



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

Sales Manager Course Content

Sales Manager 101: Sales Manager 101 focuses on the duties, responsibilities and procedures required to maintain high levels of sales efficiency. Special emphasis is placed on developing effective management skills and acquiring strategies for motivating and leading a sales team.

Legal and Ethical Standards: Legal and Ethical Standards is a course which overviews the laws and regulations that directly affect a dealership’s variable operations. 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 management principles and practices required to succeed in today’s “social media” environment. Special emphasis is placed on monitoring and maximizing the opportunities with each type of deal whether done on the internet, over the phone or on-site.

Managing the Deal: Managing the Deal focuses on reducing the number of “pencils” and simplifying the “discussion of price” process. Special emphasis is placed on full and total disclosure by presenting purchase options in a clear and concise manner. This workshop establishes set procedures that ensure deals are worked in a consistent manner which will strengthen overall performance and profitability. During the workshop there are group exercises and interactive role-play.

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 managers will learn a rational means to handle these objections allowing for the transaction to stay on course. Special emphasis is placed on group exercises and interactive role-play.

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

Effective Coaching Tips: Effective Coaching Tips reviews the attributes of effective leaders. Special emphasis is placed on leadership techniques and hand on practices required for developing people's skills and abilities needed to boost performance.