

MTA Introduction to Auto Sales



Professional standards
for an exciting and
challenging career

Next Course

Date TBA

(9.15am - 4.30pm)

Training Venue

Professional Development
Centre

MTA House - Level 1

83 Greenhill Road

Wayville

Course Fee

\$650

for MTA Members

\$725 for

Non-MTA Members

Registration & More Details

1. Please phone **8208 4888**

2. Email

info@fusion-solutions.com.au

and write "Booking Form" in
the subject

Power of
Knowledge

Course Aim

This highly effective program specially designed for people who are new to auto sales and provides necessary knowledge to get their career off to a great start. They could also be people new in After Market or Finance and Insurance.

Objectives

- Understand sales in today's competitive world
- Understand the key ingredients of successful salespeople
- Understand each step of the Road to a Sale
- Examine a range of objection handling techniques
- Review how a dealer operates

Free Sales Performance Software

Each participant receives six months access to our leading-edge web-based Sales Performance Tracker

**SALES
ACCELERATOR** 



Content

Day One

- Understanding dealership operations
- Keys to a successful sales career
- Avoiding customer stereotypes
- The Road to a Sale
- Making a great first impression
- Understanding Contracts & Legal Obligations

Day Two

- Review of Day One
- Overcoming initial objections
- Building a relationship
- Qualify and interview the customer
- Walk-Drive appraisal
- Value of Product Knowledge

Day Three

- Review of Day Two
- FAB
- Six position selling
- Demonstration/Test Drive
- Trial closing
- Negotiation
- Delivery & customer loyalty
- Follow-up
- Legal Knowledge Test



Business Partner

Fusion Business Solutions
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