

MasteringSelling[®]

Serious training for those who take training seriously

GET RID OF THE DEAD
WEIGHT...THESE GUYS
ARE COSTING US
MONEY!

LET'S HIRE SOME NEW
PEOPLE AND GET THIS
TRAFFIC COVERED

WHERE ARE THE
SUPERSTARS? THESE
GUYS ARE BAD

Do you feel like you're starting over every 90 days?

The simple answer is, **if you aren't hiring and training the right people, you are.** So, like most dealerships, you continue to spend thousands on employment ads and repeat the vicious cycle.

Perhaps you hire an outside firm that promises to hire and train additional sales staff. What they don't want to tell you is **you have to pay for the ad** and the "training" is only 3 days long. When that group of new hires fails they will, of course, be happy to come back and repeat the process. (Once again at your expense, but then you know that.) The BEST method is to **HIRE AND TRAIN THE RIGHT PEOPLE.**

How do I know? I've talked to thousands of Dealers and General Sales Managers and sadly, most of them are in the same situation. Read about a large dealer group in the Mid-west that spent hundreds of thousands of dollars on programs that didn't work. Just click here www.MasteringSelling.com/automobile-dealer.html.

The good news is that particular dealer group came to this simple conclusion...

"The problem is no one took time to teach our managers how to train"

and did something about it. The same thing you can do by simply following this link...

www.MasteringSelling.com/teaching-effectively.html

Training is part of a SALES MANAGER'S job description. (By the way, MANAGER is a title, not a job description.) More about that here www.MasteringSelling.com/effective-management-skills.html.

MasteringSelling isn't about charging you thousands of dollars in fees for things you should be doing in-house. **It's about helping you maximize effectiveness by teaching your managers and salespeople the right way, THE FIRST TIME.**

With your permission I'd like your managers to have a FREE training outline for them to use during their next training session. But I want to send it to you first. Email me and it will be on its way to you. Just click the address:

traininginfo@masteringselling.com

MasteringSelling does not share, sell or disseminate your email address