



## Car Dealer Sales Training

Owning a car is always a mixture of both necessity and convenience for a lot of people. For the former, it allows them to save crucial time by being able to dictate their own directions and take shortcuts on the way to their workplaces. For the latter, it allows them to not partake in the hassle of public transportation. It's no surprise, therefore, that a lot of them turn to car dealers. This doesn't mean, however, they they don't need persuasion, as the same inclinations might end up steering them *away* from your specific company. As such, it is important for the sales professional to be able to persuade customers into buying your products specifically. Now, there are plenty of ways to achieve this, and the goal of this training course is to focus on each of these. First, there must be knowledge of questioning techniques to properly assess whether the person intends to buy your product (this also includes what suggestions to give if the driver isn't too keen on the prospect). Second, there must be effective communication, because nothing persuades more than a point delivered perfectly. It is also necessary to address areas such as confidence and body language to allow salesmen control over their own emotions and gain further insight as to what to say to the customer respectively.

## **Course Overview**

The first part of the day will be spent getting to know the participants and discussing the workshop. Students will have the opportunity to identify their learning goals.

### **At the end of this workshop, participants can:**

- Utilise questioning techniques effectively.
- Establish good communication skills.
- Improve self-motivation.
- Learn the meaning of different body gestures.

## **Questioning Techniques**

In this session, participants will be provided with access to this knowledge via discussion and various activities meant to help them exercise their capacity for logical and empathetic questioning.

## **Communication Tips and Tricks**

In this session, participants will learn how to develop their logical communication through discussions and activities aimed at making sure that not only are their thoughts coherent in speech, but substantial and short enough for prospective customers to digest.

## **Self-motivation**

This session will teach participants how they can be competitive enough in not only articulating their cars' specs, but also able to persuade their customers without fear of failure.

## **Body Language Literacy**

During this session, participants will be provided with various gestures and their corresponding emotional hints, as well as demonstrate how these gestures can be effective when used on customers.

## **Workshop Wrap-Up**

At the end of the day, students will have an opportunity to ask questions and fill out an action plan.

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