

Vehicle Sales – Road to a Sale

This program will introduce new and used vehicle sales consultants to the well established procedure for the sale of new and used vehicles.

Course content includes:

- Meeting and greeting the customer
- Finding common ground
- Qualifying
- Selecting the vehicle
- Presenting the vehicle's features and benefits
- Appraisal of the trade-in
- Demonstrating features during the test drive
- Reality check
- Negotiating the price and closing the sale
- Introduction to the Business Manager
- Delivery
- Owners follow up and prospecting
- Mystery Shop
- How service is measured

Target Group:

- Newly appointed vehicle sales consultants
- Those wanting to enter the industry as a new or used car vehicle sales consultant

Course length: 2 day introductory programs
1 day refresher courses and skill development programs

Advanced courses and one-on-one sales training is also available.

For more details on how Learning Insight can help your organisation contact

Learning Insight

Phone: 02 46282088 – Fax 02 46282188 - Mobile: 0400 778807

enquiries@learninginsight.com.au

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A moment's insight is sometimes worth a life's experience.
Oliver Wendell Holmes Jr. (1841 - 1935)