

MMDA & Automotivaters Unlimited Skill Development 2017



"I really do think that what I got from this, I will be able to use to grow my sales knowledge and professionalism. I thought it was excellent!"

You have never had the kind of traffic you do now! Highly motivated and informed shoppers with only you and maybe one or two others being considered! So why is business still so challenging?

Today's sales and service customers are more demanding than ever, and expect the highest level of professionalism from your people. Yet many dealers are still under-preparing their staff to meet these expectations. Some still say "I'm not sure if they're going to make it" or "I'm just going to give them a month and see how they do before I invest in training". Your customer base and traffic have never been worth more. Mistakes are costly.

Many dealers have experienced people on staff who are hungry for advanced programs to accelerate their success and personal incomes. Now you can get local access to advanced training and more opportunities to help them take it to the next level.

Dealers continue to complain about how hard it is to attract and retain good people, yet they hesitate to spend the money that will give them the best chance to succeed.

Making training investment decisions one salesperson at a time isn't working for most dealerships. Are you ready for a better approach?

Unlimited seats for one low annual fee gives your employees the sales skills they need to succeed and increase your profitability.

Automotivaters



Manitoba
**Motor Dealers
Association**

Driving Excellence

www.automotivaters.com/mmda

Training Unlimited 2017



“Automotivaters always puts on a great seminar. I always leave with things to improve on and get better. Every manager needs to take this course!”



“This program really motivated and provided me useful information on how to become a better service advisor... the session gives us a lot to think about and apply to our daily jobs.”



Dear Member Dealer,

2017 will mark the 17th anniversary of the Automotivaters and MMDA partnership in producing and delivering dealer development programs. Since we started, the participants total more than 1900 individuals representing 114 member dealerships.

Approval ratings on Automotivaters facilitators and content consistently score higher than 95%. Powerful testimonials from students and management continue to come in from every program. Some of our members have experienced value that nearly doubles their original investment! Everyone loves the programs!

Automotivaters continues to raise the bar and provide our members with better value each year. For 2017 we continue with a good mix of Advanced Salesperson, Sales Manager, and Service Advisor programs!

The 2 Day Salesperson seminar is more relevant than ever, with content to reflect the realities of today's modern automotive shopper.

I highly recommend these programs to maximize the performance of your team and the profitability of your dealership!

Best regards,

Geoff Sine
Executive Director
Manitoba Motor Dealers Association



www.automotivaters.com/mmda

Low Subscription Fee Per Dealership

2 Day Professional Sales School - Updated for the realities of the highly-researched shopper. Their short-list is shorter; they are visiting fewer dealerships and are highly knowledgeable. They are further into the decision process. So how do we pro-actively lead and help clients to a positive buying decision? Start to finish in the sales process; students understand buyer psychology and learn the sales skills, disciplines, and personal accountability to excel in an automotive sales career. Increase closing ratios, gross retention, personal income, and learn to love automotive sales!

1 Day Management Workshop “Manager vs. Coach”
- Ideal for any department manager. How do we incorporate the best coaching practices to develop our people and escape from being merely a “manager”? Role-play practice of typical coaching scenarios. Practice in designing and delivering skill development meetings. Returning to the dealership, participants should feel more confident conducting one-on-one coaching sessions and delivering skill development meetings with their team.

1 Day Service Department Workshop “Selling Skills for Service Advisors” - All of the hundreds of possible repair and maintenance items we can suggest fill only 5 basic customer needs. Learn how to present solutions in terms of these 5 needs and customers will say yes to the work! Take control of our schedule and stop lighting our hair on fire. Conceptual selling to fill more needs and increase labour and parts sales. Building value in maintenance services now - not deferred. Pre-approvals to reduce unproductive time waiting for the go-ahead. Defusing confrontation.

