

Tuesday, July 17 | 8:30am - 12:30pm

Session #1 - Recruiting, Hiring & Onboarding

- 10 FREE & creative places to find strong candidates
- Applicant pre-screening best practices
- On-boarding & setting expectations early
- How to recruit and attract Rockstar candidates
- Interview best practices to determine skills
- How to reduce turnover by preventing bad hires

*The biggest expense a dealership has is a salesperson who doesn't work or the one we hire who doesn't work out. The cost is in TIME, ENERGY, LOST SALES, DEMORALIZED TEAM, and the list goes on! This session emphasizes the proven principles of recruiting and onboarding that **WILL** reduce wasted time, energy, money and resources on unproductive salespeople and help you grow your team on purpose instead of on accident!*

Tuesday, July 17 | 2:00pm - 6:00pm

Session # 2 - Sales & Marketing

- Social media marketing = SALES in today's market
- Online reputation management & review collection
- ZERO COST traffic creating ideas
- 400% increase in referral leads and opportunities
- Creating community-based marketing strategies
- Maximizing your highest value customers

The second greatest expense to a dealer is the loss of revenue due to ineffective marketing. Advertising is also wasted when you bring customers into a process (or people) that lose the customer! The best advertising is "word of mouth" and this session is to learn psychological principles of sales & marketing that will generate long-term, loyal clients and do it by leveraging your two greatest assets - your people & your customer!

Wednesday, July 18 | 8:30am - 12:30pm

Session # 3 - Coaching & Motivating

- Discover the 5 languages & 6 core values of your team
- Perform psychological one-on-ones that build loyalty
- Unlock your leadership skills to grow your team
- Find your team's hot-buttons to unleash their potential
- Help your team set goals that inspire them
- Develop an on-going coaching and training program

We all wonder, "What can I do to help my people get to the next level?" How often do you find yourself either frustrated or confused by the apparent lack of drive and motivation of some of your team members? In this session you will learn how to discover and unlock what motivates your people and how you can lead them to their next level because you understand the psychology behind their goals and what will drive them.

Sellchology Leadership Mastery

Automotive Leadership & Management Workshop

WHAT: Recruiting | Motivation | Marketing | Sales

WHEN: July 17th & 18th (3 sessions to choose from)

Sessions: July 17 (Session 1) 8:30am – 12:30pm
July 17 (Session 2) 2:00pm – 6:00pm
July 18 (Session 3) 8:30am – 12:30pm

WHERE: Sheraton Suites Hotel, Galleria | (770) 955-3900
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