

How much time & money do you spend on Advertising, recruiting & training of new Sales Staff?

Our service and expertise in securing and Training Automotive Sales Staff is FREE to you.

Each year companies spend thousands on the recruitment process, often this entire process still fails to secure the right capable people

... our process is time tested
... our guarantee is FREE well trained salespeople

At Joe T Sales Advantage Programs, we know our stuff!!!!

We Advertise - We Select Them - We Induct Them - We Train Them

and

You Hire Them at no cost to Your Company and under your Terms and Conditions

Each month we select & secure a number of positive & committed applicants who want to join the Automotive Industry in Sales.

All of our applicants pay for their own training and are therefore focused on wanting a long term career in Automotive Sales.

Each month we will send you an overview of our Graduates and you may request a full resume of any Graduate you wish to interview.

We book all interviews at a time to suit you and there is **no fee** to you or your Company for this service.

Simply email triciasmith@trainthem.com.au

or call 02 8488 6229 / 0437 874 184 to arrange for resumes and interview times

Joe Teagh – committed to training and career placement to the Automotive Industry since 1986

JOE T - Intensive Automotive Sales Training

Introduction

- Why Automotive Sales?
- Who are our Customers?
- Creating a Database
- Creating Sales Opportunities
- Staying in touch
- Time Management

Preparation

- Sales people come from all walks of life
- Attitude
- Look at you (How customers perceive you)
- Body Language

Emotional Selling

- What is selling?
- What motivates people to buy?
- Create emotional ownership ahead of purchase
- Build value
- Read your customers

Take Action

- The "What if" factor
- Take control the sale
- Control questions
- Beware of 'boxed in' questions
- Lead with questions

Objections

- Define the objective
- Excuse or Genuine concern?
- The formula

The Four types of Customers

- The Undecided customer
- The Comparison customer
- The Settled customer
- The Scout and or Mrs Alone

The "Road to a Sale" in 10 easy steps

- Initial customer contact (Showroom floor)
- Assess and Identify (Customer needs and wants)
- Pre-selection of Vehicle (what to show)
- Demonstration Drive (building emotions)
- Presentation of Features & Benefits (6 Position Sell)
- Emotional commitment to Ownership
- Trade-in evaluations
- Costing of new vehicle
- Negotiation
- Closing the sale

The after sale - sale