

## **Sales Training Curriculum**

Led by Quorum Instructors  
Method of Delivery: Onsite  
Total length of training: 4 days  
# of Trainers: 1  
# of Training Hours per week: 32  
Total Cost of Course/ Training: \$5,600.00 CAD  
Course Evaluation: Certificate of Completion

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### **Course Description**

Quorum's Sales Training is a results driven program, focused on ensuring that dealership employees learn the most efficient and profitable processes in the industry today. Our programs can be tailored to key on certain business practices or cover all the major business areas in the Sales Department. As we guide you through, we will teach dealership staff a complete Sales process resulting in increased sales, customer retention and overall customer satisfaction.

### **Course Objectives**

Desking deals  
Selling accessories and warranties in the Finance Office  
Financing Options  
Integration flow with Sales Managers  
Customer prospecting  
Customer retention  
Dealer Promotions  
Creating effective follow-up process for CRM  
CRM report  
Mail Merge  
Effective Communication with Customers  
Sales Metric Report  
F& I Process Training

### **Learning Outcomes**

Students will be able to:

1. Demonstrate the ability to apply proven practices and synthesize the functional areas of the dealership business to serve customers more efficiently and completely.
2. Access, evaluate and use best practice processes and information to assist in making good informed business decisions.
3. Communicate effectively with customers through various modern communication modalities, keeping pace with customer trends in the marketplace.
4. Easily identify repetitious tasks with their business and learn how to streamline these freeing up time to address more complex items.
5. Increase employees and team competency through teaching industry best practices.

**Note:** Customers will be provided with an up-to-date copy of a course outline with appropriate modifications developed based on employee, dealership and business needs.

*\*Travel Chargers and Taxes are not included in Total Cost mentioned above*