

SELLING PCP

OVERVIEW:

This course is designed to ensure that all delegates understand how PCP works and can present it to their customers accurately and professionally.

IDEAL FOR:

- Marketing Managers
- Sales Managers
- Business Managers
- Sales Executives

OUTCOME:

The course will enable participants to understand the history of PCPs and the current PCP marketplace. They will know how to introduce the appropriate questions to correctly qualify a potential customer. They will be able to list and explain the structure, features and benefits of PCP. They will also be able to present a PCP product professionally using an effective structure to emphasise the key benefits.

DURATION:

1 Day



Core Topics:

- PCPs - where did they come from and where are they going?
- How PCPs work
- Benefits of a PCP to both the customer and the dealership
- Fitting PCP in to the sales process
- Sales 'hooks' - what they are and how they work
- Qualification - asking the right questions at the right time
- Practical case play exercises
- Validation exercise