



*“Your business is only as good as the human capital you deploy.”*

## Sales Consultant Course Content

**Auto Sales 101:** Auto Sales 101 focuses on the typical duties, responsibilities and standard procedures required to maintain high levels of sales efficiency.

**Legal and Ethical Standards:** Legal and Ethical Standards is a course, which overviews the laws and regulations that directly effect a sales consultant’s activities. Attendees who participate in the course have a better understanding of the laws that impact their day-to-day activities and are more prepared to act in a legally compliant manner. At the end of the course, attendees must pass a certification exam.

**Capitalize on the Opportunity:** Capitalize on the Opportunity focuses on essential sales principles and practices required to succeed in today’s “social media” environment. Special emphasis is placed on improving sales consultant’s Internet and social media selling skills. Special emphasis is placed on group exercises and interactive role-play.

**Presentation Prep:** Presentation Prep focuses on the development of specific stages of the sale from the meet and greet to the demo drive. Sales consultants will learn effective questioning techniques along with dialog that keeps customers engaged and moving in the right direction. Special emphasis is placed on group exercises and interactive role-play.

**The Discussion of Price:** The Discussion of Price is designed to give sales consultants a competent approach to the presentation of numbers and discussion of the price. The intent is to improve customer adherence thereby increasing customer satisfaction, sales and profits. Special emphasis is placed on group exercises and interactive roleplay.

**Addressing Customers Concerns:** Addressing Customer Concerns focuses on common objections that come up during the sales cycle as well as the discussion of price. Sales consultants will learn a rational means to handle these objections allowing for them to stay on course. Special emphasis is placed on group exercises and interactive role-play.

**Phone Inquiries:** Phone Inquiries focuses on specific techniques aimed at improving telephone skills. Sales consultants will become more adept at securing an appointment and moving customers through the sale over the phone.

**A Lesson on Leasing:** A Lesson on Leasing reviews leasing terminology and leasing’s various benefits to both the customer and dealership. Sales consultants will have better knowledge of automotive leasing and the confidence needed to present leasing to customers.