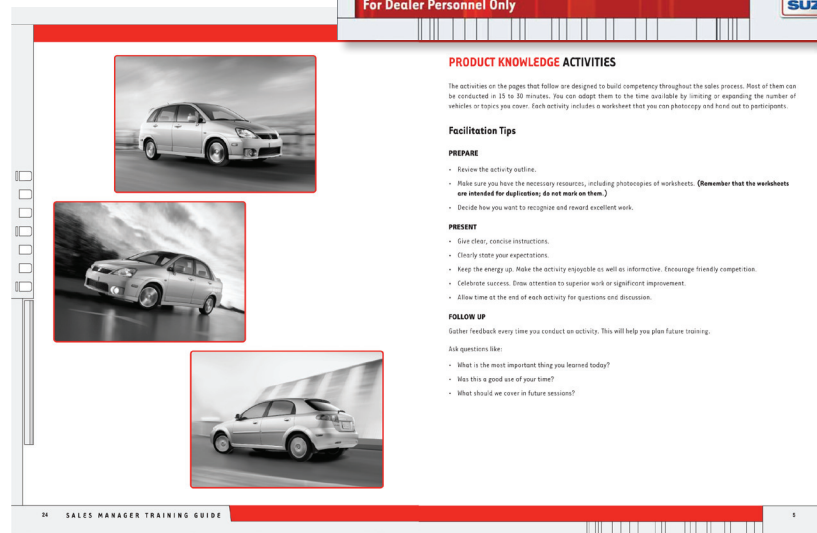
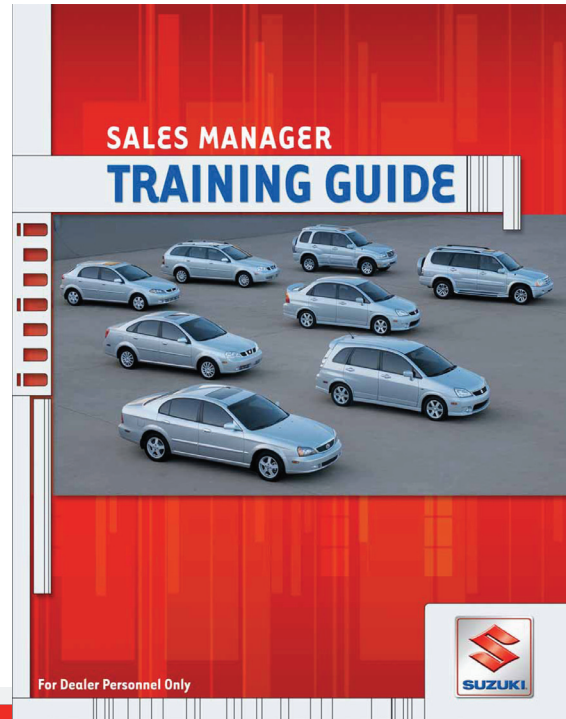


Sales Manager Training Guide

Training sales consultants — whether they are new hires or veterans — is an ongoing need at every automotive dealership. Keeping the training cost-effective is also high on the list.

Suzuki wanted to create an in-dealership training program that wouldn't require a professional trainer to deliver it. They wanted something sales managers could use in their regular sales meetings.

We developed a training manual that provided sales managers with activities, worksheets, and tips on how to plan, prepare, and conduct each training session. The manual was laid out in an easy-to-understand format with an activity on the left-hand page and its corresponding worksheet on the right. The activities were designed to be brief so they could be integrated into any meeting.



**Ask us how we can
support your training efforts.**

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