



THE ASSOCIATION FOR
AUTOMOTIVE EXCELLENCE, INC.

Automotive Career Builder Series



Automotive Career Builder Series: Advanced Presentation & Negotiating Skills

Advanced Presentation and Negotiation Skills is intended for graduates of our highly acclaimed Advanced Selling Skills Seminars.

Most salespeople learn to negotiate by trial and error. This proven, professional approach to negotiations has equipped some of the leading dealerships in the country to close more deals faster, with higher profits and happier customers who can't wait to refer the dealership to others.

This highly interactive seminar provides the principles, practice and feedback to build the negotiating competence and confidence of your people. Upon completion they will know that they know how to negotiate more professionally and profitably.

Course Content Summary:

- Secret # 1: Putting negotiations into perspective
 - Path to the Purchase Review
 - The role of negotiation in the automotive purchase
 - Proper presentation of the value proposition
 - Asking for the business
- Secret # 2: The only 2 objections you can get
 - What they are
 - 6 fast and easy steps to a fair counteroffer
- Secret # 3: People learn by doing
 - Practicing the core skills to proficiency
 - Negotiation Competition

12 Tips of the Week - to encourage participants to review and apply material after the seminar ends and Instructor's contact Info for coaching/consulting/questions/trouble shooting

Complimentary Admission for a Sales Managers with every three paid Salespeople

**Automotive Development Group is proud to sponsor the
Automotive Career Builder Series.**

Please fax completed enrollment to 704-663-4983