1 Day Sales Management Workshop “Building a High Performance Team” - Desking for High Performance. Strategies to make sure that sales process is followed and the team executes on your strategy. Keeping them on track and coaching for skill development. Injecting more accountability for effort within your team. Dealing with performance issues. Making it easier for you to work with salespeople and customers as deals are in process. Making best practices “non-negotiable”. Reducing sales management headaches through consistency of approach. Critical events for monthly success.

NEW 1 Day Advanced Salesperson “Resolving Objections Without Conflict” - Taking away objections before they come up. How to separate the stalls from the objections. Negotiating more deals with and without management involvement. Solving more objections more often to increase sales and keep a friend. For experienced Sales Consultants who need to increase volume, closing ratios, and gross retention, and Managers looking to refine their coaching skills on this topic. A structured approach to solving any objection more often. Open discussion and problem solving.

1 Day Advanced Sales Consultant “Transitions to Buy Now” - How to close more business today. Plugging the holes in our process. Helping more prospects progress further in the buying decision. Great for experienced Sales Consultants who need to increase volume, closing ratios, and gross retention, and Managers looking to refine their coaching skills on this topic. How is leadership established in the relationship between you and your prospect? Learn a closing ratio secret.

NEW 1 Day Advanced Sales Consultant “Working with Highly Informed Shoppers” - Average shoppers are now spending more than 11 hours in on-line research before they even contact us! How do we modify our sales approach to better match the highly informed shopper? What we can speed up, and what shortcuts we can't afford to take. For experienced Sales Consultants who need to increase volume, closing ratios, and gross retention, and managers looking to refine their coaching skills on this topic.

NEW Advanced Sales Consultant Workshop “Communicating for More! Phone/Internet/Personal Marketing” - Build your own traffic. Create a self-sustaining repeat and referral network. Phone and e-mail communications skills for better results. Converting more Internet leads to appointments and sales. Increase closing ratios, gross retention, personal income, and up your game! For any experienced Sales Consultant who wants to increase volume, closing ratios, and personal income. Learn how to get better results from internet leads.

2017 COURSE CALENDAR

| | | |
|------------------|--|--|
| JANUARY | Advanced Salesperson Resolving Objections without Conflict | Two Day Professional Sales School |
| FEBRUARY | Sales Manager Building a High Performance Team | Two Day Professional Sales School |
| MARCH | Advanced Salesperson - Communicating for More Phone-Internet Leads-Personal Marketing | Selling Skills for Service Advisors |
| | | Working with the Highly Informed Shopper |
| APRIL | Sales Manager Managers to Coaches | Two Day Professional Sales School |
| MAY | Advanced Salesperson Resolving Objections without Conflict | Two Day Professional Sales School |
| JUNE | Selling Skills for Service Advisors | Two Day Professional Sales School |
| SEPTEMBER | Advanced Salesperson - Communicating for More Phone-Internet Leads-Personal Marketing | Two Day Professional Sales School |
| OCTOBER | Working with the Highly Informed Shopper | Two Day Professional Sales School |
| NOVEMBER | Advanced Salesperson Transitions to Buy Now | Two Day Professional Sales School |
| DECEMBER | Selling Skills for Service Advisors | Two Day Professional Sales School |
| LEGEND | | |
| | MANAGER PROGRAMS | SERVICE ADVISOR |
| | ADVANCED SALESPERSON | 2 DAY SALES SCHOOL |

SUBSCRIPTION PACKAGES:

1. Regular Dealership Rate
(MMDA Reported New Volume 275+)
One Year* Subscription
Unlimited Seats: \$4950 + GST
or 12 low monthly investments of \$435 + GST
2. Small Dealership Rate
(MMDA Reported New Volume below 275)
One Year* Subscription
Unlimited Seats: \$2950 + GST
or 12 low monthly investments of \$258 + GST

*No sessions July / August Summer break

Register Today:

ISI / PAL Automotivators Inc.
Second Floor 2328 Government St.
Victoria BC V8T 5G5 Canada
Tel: 250-920-7775 Fax: 250-920-7773
Toll: 1-800-828-8681
mmda@automotivators.com

Register by Visiting: www.automotivators.com/mmda