

# Professional Vehicle Selling

## Course ref: TS5

### **Course aims:**

- To understand the sales process when selling cars
- To develop delegates' skills in dealing with knowledgeable consumers
- To help delegates understand what makes a better deal
- To enable delegates to improve their sales results
  
- **Benefits of attending:**
- High quality training by experienced sales professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

### **Outline of programme:**

In today's environment, the ability to sell vehicles, both new and used, is no longer a case of simply being able to tell a good story. Professional vehicle sales people need to learn practical skills to achieve improved results.

This course helps the participant to understand:

- The sales process - what happens to make a sale
- How to identify selling opportunities
- How to qualify prospects
- 3 ways to make time your ally
- What the customer really wants
- The difference between features and benefits
- Closing the sale
- The SMART way to set objectives
- Dealing with finance
- Why it pays to talk - on the telephone

Note: This course can be used to help prepare for assessment for the National Vocational Qualification in Vehicle Sales

**Duration:** This course normally operates as a 1 day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Selling for Success, Advanced Selling Skills, Negotiating to Win, Telesales, and Marketing for Success.