

# Automotive Sales Excellence

Register now at <https://www.rainmakersgroup.ca>

The Automotive Sales Excellence Program is a 'modern yet simple' training program specifically designed for the unique needs of the automotive industry. It focuses on the fundamentals of modern selling and then moves into advanced digital strategies; online prospecting, branding, remote and social selling. Combined these skills will quickly up-level your sales effectiveness, generate more leads, close more deals and increase sales as you gain the results and competitive advantage required today.

## Module I: Selling has Changed



We are faced with obstacles today that have made selling much more difficult than ever before. Discover how and why selling has changed so you can start winning with today's resistant, distrusting, and more knowledgeable customer. A shift is required in the way we speak, present, and sell our products and services as customer expectations have never been higher. Learn how to meet the specific needs of the new power purchasers; Gen Z, Millennials, and Boomers. And understand the significant differences of how men and women differ when it comes to purchasing. Adapt your sales to the specific needs of these customers and gain a formidable competitive advantage. This course is filled with approaches, strategies, tips and techniques to effectively sell in today's "Age of Excellence". Do not get left behind. Discover what it takes to win in today's unyielding and ever-changing business landscape.

## Module II: Mastering Personal Performance - Selling



Wish you could find the secret to selling much faster and more successfully?? Discover simple yet powerful techniques to easily identify personality styles, determining factors and purchasing triggers so you can achieve faster results and greater profitability. Take your interpersonal skills and emotional intelligence to the next level as you gain a significant competitive advantage! Finally gain the insight into what motivates your customer and what buying habits they possess so you can build better, stronger rapport and relationships. This is a do-not-miss course that is fun, engaging and filled with powerful takeaways that will make an immediate and significant impact on your business. Sell more - sell faster and what your income grow!

## Module III: Rev up Real & Rapid Rapport



Building strong relationships with is a mandatory skill in today's selling. But first you need to create the right mindset, define who your customers are and what your selling proposition is. Clearly scheduling your time, knowing your numbers, and preparing are essential in quality selling. Learn a series of insightful and engaging questioning techniques to delve deeper, listen better and focus on the customer, their responses, and their needs. Learn how to properly prepare with features and benefits, but that simply isn't enough in modern selling. Salespeople today, need to know how to determine the customer's deeper emotional need, and how to effectively use it so you can target on the drivers that motivate your customers to buy. Learn how to accelerate the quality of customer interactions to create more engaged interactions. Learn important processes to best prepare for the presentation and ensure higher success rates in selling.

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## Module IV: Auto Presentations that WOW!



Create powerful customer-centric and solution-selling presentations that include effective vehicle demonstrations and non-confrontational negotiations and payment presentation options. Avoid the top mistakes that salespeople make while easily overcoming the objections. Discover how taking their temperature, allows for a simple, easy to ask for close that closes more deals and better appeals to today's customer. Never miss a closing opportunity again and take your sales from stalled to unstoppable with powerful presentations that wow!

## Module V: Fortune in the Follow Up



Failing to follow up tends to be one of the biggest complaints by customers and one of the principal reasons why some salespeople never see the success they desire. Too often, they fail to follow up because they do not have a system or follow up process in place. Discover a simple process to ensure commitments and promises are kept and catapult your sales with additional purchases from slow to decide customers, word of mouth referrals, and repeat business. Be the go-to supplier in your industry and never miss an opportunity again.

## Module VI: Prospecting & Social Selling



Modern automotive selling is more than helping those that walk through the door. It is about generating additional leads with a systematic process to cultivate new sales opportunities through digital prospecting. Uncover valuable strategies on how to leverage social media (particularly LINKEDIN) by establishing a brand, understanding the four processes of engagement, and the use video to identify, and connect with an untapped market of potential buyers on the digital forums. Learn how to effectively reach out, establish conversation, and warm up the call, so you can generate new customers and rev up your revenue!