



Sales Essentials with Dave Johnston

Salesperson Training

Thursday ■ September 12, 2019 ■ 9am - 4pm
Grand Rapids, Michigan

Basic training focuses on the important elements that salespeople need to build solid sales performance.

Each stage of the sale and follow-up are covered in a simple, memorable format that salespeople can draw from in real life situations.

A few of the topics covered are:

Proper Greeting	Demo Ride	Closing The Sale
Building Rapport	Trade Evaluation	T/O & F&I
Vehicle Selection	Dealership Tour	Follow-up
Walk-around	Negotiations	Prospecting

Instructor: Dave Johnston

- Automotive career spans 30 years
- Proven track record
- Former Auto Nation national trainer
- General Motors University of Automotive Management graduate

Enrollment Form

SALESPERSON NAME: _____

SALESPERSON NAME: _____

SALESPERSON NAME: _____

DEALERSHIP: _____

DEALER SIGNATURE: _____

FAX/E-MAIL: _____

LEARN TO BE A TOP PERFORMER

TRAINING FEE: \$149

per person

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To attend, you must complete this form, enclose your training fee check made out to Great Lakes Marketing Services, Inc. and return to us by U.S. mail. DO NOT FAX or E-MAIL. No faxes or e-mails will be accepted. Reservations are based on a first received, first served basis.

No reservation will be made unless training fee is enclosed. Cancellations must be received in writing, submitted by fax to (269) 372-0887 or e-mail to scrill@glcompanies.com by Friday, September 6, 2019 or training fee is forfeited.

Upon receipt of enrollment and training fee, if space is available, you will be provided with a confirmation notification and a map to the location by fax or e-mail. We will notify you if seating is full.