

wyemanagement 

The *leadership* **Company**

SALES & MANAGEMENT TRAINING • CONSULTING



THE PROFESSIONAL BUSINESS MANAGER'S PROGRAM TORONTO • ONTARIO



with **Chris Schulthies**

Wye Management has
provided Business Manager
training on behalf of:

- ♦ Toyota/Lexus Canada
- ♦ BMW Group Canada
- ♦ GMAC U.S.
- ♦ Scotiabank Dealer Finance
- ♦ TD
- ♦ One-Eighty Corporation
- ♦ Royal Dealer Services
- ♦ MDA Services of Alberta
- ♦ O.A.D.S.
- ♦ SAL - IA Pacific
- ♦ Lions Gate Marketing
- ♦ Coverage One
- ♦ The Profits Group
- ♦ Maxine Campbell Inc.
- ♦ Sym-Tech
- ♦ Cap Dealer Services

FIVE DAY PROGRAM

ALL NEW!

wyemanagement.com 1-888-993-6468

Wye Management has been training Business Managers (and Business Manager Trainers) for 20 years. This program is the ORIGINAL and continues to be Canada's BEST. 1,000's of successful Business Managers can't be wrong!



YOU DESERVE THE BEST TRAINING!



**FREE ON-LINE VIDEO
SUCCESS TIPS™**

Wye Management ensures results with:

- ✓ The most experienced team of trainers in Canada
- ✓ Trainers that have in-depth retail experience
- ✓ Trainers that have nationwide experience in both Canada and the U.S.
- ✓ Trainers that have in-dealership, seminar and OEM training experience
- ✓ Trainers that currently write, develop and facilitate national training for GMAC U.S., General Motors of Canada Ltd., Toyota/Lexus of Canada and BMW Group Canada as well as numerous F&I national supplier/partners
- ✓ A company, a training team and a philosophy that has entered its 20th year of business as a progressive, successful training and consulting organization



Wye Management in partnership with Royal Dealer Services, MDA Services of Alberta, Sym-Tech Automotive Protection and Roy Speed Ross provides F&I, sales and sales management training via seminars, in-dealership training and F&I and sales department evaluations.

- ✓ Lecture
- ✓ Group Discussions
- ✓ Written Examinations
- ✓ Role Play

- ✓ Video-Taped Role Play
- ✓ Video Success Tips™
- ✓ Guest Speakers from TD and Scotiabank





PROGRAM CONTENT

- ♦ The job description and priorities of the Business Manager
- ♦ Setting up the Business Office for selling success
- ♦ Business Manager Sales Processes
- ♦ An examination and understanding of MENU Selling
- ♦ Meeting and greeting Business Office customers - when, where and how
- ♦ Selling from the credit application
- ♦ An in-depth understanding of Dealer Plan financing
- ♦ The disadvantages of bank branch and credit union financing
- ♦ The disadvantages of credit lines and consolidation loans
- ♦ How to present and close Dealer Plan financing
- ♦ Innovative monthly payment presentations for finance and lease agreements
- ♦ An in-depth understanding of credit life and disability insurance
- ♦ A comparison of dealership creditor insurance vs. bank insurance
- ♦ How to present and close life and disability insurance
- ♦ Overcoming objections to life and disability insurance
- ♦ An in-depth understanding of extended service plans
- ♦ How to present and close extended service plans
- ♦ Overcoming objections to extended service plans
- ♦ An in-depth understanding of vehicle protection
- ♦ How to present and close vehicle protection
- ♦ Overcoming objections to vehicle protection
- ♦ Proper and legal computer and bill of sale disclosure
- ♦ An in-depth understanding of consumer credit
- ♦ Effectively presenting and selling finance/lease applications to lenders
- ♦ Continuing to sell after the turnover
- ♦ Training and motivating the sales staff with respect to the Business Office

PROGRAM INSTRUCTOR: **Chris Schulthies**

Wye Management's **Chris Schulthies** has delivered over 2,500 seminars to over 10,000 retail salespeople, business managers, sales managers and dealer principals throughout Canada and the United States.

