

SALES ASSOCIATE TRAINING

SELLING for SUCCESS



2017

2-Day Course

New to sales, new to our industry or not producing up to your capabilities... this is a must take course to put your sales associates on the path to success. Designed to implement a sound daily activity routine that will meet the demands of your dealership. Selling for Success will teach your associates the fundamentals of selling plus they will be given additional tools needed to be successful in our industry. Participants will learn the difference between a sales job and a sales CAREER.

Selling for Success Will Teach Your Associates How to:

- Prepare for the sales day
- Prospect for success
- Control the sales call
- Overcome objections

AGENDA

Day 1

- Attitude – *It's all about attitude*
- Preparation – *Inventory, add campaigns, industry knowledge*
- Relationship Building – *Its what selling is all about!*
- Positioning – *Be an industry leader not a follower!*
- Prospecting – *Finding and qualifying*
- Your Database – *It's your book of business*
- Keys to Controlling the Sales Call – *Control the call... control the sale!*

Day 2

- Price and Objections – *Eliminate them early*
- Inbound Calls – *The importance of an incoming call*
- Your Lot Day – *Make a "Great Impression"*
- Outside Sales Calls – *Empowering and effective*
- Closing – *Techniques*
- Role Play – *Lets have some fun*



My goal is to **Improve Sales Performance** by providing quality-training programs designed specifically for the new and used truck industry.

Delivered by an industry professional, one who has walked in their shoes provides me the ultimate training advantage. I know what they face every day, I speak their language and I will provide your sales associates with information they can put to use immediately.

— George Papp

2017 SCHEDULE

Atlanta, Georgia

March 12–14

Courtyard Atlanta Airport West
3400 Creek Pointe Drive
East Point, GA 30344
Phone: 404.344.4414
Airport shuttle available no charge
[\[Book your group rate in Atlanta\]](#)

Fontana, California

June 11–13

Courtyard Rancho Cucamonga
11525 Mission Vista Drive
Rancho Cucamonga, CA 91730
Phone: 909.481.6476
[\[Book your group rate in Fontana\]](#)

Chicago, Illinois

September 17–19

Courtyard Chicago O'Hare
2950 S. River Road
Des Plaines, IL 60018
Phone: 866.792.9221
Reference the UTA Training Chicago
Room Block at the Courtyard by Marriott
Chicago O'Hare to make their reservations
at the group rate.
[\[Book your group rate in Chicago\]](#)

SEMINAR TIMES

Monday 8:00 AM – 5:00 PM

Tuesday 8:00 AM – 4:00 PM

**Please book return travel
after 6:00 PM**

WHAT'S PROVIDED?

- Excellent training
- Beverage service all day
- Lunch both days
- Monday cocktail reception with hors d'oeuvres
- **And special guest speakers and major sponsors such as Eaton, Cummins, NTP, and Second City Leasing**

What people are saying:

I attended your class in Chicago this week. Wanted to express my satisfaction with the information received. I believe, if properly implemented, this should help me a great deal.

I just want to thank you for this great experience, by far the best training I have ever attended. I felt like I learned so much and I know for sure it will make me a better sales consultant and a better businessman.

I have taken some wrong approaches on different customers and this will help me get back on track to selling more, and building stronger relationships with my clients. Again, thank you very much for this great opportunity!

I enjoyed being in your training and I think it will make me a better sales manager.

It was a pleasure attending your training class this past week in Ontario. I took more out of your training than I have any other sales training I've been a part of. So, thank you for sharing your experiences and knowledge with us.

I wanted to thank you for leading such a great coaching course. It was a pleasure being in your class and I am looking forward to using some of this material in my everyday interaction with my prospects, customers and clients. I have often times caught myself wondering if I'm pursuing the right career but I think I've been over thinking "sales." It just takes the right ATTITUDE, approach and tools to win the "chess game" to be successful.

I just wanted to take a minute to thank you for a great sales training class. I was not quite sure what to expect going in, but it exceeded my expectations. I graduated college 2 months ago with a degree in marketing, but it is so beneficial to hear first hand from a Truck 'Consultant.'

I've been to other sales classes in the past with fast talking instructors that give the student the impression if they can be a slick willy and can learn to says a few magic sale lines and close the deal. Why I think your sales class was the best I've ever attended is the fact that you have touched thousands of transactions and you are willing to share that experience with others. Thank you! The class was valuable to me, and I hope the other attendees.

I just wanted to thank you for the training session and to let you know it helped me out a lot. I am already thinking differently when I get on the phone with customers and I will let you know how it turns out.

I just wanted to let you know I really enjoyed your training on Selling For Success. It really opened my eyes on the way I have been doing things and the improvement I need to make for being successful. One of the many big things I got out of your seminar was "thinking differently." Working at a new job its easy to follow behind coworkers around you which is not always a good thing. Plain and simple I was starting to get lazy and that's not me. But now I feel I am back on track and reinvigorated with my carrier. So thank you again and hope to talk in the near future.