



THE ASSOCIATION FOR
AUTOMOTIVE EXCELLENCE, INC.

Automotive Career Builder Series



Automotive Career Builder Series: Advanced Selling Skills

This hard-hitting, real world two day workshop will provide your salespeople and their managers with the proven techniques, skills and principles that will propel them to the next level in selling! Tested in hundreds of dealerships for over a decade, this updated professional approach to auto sales has allowed dealers across the country to achieve sales and profitability records in today's challenging environment!

Course Content Summary:

- Secret # 1: Establishing firm foundations
 - The "Success" Mindset
 - Characteristics of a Professional
 - Goal Setting
 - Daily Activity Planner to Achieve Goals
- Secret # 2: 21st Century Customers
 - Who they are and what they know
 - Most up-to-date Consumer Behavior Research
- Secret # 3: Making the Sale
 - A Road Map to Success: The Path to the Purchase
 - Key Skills to Exceed Consumer Expectations During Each Step
- Secret # 4: Making the Deal
 - Proper Presentation of the Value Proposition
 - Finding Fair Fast: a 21st Century Approach to Negotiations
- Secret # 5: Making Yourself Recession Proof

12 Tips of the Week - to encourage participants to review and apply material after the seminar ends

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

