

3 Powerful Selling Skills & Customer Relations Workshops Conducted On-site...At Your Dealership...In A Little Over One Day

There are many factors that come together to create an outstanding dealership. Obviously, good **financial management**, solid **product lines** and a **healthy market** are key ingredients. But, the glue that holds it together is a **great employee group dedicated to superior customer service**.

South Western Association has arranged a very special opportunity for its members. **The top sales and customer relations consultant in the industry** will come to your store and conduct live workshops for your employees for a fee that is extremely reasonable. And because the program is held at your store, there's no travel expense and very little lost time.

Dealers who have already run these programs have said:

“Everyone attended and was very impressed. I’m still hearing very positive comments to this day...three months later.”

“This is our second time to have Bill at our dealership. He makes sense, and our employees use what he teaches.”

“It was nice to have something for all employees....not just salespeople.”

Here's what's included:

PARTS SALES

This three-hour workshop is packed with ideas for parts people to use the next day.

The parts counter is the high impact spot in your store. Your parts people work with customers more frequently than other employees. The little things they say and do (or don't) can have a huge impact on customer retention and repeat business.

This is a lean meat only workshop that hammers home **three central points**:

- Customers must **always** be greeted quickly.
- People who say, “**I’m just looking**” intend to buy...but need help.
- **Selling quality over price** requires using visual aids and good selling techniques.

OUTSIDE SALESPEOPLE

With an ever-shrinking customer base, salespeople who want to sell to new customers and upgrade equipment of existing customers need to **make good use of their time**. This is full day or half-day program, which goes right to the heart of bringing in new business.

Topics include:

- **Time & territory management** ...going where the business is.
- **Cold call selling**...how to get your foot in the door.
- Selling quality over price.
- Dealing with objections...especially “**Your Price Is Too High.**”

ALL EMPLOYEES' WORKSHOP

Almost never do office and service employees get to attend a **high level professional workshop on customer courtesy**. This 90-minute evening program is a load of laughs and activity ...packed around **very serious subjects**.

Key topics are:

- **Profit** is not a dirty word.
- Dealing with **unhappy customers**.
- Why **teamwork** is so important.

Arrangements and Fees

The workshops can be conducted in a meeting room in your store (or a nearby restaurant or hotel). Any room will work in which the lighting can be controlled so that slide pictures can be seen.

The evening meeting for all employees has been held in restaurants...and cleaned out service bays. *There is a lot of activity in this program so a large space is needed.*

Bill will bring a computer and projector. *You will need to supply a screen* (or empty white wall). He also needs for *you to supply a flip chart with paper*. He will bring his own markers.

Generally, the program for parts counter people is held in the evening. The next day is the full day program for outside salespeople. The program for all employees follows that evening.

If often works best for the *dealer to provide something for employees to eat at normal meal times*...especially before the program for all employees.

South Western has negotiated a bargain price for our members. The fee is \$2,400 for the full day program plus \$600 for each evening session. *The fee covers everything.*

For many dealerships, when the total fee is divided by the number of employees, the investment is *about \$100.00 per person.*

For dealers interested in *every employee caring about every customer*, this program just plain makes sense.

The Instructor



Bill Sharp is *THE best known and one of the most respected sales trainers in the equipment industry* and the only sales trainer ever to be simultaneously endorsed by the national industry associations of dealers, distributors, and manufacturers.

He has written many articles for *Equipment Dealer* magazine.

His programs are known for their *fast pace, humor, and easy to understand concepts* (rather than technical mumbo jumbo).

Bill has been on the faculty of three universities and has spoken at several others. He has owned his own consulting company for 25 years and has spoken to more than 850,000 people.

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The Sales & Customer Service Boot Camp For Equipment Dealerships



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