

Action Selling™ for Service Consultants

Includes 2 Day Seminar and 12 Follow-up Action Selling Skill Drill Modules

Certify your Service Consultants on the proven skills taught in the Action Selling™ program for sales professionals. Completely customized for the Service Consultant, this world-class training is now available exclusively to CARQUEST customers.

Develop the critical selling skills that lead to sales excellence:

- Buyer/Seller Relationships
- Gaining Commitment
- Sales Interaction Planning
- Asking the Best Questions
- Presenting Valuable Solutions

Improve performance in these valuable areas:

- Turn Satisfied Into Loyal Customers
- Get Your Price
- Retain Your Existing Customer Base
- Gain New Customers
- Sell Preventive Maintenance Plans
- Build Loyalty-Based Relationships

Take the FREE Skills Assessment

Find Opportunities:

82% of salespeople fail to differentiate

Failure to ask the right questions

95% of salespeople listen too little

62% of salespeople fail to ask for commitment

Attend Action Selling:

▶ Learn to “walk arm-in-arm” with your customers

▶ Learn how to “open” the sale and build rapport

▶ Focus on specific, high-priority, individual needs

▶ Learn buying signals and use a consistent procedure

Cultivate Benefits:

▶ Build loyal, long-term customer relationships

▶ Decrease sell cycle time, unlock sales potential

▶ Sell more preventive maintenance, at your price

▶ Win more business at higher margins

Create a Competitive Advantage!

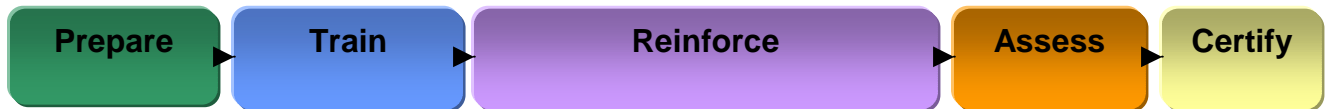
Register Today:

- Visit www.CARQUEST.com/actionselling
- Call (877) 737-8867
- Contact your local CARQUEST Auto Parts Store



Action Selling

Service Consultant's Certification Plan



• Complete online **Benchmark Assessment.**

• Complete **Online Selling Skills** Survey.

• Read the Action Selling book provided after registration.

• Instructor led, 2 - Day Facilitated **Action Selling** for Service Consultants.

• **Best Practices** shared with Service Consultants.

• Service Consultants complete 12 Action Selling **Skill Drill** modules held each month via conference call led by your instructor.

• Service Consultants utilize DVD, **Best Sales Practices, and Plan to Win/Replay the Call** forms to reinforce the newly learned skills.

• Completed field level exercises allow for improved skills transfer.

• Facilitators utilize reinforcement and coaching tools to further develop Service Consultants.

• Service Consultants prepare for the Action Selling **Service Consultant Assessment.**

• Service Consultant is provided with access to online **Action Selling Skills Assessment.**

• Service Consultants complete online **Final Certification.**

• Service Consultants who score 75% or higher, certify. Others retrain and reassess.

*"After completing the course and all of its follow up sessions, I can confidently say that it is a winner. I would highly recommend this program to anyone involved in sales."
Brian Baker, Story Brothers Inc. – New Britain, CT*

Included with seminar:

- Benchmark Skills Assessment
- *Action Selling: How to Sell Like a Professional, Even if You Think You Are One*
- Service Consultant Workbook & Reference Cards
- Service Consultant Practice Guide
- *Action Selling* DVD
- Coaching follow up during monthly conference calls
- Audio Reinforcement
- Certification Assessment

Tuition: \$595

Additional attendees from the same shop: \$395

For more information, visit www.CARQUEST.com/actionselling or call (877) 737-8867