

Professional Sales Training

Sherwin-Williams Automotive Finishes



Collision Repair Specialists

The Road to Sales Success



Seize the opportunity to gain a competitive advantage.

SELL MORE!
SELL MORE!
SELL MORE!
SELL MORE!
SELL MORE!



Accredited Class

There has never been a better time to increase your front-office sales!

Perhaps the most dramatic change in the collision industry over the past few years has been the transformation of customers. Since body shops have become more competitive and consumers are more knowledgeable about the collision repair process, the customer often makes a buying decision based on influences outside of your control.

Learn Why People Buy—
And Land More Sales!

This one-day, hands-on workshop will increase your estimate conversion ratio, enhance customer loyalty, and help you to differentiate your business through superior service.

Sherwin-Williams will provide training solutions for your front-line staff that will strengthen their selling and communication skills.

Who Should Attend? Estimators, Managers, Shop Owners, and Customer Service Representatives

Course Objective: To provide the participant with the skills, information, and tools necessary to sell and negotiate more effectively

Course Length: 7.5 Hours / Hands-on Workshop Format

Class Size: 10 minimum, 20 maximum

Topics Covered:

- ◆ Added Value Selling
- ◆ Communicating Effectively
- ◆ Critical Factors for Negotiating
- ◆ Interactive Listening
- ◆ The Sales Process
- ◆ Advanced Questioning Techniques
- ◆ Converting Estimates into Repair Orders
- ◆ Customer Perception
- ◆ Professional Selling

Cost: \$195.00 / **A-Plus Shops:** A-Plus Points can be used for this training course.

Credits: 12-Credits | Automotive Management Institute (AMI)