



Pinnacle Performance Seminar

High Performance Tire Business Sales & Customer Service Training

What's holding your sales/customer service effort back from producing greater results for your tire business?

In today's challenging tire market, savvy business owners recognize they need to make every customer call count. Unfortunately, many tire sales and customer service people experience significant challenges with customer relations and selling skills. Consequently, a poor customer experience and lost sales opportunities cost the businesses they represent substantial revenue and profits.



About this seminar: In this engaging full-day training workshop, hosted by Sale Away LLC., CEO, Steve Ferrante, you will explore common challenges obstructing the performance potential of most of your tire sales/customer service people and be provided proven strategies and techniques to help sales/customer service people better manage customer interactions and produce greater results!

Who should attend? Anyone who regularly interacts with customers. Store management, novice salespeople who require basic sales training, and experienced retail salespeople in need of revitalization and new sales skills for performance improvement.

Objectives: This seminar is developed specifically for retail sales/customer service and the tire industry. Presented in a format that is educational, inspirational, and entertaining, attendees will learn:

- Best practice customer service methodology to gain customer confidence, loyalty and referrals.
- What customers really want and what to do to win and retain their business.
- Effective interaction skills to build rapport and trust and positively engage the customer.
- How to handle telephone inquiries and secure a higher number of service appointments.
- How to create value and avoid losing sales on price.
- Communication skills to adapt to a wide variety of customer types.
- How to up-sell services without being "salesy" or pushy.
- How to effectively handle objections, customer complaints, and more!

"His training is logical, down to earth, and applicable to all sales professionals. Our entire department thoroughly enjoys his presentation style."

ASA Tire Systems

ASA Tire Systems
615 Amherst Street
Nashua, NH 03063
Phone: 603.889.8700



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Wayne Crosswell, president of ASA Tire Systems, says, "ASA International engaged Steve Ferrante to conduct sales consultant training for two of its companies. Specifically, ASA Tire Systems has been working with Steve for two years and we have seen the positive impact he has provided to our business. He has provided sales assessment and sales training to all of the ASA Tire sales staff. His excellent insight and extensive background has elevated the selling and customer service skills of our sales staff. Steve relates sales techniques and concepts to real life experiences which makes the training come to life. His training sessions are high energy and loaded with practical information that can be put to use immediately. I highly recommend Steve to train any of your sales and customer service consultants. You will be completely satisfied with the results. We continue to utilize Steve in our business for sales training and consulting. I hope you can take advantage of the Pinnacle Performance Training Series when it comes to your area. You will want to send everyone from store managers to counter sales consultants for these awesome seminars. Don't miss out!"

Dave Vogel, Director of Inside Sales, ASA Tire Systems, says, "As a former tire dealer myself, I understand the importance of regular sales training, the increased profits that can be realized and the shop reputations that can be enhanced by improving our approach and interactions with customers. Unfortunately, constructive, pertinent sales training seminars specific to our industry are effectively non-existent today. I wholeheartedly believe Steve's training will be as valuable to tire retailers as it has been to our company. The majority of sales professionals today operate with the philosophy that we must constantly strive to hone and fine tune our skills to remain sharp, defeat the competition, and reach the goals of our organizations. With this in mind, Steve has been an invaluable resource to our sales staff. His training is logical, down to earth, and applicable to all sales professionals. Our entire department thoroughly enjoys his presentation style."

About the Presenter: Steve Ferrante is the CEO and Trainer of Champions of Sale Away LLC. A true student of the profession, Steve has over 19 years of successful sales, sales management, and sales training experience. Through Steve's tailored training, growth-driven organizations learn how to produce greater results and take their sales to the next level, and beyond. To learn more about Sale Away services and solutions visit www.saleawayllc.com. Steve can be reached directly at 603-870-9540 or via email steve@saleawayllc.com.



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