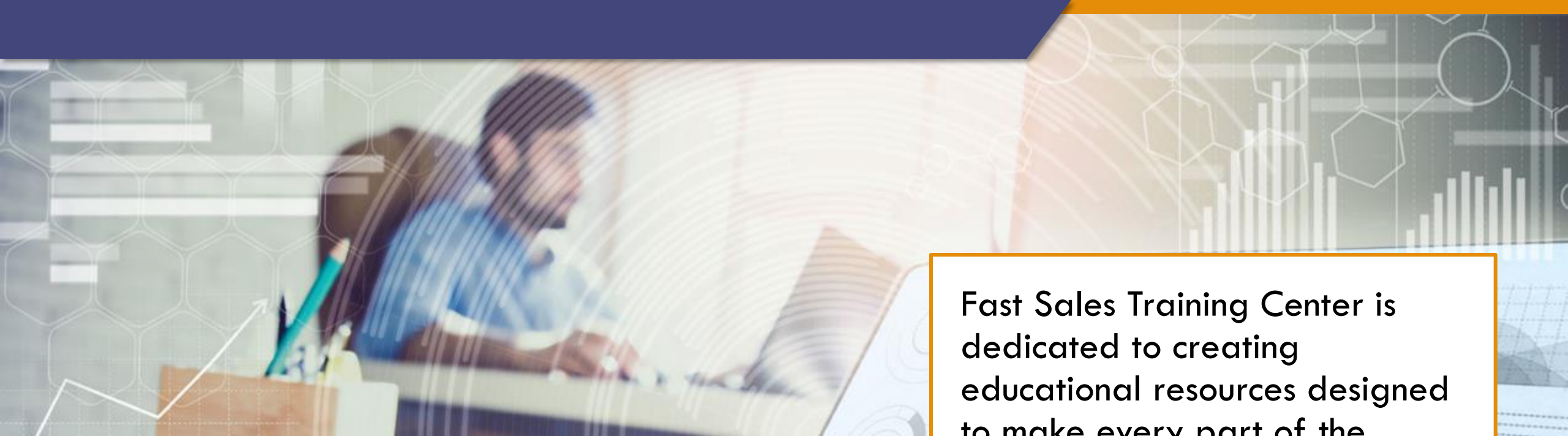




DEALERSHIP TRAINING PROGRAM

Training the best in the auto sales industry

www.goautotraining.com



OUR MISSION

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Fast Sales Training Center is dedicated to creating educational resources designed to make every part of the dealership more efficient.

Our training modules are carefully crafted to make every staff member the best they can be, empowering both dealerships and individuals.

DISCOVER THE STORY BEHIND OUR COMPANY

Created in 2010 by Elvis and Ana Rodriguez, Fast Sales Training Center is an auto sales training company that aims to provide valuable training and resources for individuals looking to excel in the field of auto sales.

OUR STORY

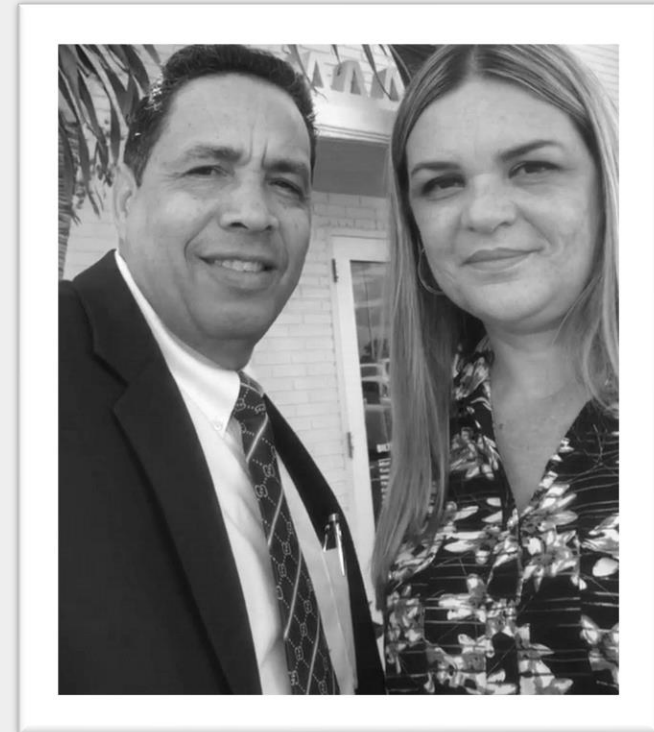
Elvis Rodriguez began his career in the auto sales industry as a lot porter at the age of 18. Now, forty years later, he's experienced every level of the inner workings of the car dealership.