Chris has written and facilitated training for GMAC U.S., Toyota/Lexus Canada, Nissan/Infiniti Canada, BMW Group Canada, Mercedes-Benz Canada, Hyundai Auto Canada, Kia Canada, Scotia Dealer Finance, TD Financing Services, DealerTrack, Royal Dealer Services, MDA Services of Alberta, SAL - IA Pacific, Lions Gate Marketing, Coverage One Warranty, Global Warranty, Profits Group, Taldon Dealer Services, Maxine Campbell Inc, Sym-Tech Inc. and CAP Dealer Services.

Chris Schulthies is one of North America's most recognized trainers.



2011 SCHEDULE

February 1 - 4

March 28 - Apr 1

May 16 - 20

July 25 - 29

September 26 - 30

November 28 - Dec 2

December 12 - 16



Your Investment of \$1,900 for this five day program also includes:

- 1 - A 277 page comprehensive text-based manual**
- 2 - A collections of 101 scripted closes to overcome objections**
- 3 - A modern 81 slide PowerPoint™ presentation for customers**
- 4 - A 30 page Financial Services Presentation binder insert**
- 5 - A set of 12 Financial Services MENUS**
- 6 - A Financial Services Brochure and Point-of-Sales displays**
- 7 - A Business Office Game Plan**
- 8 - A framed Certificate of Completion**

To register call 1•888•993•6468 or apreston@wyemanagement.com

**Your Investment
also includes 1 year
of toll free and
e-mail support via
Chris Schulthies'
MENTOR PROGRAM™
and
VIDEO
SUCCESS TIPS™**

"We enjoyed the broad experience of business, team building, socializing and fun. I found your training sessions both informative and entertaining. I always learn best when I'm enjoying myself."

David Wells - President, GMAC

"I believe that I can speak for us all at MDA Services when I say that is always a pleasure to attend your workshops and work with you in bringing the best training available to our dealer partners and ourselves... Your obvious passion for training so comes across in those meetings/workshops and the humor is so appreciated by all those in attendance! Thanks again for your help and expertise!" **Jacob Boschee, Manager - Northern Alberta, MDA Services Ltd.**

"WOW Chris! What a week of learning! As I suspected, this training course was filled with useful information. I learned so much that I can't wait to relay these useful processes to my dealers!"

Drew Kenney - ECP Sales Support Consultant, Toyota Canada

"I've earned over \$8,000 this month and I won the national Ford ESP contest to boot. I'm selling with a much better attitude too. I'm on cloud nine! I more-than-paid the dealership back for the course registration fee the very next day back at work."

Jeanette Aiello - Financial Services Manager, Brock Ford, Niagara Falls

"Our partnership with wyemanagement gives us access to leading edge training techniques, innovative ideas and all of the tools needed for our people to implement and take their success to the next level."

Christopher Rawson - National Sales Manager, Sym-Tech Automotive Products

"2011 Nissan Sentra - 30 year old married client - no children yet-

Life Insurance, Disability Insurance, ASP Warranty, Rust Module, Window Tint - \$ 3 262.94 in Business Office Gross. I like that!"

Iwona Gorecka - Financial Services Manager, Paul Coffey Nissan, Kitchener

"Chris is an Educator and Motivator with exception presentation skills due to his vast automotive knowledge, strong people skills, and passion to see people grow and develop!" Top qualities: Great Results, Expert, Good Value!"

Peter Stubbs - General Motors of Canada

"Absolutely loved this program and I will definitely utilize all tools that were given to me. I have gained an extreme amount of information about this department. People like you make people like me a success story!"

Sherry Van Raalte - Financial Services Manager, Brampton Chrysler

"Chris is one of the best teachers that I have ever had the pleasure of learning from—what a fun program!!!"

Kara-Leah Dennis - Financial Services Manager, James Toyota, Timmins

"Excellent, comprehensive material - no fluff - captivating delivery"

John Dawson - Mercedes Benz Canada