



MVP BUSINESS SOLUTIONS

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



The Evolution of Selling

GROWING SALES ONE SATISFIED CUSTOMER AT A TIME

There has been a fundamental shift in the selling theory reflecting the impact of an increasingly competitive marketplace, as well as a more informed customer base. The result is an educated customer who expects to be treated with respect and involved the selling process! This course meets this need through a consultative sales and customer service approach. J.D. Power and Associates research shows this approach will grow collision center sales and result in increased customer satisfaction. If growing sales is important to you, don't miss this highly interactive course with exercises, role plays, and case studies that help build a strong, consistent, repeatable sales process for your company. You will discover how the MVP Evolution of Selling can be an effective way to cultivate additional sales while building customer loyalty for future referrals.

WHO SHOULD ATTEND Shop Owners, CSR Staff, Estimators, Key Personnel

COURSE OBJECTIVE To improve selling and customer service skills through a professional 5-Step sales process

COURSE LENGTH 2-day course

CLASS SIZE 10 minimum, 24 maximum

- TOPICS COVERED**
- Evolution and refinement of the sales process
 - Today's customer profile basics
 - Implementing a collaborative sales approach
 - Customer involvement strategies
 - Review of failure modes
 - The 5-Step MVP sales process
 - Closing sales strategies
 - Building long-term customer satisfaction
 - (1) Engage, (2) Discover, (3) Provide, (4) Assist, (5) Agree
 - Turning more estimates into repair orders

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

I-CAR participants are eligible to receive **15:00 Credit Hours** for this course.
 Participants are eligible to receive **28 AMI credit hours** towards the Accredited Automotive Manager (AAM).
 Participants will receive a training manual, handouts, lunch, refreshments and a certificate of completion.

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.

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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