



Customer retention is as important today as ever. One of the best ways to improve customer retention is to reduce finance or lease terms to fit your customer's true trade cycle. This workshop will equip your staff on how to educate the customer, answer questions, concerns and present the lease options effectively.

Key Focus:

- Benefits to the customer, dealership and sales person
- How to dispel common myths about leasing
- Simple and effective presentations
- Customer Centered explanations to lease end options
- How to handle most common leasing objections
 - Don't Own It
 - Wear and Tear
 - Too many miles

Who Should Attend

- ✓ Sales Staff
- ✓ Sales Managers

