



sales

You CAN SELL IT!!

An Interactive Workshop On
**Maximizing
Autobody Sales**

Developed & Presented By
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QLC
Inc

**Tue 10/6, Wed 10/7 & Tue 10/13
1:30 PM—3:00 PM Eastern**

One seminar delivered in three
segments for your convenience!

[REGISTER HERE!](#)

Sales and selling have never been more universally important to our entire industry. **“You CAN Sell It!!”** is a series of **interactive** online **videoconference** discussions on maintaining and **increasing your level of sales success** even in this **challenging environment**.

We'll explore **key concepts behind the psychology of selling** and how they can be practically applied to **catapult your collision repair sales**, we'll discuss successful sales tactics **commonly used in other industries** that have a high level of applicability in autobody, AND we'll dust off **time-tested, proven techniques** that STILL offer enormous amounts of opportunity!

The topics are explored over **three sessions**, each in length of **1 to 1.5 hours**. Registration will be limited in order to **maximize interaction**.

Successful Selling In A Challenging World

We'll begin by discussing key strategies to ensure the service you're providing has maximum value to today's customer AND is communicated clearly.

A successful sale is preceded by an informed individual that's aware of and clearly understands your sales proposition and has a desire to purchase the services you're selling.

We'll also address the practical sales approaches needed to successfully vie for limited dollars in our current economic situation.

Applying The Psychology Of Selling

Automotive service centers, clothing retailers, new car dealers, even grocery stores employ sales tactics that have their roots in the social science of psychology.

Many of the tactics have direct applicability to autobody repair and can be used as additional tools in our sales arsenal.

We'll explore key concepts behind the psychology of selling and how they can be practically applied to catapult your collision repair sales.

Tried And True Tactics That Are CRITICALLY Relevant

While it's always positive to keep an eye out for the newest, latest and greatest sales strategies, we can't lose sight of the opportunities afforded by the foundational aspects of successful autobody sales.

We'll discuss key sales practices that, with consistent and diligent application, will help not only capture the sale but also uncover the true untapped potential of each opportunity.