



MVP BUSINESS SOLUTIONS

- Administration
- Production
- Leadership
- Sales and Marketing
- Financial Management



Professional Selling Skills

THE INSIGHTS AND SKILLS OF THE SALES PROFESSIONAL

Your staff influences the perception and experience that the guest is having with your shop. Customer service staff, estimators, production managers, and managers may all have touch points with our clients. Do they understand how to influence the guest's experience and connect with that client to create a bond that will foster an ongoing relationship? PPG MVP Professional Selling Skills is designed to provide the knowledge, skills and insights of the sales professional. Knowing what questions to ask, how to handle objections and pick up on buying signals are core competencies to close sales and build rapport. These skills are essential to drive high CSI and customer retention with today's consumer. Available as a one day class or a two day experiential workshop, this offering addresses this common skills gap in the industry.

Sales and Marketing Courses

Bringing business into your shop doesn't happen by accident

Effective collision center marketing requires careful planning and use of precious resources available. To help you compete in the challenging market we currently face, PPG MVP offers a vast assortment of specially designed tools and training programs to help you reach the right people, with the right message, at the right time.

WHO SHOULD ATTEND Shop Owners, Managers, CSRs, Estimators

COURSE OBJECTIVE Learn the methods, tips and tricks of sales professionals

COURSE LENGTH 1 - day course or 2 - day workshop

CLASS SIZE 10 minimum, 20 maximum

- ONE DAY CLASS TOPICS**
- Creating rapport
 - Asking open-ended questions
 - Listening skills of the sales professional
 - Connecting features with benefits
 - Leveraging objections to close sales

- TWO DAY WORKSHOP**
- All of the ABOVE including:**
- 5 step sale closing method
 - The sales professional mindset
 - The 4 social styles
 - How to interpret observable behavior
 - Strategies to build relationships

MINIMUM REQUIREMENTS Any PPG or Nexa Autocolor® customer is eligible to attend any MVP Business Development Series course

Participants will receive a training manual, handouts, lunch, refreshments, and a certificate of completion.

MVP Business Development Series

Key success factors for performance-driven businesses

Grouped in 5 functional areas

The key to success of these courses involves incorporating the real-world expertise of MVP Certified Instructors, along with practical and relevant business curriculum. As a result, PPG offers hundreds of courses each year at state-of-the-art PPG Business Development Centers across North America.

We invite you to explore more on how these exciting programs can improve your performance and profitability in an increasingly competitive marketplace. The collision industry's most comprehensive set of business courses can be found grouped into five functional areas within the Business Courses page on the PPG MVP website at: www.ppgmvp.com

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