide your Field Sales Representatives with the knowledge, tools, game plan and confidence to build, maintain and grow a successful, profitable territory.

**Invest in your organization's greatest resource... your people.
Remember, training is indeed an investment, not an expense."**

**"We enjoyed the broad experience of business, team building, socializing and fun. I found your training sessions both informative and entertaining. I always learn best when I'm enjoying myself."
David Wells - President, GMAC**

"I believe that I can speak for us all at MDA Services when I say that is always a pleasure to attend your workshops and work with you in bringing the best training available to our dealer partners and ourselves... Your obvious passion for training so comes across in those meetings/workshops and the humor is so appreciated by all those in attendance! Thanks again for your help and expertise!" Jacob Boschee, Manager - Northern Alberta, MDA Services Ltd.

**"I want to thank you very much for your input and time last week at the training program. I was very thoroughly impressed with the information and presentation."
Robert V. Parkins - National Manager, GM Certified Used Vehicles, U.S.A.**

"Our partnership with wyemanagement gives us access to leading edge training techniques, innovative ideas, and all of the tools needed for our people to implement and take their success to the next level."

Christopher Rawson - National Sales Manager, Sym-Tech Automotive Products

Your Investment of \$3500 for this two day program includes:

- ✓ Facilitation of the two day program "in-house"**
- ✓ Customization of program content to the specific needs of the organization**
- ✓ 1 Year of Toll Free Telephone and E-Mail Support**
- ✓ Framed Certificate of Completion**

The program can be facilitated "in-house" at your corporate head office or at Wye Management's Woodbridge training facility.

**For more information and program registration please call or e-mail Anne Preston at:
1.888.993.6468 or apreston@wyemanagement.com**