

SALES IGNITION PROGRAM

The fastest and most flexible way to develop Sales and Customer Experience skills of your frontline staff

- VIRTUAL
- INTERACTIVE
- FLEXIBLE



Delivers the skills and knowledge your team needs to grow performance and deliver an exceptional experience.

"You don't have to be great to start, but you have to start to be great" - Zig Zigler

In an automotive world of soaring expectations and obsession with customer experience, how do you equip your customer-facing staff with the skillset they need to go beyond?

Drawing on over 15 years of experience delivering sales development and customer experience programs for OEMs and dealers across all departments, Op2ma has designed a targeted solution - the Sales Ignition Program.

Sales Ignition Program is accelerated blended learning designed to develop the broad spectrum of sales, communication and customer engagement skills required, with no time away from the dealership. The program is designed for any new customer-facing staff in:



What Will They Learn?

- What makes a world-class experience
- Creating a great first impression
- Building rapport and engaging customers
- How to read customer communication styles
- Questions to use and when to use them
- Identifying needs and targeting benefits
- Selling value and product presentation
- Dealing with phone and internet inquiries
- Customer sensitive objection techniques
- Closing with confidence



Interactive Webinars Learning Ignition

Using an interactive virtual classroom to develop advanced skills using targeted activities, active simulations, demonstration, and role plays. The webinars cover:

- Customer expectations and delivering an experience
- Welcoming, building rapport and customer engagement
- Understanding customer communication styles
- Identifying needs and F.A.B selling techniques
- Handling phone and internet inquiries
- Dealing with objections and closing

Warm Up Activities Individual Activation

Designed to activate personal experience and research to connect participants to the learning content. The activities allow participants to:

- Share perspective to reinforce training concepts
- Research information to crystallise the learning experience
- Connect personal viewpoints to learning outcomes
- Make the most of the interactive webinar experience

Online Learning Foundational Launchpad

Provides broad foundational learning in a self-paced, flexible learning environment. The foundational learning covers:

- Building customer relations
- Delivering and monitoring service delivery
- Communication and conflict-handling for the modern customer
- Teamwork and workplace communication
- Prospecting for new clients
- Time management made easy

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Sales Ignition Program

Leveraging all the expertise, systems and knowledge of our organisation to deliver new age learning models for automotive industry needs.

Fusion Business College is the Registered Training Organisation (RTO) division for Fusion Business Solutions Pty Ltd.

Fusion was established in 1999 and has become a solutions leader in the automotive industry in Australia, Asia and China.

Fusion also operates other subsidiaries, including Op2ma Pty Ltd which provides technology and consulting solutions to grow business performance in auto Dealers, auto Financiers and auto Manufacturers.

Training and Development is in our DNA. As a Government-accredited RTO (number 40042), we operate all training with strict adherence to benchmark quality, compliance and student engagement strategies.

We can provide a range of learning solutions, including:

- Bespoke in-house training for auto dealers
- Blended and flexible learning strategies including webinar, web coaching and self-paced learning
- Nationally accredited certificate programs, including:
 - Certificate IV in Financial Services (Mortgage Broking)
 - Certificate III in Auto Sales and Parts
 - FSRA Tier 2
- Regulatory license training for certifications such as:
 - Queensland Motor Vehicle Sales License
 - Queensland Motor Vehicle Dealer License
 - Western Australia Motor Sales License
 - Western Australia Motor Dealer License



ROBERT KATERN

Robert Katern heads up Fusion Business College with a key focus on flexible learning strategies. He is also one of our top facilitators with over 18 years' experience in delivering targeted sales, management, F&I, after sales, product launch and customer experience programs on behalf of OEMs and dealers both nationally and internationally. With a history in automotive retail and a BA in Psychology, he holds 2 International Sales Master Trainer accreditations and is renowned for his dynamic and engaging approach to training.

To find out more contact Robert on robertk@fusion-solutions.com.au or 1300 807 177