



Beyond Price: Thriving in a Post-Covid, Amazon-Influenced Sales Environment



Presented By:

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Session Description:

The landscape of automotive sales has changed dramatically since 2020. Salespeople and sales managers, faced with intense competition from other dealerships, online retailers, and other market influencers, are under ever-increasing pressure to make gross profit.

In this 45 minute session, we'll discuss ways to help your sales team navigate these challenges by going back to the basics. Help them learn how to:

- Overcome ever-increasing customer expectations
- Help take some of the focus off price
- Avoid shortcuts that undermine the value portion of the sales process
- Rebuild essential sales skills for sustainable performance in today's environment

Whether you're a dealer or a sales manager, you'll leave this session with actionable techniques to help your team thrive, stand out from the competition, and rebuild a winning sales approach that drives results in an environment focused on price.

Who Should Attend:

Dealers, General Managers, Business Managers, Sales Managers, Sales Professionals

