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introduces . . .

# Extreme Phone Training Workshop: *“When Talk Ain’t Cheap™”*

## Why You Should Attend

Quit wasting money on poorly handled phone-ups. It takes up to \$300 just to get the phone to ring – money that is being thrown away up to 20 times a day. Let us teach your people how to *save this money and make even more* by answering the phone properly with our time-proven, copy written process at our training facility.

\*\*\*NO DISTRACTIONS \*\*\* OPTIMIZED LEARNING \*\*\* TRAINING BY INDUSTRY PROFESSIONALS\*\*\*

Participants experience an interactive seminar, with immediate reinforcement by taking & making YOUR dealership’s live sales calls and setting appointments back in your store. They will become better phone handlers, which will in turn improve: number of appointments, show ratio, sales, individual and overall dealership profits. Guaranteed!

## Who Should Attend

- ◆ **New phone handlers**, whether it be a salesperson, or BDC/RMC phone rep
- ◆ Anyone who is struggling with their telephone handling process, or a **weak phone handler**
- ◆ More **advanced phone handlers** who are ready for advanced training
- ◆ **Mentors** who are ready to help train and develop their staff into “Phone Ninjas”

## What You Will Learn

- ◆ To know what customers really want when they contact your dealership and capitalize on this knowledge (Hint: 86% do not buy the vehicle they called in on)
- ◆ The philosophy behind the proven process
- ◆ The benefits & differences between selling a car vs. selling an appointment over the phone
- ◆ To build rapport and spawn relationships toward making customers for life
- ◆ Learn about your customer’s personalities and how to speak their language
- ◆ The 7 components for In-Bound & 10 for Out-Bound phone calls and how to make each one a potential floor-up
- ◆ To increase appointment ratios up to 300%
- ◆ Advanced methods that BDC’s or RMC’s are using to set appointments that show 3 - 5 times, and buy 2 - 3 times above the national average

## Plus You Will Get the Following Bonus Benefits

- ◆ Live demonstrations of “best-in-class” to “I can’t believe my ears” phone calls you won’t want to miss
- ◆ Intensive small group learning, reinforced with real phone call handling practice
- ◆ Follow-up on each participant’s progress with available in-store consultations

## Workshop Details

To provide the maximum benefit and individual time with the trainers and coaches, seating is limited to 10 people per class.

Location: PCS-Global’s Training Center  
141 N. Center Street  
Suite 202  
Livonia, MI 48152

Dates:	March	April	May	June	July	August
	9-11	13-15	11-13	15-17	13-15	10-12



Time: Monday noon-8pm, Tuesday 9am-9pm, Wednesday 9am-3pm  
Price: \$399 per day + expenses  
Major credit cards accepted.

## How to Register

Telephone: 1-888-481-8771 • E-mail: [info@pcs-global.com](mailto:info@pcs-global.com) • Fax: 866 471-8644 • Online: [www.pcs-global.com](http://www.pcs-global.com)