With years of experience, Elvis was an extremely effective salesperson, but after moving up from on-floor sales to management, he realized that the average salesperson lacks training in how to effectively close deals, costing both them and the dealership.

Leveraging his knowledge and experience in training others in his employment, Elvis partnered with his wife, Ana, to create Fast Sales Training Center, the ultimate hub for auto sales educational resources.

With her extensive experience in the BDC department and education in Business Administration, Ana knew how to run a company.

Together, they've created a host of online and print courses meant for dealership-wide and individual use that have trained dealership staff across the country.



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WHY AUTO SALES TRAINING MATTERS FOR YOUR SALES TEAM

Auto sales training is crucial for equipping sales staff with the knowledge and skills needed to thrive in a competitive market.

It helps them understand products, identify customer needs, and stay updated on trends. Training enhances key skills like communication, negotiation, and closing techniques, leading to higher sales and improved performance.

Ongoing training ensures staff remain adaptable, confident, and able to consistently meet sales targets while delivering exceptional service.

Training is the key to a dealership's success, and everyone has something to learn (not just new hires!)

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WHY INVEST IN SALES EDUCATION?

Empowering staff



Investing in training resources not only improves employee efficiency and revenue but also fosters a supportive environment, empowering staff to perform at their best.

Loyalty, motivation



Training is key to promoting internal mobility, offering employees growth opportunities within the company, which ensures loyalty, efficiency, and motivation.

Dealership culture



To that end, training should be a core part of any dealership's culture.

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EDUCATIONAL RESOURCES FOR NEW AND EXPERIENCED EMPLOYEES *ISN'T* A COST CENTER; IT'S AN INVESTMENT.

Online training sessions



Online training sessions should be an ongoing policy in every dealership complemented by weekly in-person meetings with sales managers.

Negotiating with customers



Sales staff, for example, should be instructed/reminded every month of best practices for meeting, greeting, and negotiating with customers.

Reducing staff turnover



By understanding this new approach to reducing staff turnover, Fast Center Training Center developed online and print courses that cover all levels of a dealership's sales operation.

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THE COST OF TRAINING

Dealerships have employees who have chosen to work in this business.
They all want the same thing: to be the best they can be.
So why is so little invested in them?

The average training program ranges from \$500 to \$5,000 per participant monthly.

Now, compare your total per employee cost with the average training program to your cost with Fast Sales Training Center.

In a dealership with 20 employees, even assuming that your monthly training expenses are just \$500 per person, training costs with Fast Sales Training Center is 60% cheaper compared to the average training program.

EXAMPLE: SALES ASSOCIATE SALES STATS

DEALERSHIP ADVERTISEMENT COST vs. BENEFITS

MONTHLY CLOSED SALES PER SALES ASSOCIATE

	30%	35%	40%
Customers reached	50	50	50
Ad cost per customer	\$150.00	\$150.00	\$150.00
Total ad cost	\$7,500.00	\$7,500.00	\$7,500.00
Closed sales	15	17.5	20
Average profit per unit	\$2,000.00	\$2,000.00	\$2,000.00
Gross profit	\$30,000.00	\$35,000.00	\$40,000.00
Net profit (gross-ad cost)	\$22,500.00	\$27,500.00	\$32,500.00

YEARLY CLOSED SALES PER SALES ASSOCIATE

	30%	35%	40%
Customers reached	600	600	600
Ad cost per customer	\$150.00	\$150.00	\$150.00
Total ad cost	\$90,000.00	\$90,000.00	\$90,000.00
Closed sales	180	210	240
Average profit per unit	\$2,000.00	\$2,000.00	\$2,000.00
Gross profit	\$360,000.00	\$420,000.00	\$480,000.00
Net profit (gross-ad cost)	\$270,000.00	\$330,000.00	\$390,000.00

EXAMPLE: DEALERSHIP SALES STATS

DEALERSHIP ADVERTISEMENT COST vs. BENEFITS

DEALERSHIP MONTHLY CLOSED SALES (20 SALES ASSOCIATES)

