



Greater New York
Automobile Dealers
Association

seminars for automobile dealers

sales

Overcoming Sales Objections

Presented by Douglas Wright, Wright Auto Pro

Tues. Jun 5 1:30pm-4:30pm

Center for Automotive Education & Training

15-30 Petracca Place, Whitestone (Queens) NY 11357

Objections to a car sale can occur anywhere in the sales process, uncovering and dealing with sales objections challenges you intellectually and emotionally. The Overcoming Objections seminar will give you additional strategies and sales skills to overcome car sales objections anywhere in the sales process. The aim is to give you alternative strategies on how to handle objections so you can adapt them.

Overcoming Sales Objections will teach attendees the following:

- Techniques for handling objections throughout the sales process
- Questioning skills to discover the real objection and define them
- Gain agreement from the customer when answering the objections
- Understand the different types of objections
- Acknowledging the customer's objection and redirecting it

Target Audience

Sales Associates

Tuition

\$85 per attendee for all dues-paying GNYADA members



About the Instructor Douglas Wright grew up in around his father's Mercedes-Benz dealership. After a career on Wall Street, he purchased a Chrysler, Dodge, Jeep dealership in upstate New York. He then bought four underperforming dealerships, turned them around and sold them for a profit. In 2002, he left the retail side of the business to start Wright Auto Pro, which provides customized training programs and consulting services to the industry. He writes for Dealer Magazine.



Ready to register? fax back completed form to Carole / 718-640-2099



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registration

Overcoming Objections

Thurs. Mar 8 1:30pm-4:30pm

Center for Automotive Education & Training
15-30 Petracca Place, Whitestone (Queens) NY 11357

name of attendee 1: _____
(please print)

name of attendee 2: _____
(please print)

name of attendee 3: _____
(please print)

dealership: _____

address: _____

phone: _____ ext. _____

fax: _____ email: _____

managers
approval: _____ / _____
(print) (signature)

\$85 tuition for all dues-paying GNYADA Members includes course materials and refreshments.
Course attendance earns 85 PAE Points.

*To learn more about the
2011-12 GNYADA Educational Seminars
visit www.autoedcenter.com or call 718-640-2000.*

Fax completed form to Carole Rogner at 718-640-2099

