



ANNOUNCING DEALER FORUMS **COACHING FOR SALES MGRS / COACHES**

Early last year, Suzuki introduced the Suzuki Sales Educational Program, a sales training program designed to take any salesperson, if they are willing to study and learn, from a basic to a highly advanced level of sales competency.

Now, with over 1,000 Suzuki program graduates, we have been asked to provide a special training course for Sales Managers/Coaches, so that managers can better help their sales staffs translate Sales Educational Program lessons learned into efficient on-the-floor selling behaviors. Training for sales managers/coaches ensures more value for every dollar invested into sales training for your staff, and faster start-ups for new hires. Effective sales training can be the gift that keeps on giving, as long as that training becomes habit on the showroom floor.

Dealer Forums consist of two, 2 ½ day sessions.

Forum I reviews the same Sales Education Program designed for the sales staff. Techniques are practiced through role playing so that the coaches have a deep understanding of the course material. More than 20 video modules of actual sales situations are studied to better understand application and coaching.

Forum II is held at a dealership, where attendees learn and practice *live* coaching (see video link below). The hosting dealership salespeople are wired for sound and video taped while they interact with customers. For two days, these live sales interactions are viewed and analyzed in a conference room by the forum attendees. When the salesperson is free, they come up to the conference room where they will be coached by one of the forum attendees.

The next round of Dealer Forums starts February 3, 2009. To learn more about Dealer Forums, please click [here](#) to see the video. If you have additional questions and would like live support please click [here](#). I have personally attended, and recommend Dealer Forums. The sales training and insightful coaching tips taught here are invaluable.

Good retailing!

Bob Mueller
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