	30%	35%	40%
Customers reached	1000	1000	1000
Ad cost per customer	\$150.00	\$150.00	\$150.00
Total ad cost	\$150,000.00	\$150,000.00	\$150,000.00
Closed sales	300	350	400
Average profit per unit	\$2,000.00	\$2,000.00	\$2,000.00
Gross profit	\$600,000.00	\$700,000.00	\$800,000.00
Net profit (gross-ad cost)	\$450,000.00	\$550,000.00	\$650,000.00

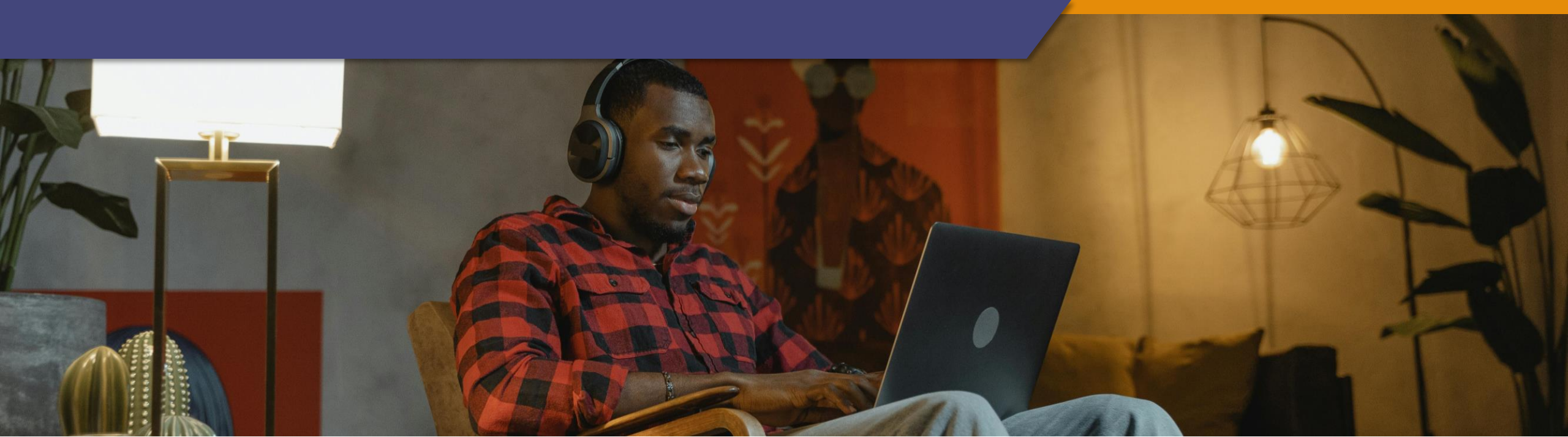
DEALERSHIP YEARLY CLOSED SALES (20 SALES ASSOCIATES)

	30%	35%	40%
Customers reached	12000	12000	12000
Ad cost per customer	\$150.00	\$150.00	\$150.00
Total ad cost	\$1,800,000.00	\$1,800,000.00	\$1,800,000.00
Closed sales	3600	4200	4800
Average profit per unit	\$2,000.00	\$2,000.00	\$2,000.00
Gross profit	\$7,200,000.00	\$8,400,000.00	\$9,600,000.00
Net profit (gross-ad cost)	\$5,400,000.00	\$6,600,000.00	\$7,800,000.00



**INVESTING IN SALES
EDUCATION FOR YOUR
TEAM IMPROVES:**

- Employee efficiency, loyalty, and motivation
- Number of units sold
- Net profits
- CSI



WHAT DOES FAST SALES TRAINING CENTER'S PROGRAM LOOK LIKE?

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In-depth education for all stages of the sales process

Reports on employee progress for managers

Certificates provided upon completion of each course

24/7 access, with the option to allow employees to access training from home

Courses can always be reviewed by employees and reassigned by managers individually or on a recurring basis

Up to 25 employees on one plan for the same low flat fee, with tailored pricing programs for additional users

White-labelling available for an additional fee

BE DIFFERENT FROM YOUR COMPETITORS

Fast Sales Training Center proudly offers a complete set of training programs for dealerships looking to bring their sales operation to the next level.

Train your staff to be the best in the industry with Fast Sales Training Center.



**CONTACT US
FOR MORE
INFORMATION**



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