



Consulting and Training Packages

Lease Options Presentation Training: Nationally leasing has become more accepted than ever, but has become very factory program driven and usually only presented to a customer when there is a perceived “good payment”, unfortunately not providing customers the option to lease regardless of programs is likely costing you deals and gross. This package includes a minimum of 3-days of onsite workshops depending on sales staff size. We will work with your sales and management staff to review the history of leasing, benefits to the customer, the dealership and to them by:

- ✓ Reviewing how to integrate the leasing option your sales process
- ✓ Teaching how to overcome objections about leasing
- ✓ Reviewing the history of leasing and types of leases available
- ✓ Simplifying the terminology of leasing for customers
- ✓ Explaining why money down on a lease is important
- ✓ Reviewing how to present leasing to high mileage usage customers
- ✓ Teaching how to present the lease and buy options at first pencil
- ✓ Understanding why regardless of factory programs why we should always present leasing
- ✓ Launching lease option presentation to every customer
- ✓ Working with managers to present lease option during 1st pencil
- ✓ Training managers on when to T.O. the deal and taking T.O.’s with them

Lease Renewal Training and Renewal Events Package: Retention of your lease portfolio is critical to the overall sales growth and profitability of your dealership. We will work with your management staff on effective lease renewal concepts and presentations to improve your lease customer retention rate. This package includes 3-days of onsite training and event participation, Appointment calls to clients, 4 hours of event remote preparation and conference calls.

- ✓ Event Invitation Preparation (Printing and Postage at Dealer Expense)
- ✓ Appointment setting calls to event client list
- ✓ Appointment confirmation calls
- ✓ Onsite training of designated presentation staff
- ✓ Event Presentation materials
- ✓ Hands on event participation with renewal clients
- ✓ Salesperson training on handling an renewal event customer
- ✓ Sales Management training on desking the renewal event customer
- ✓ Retention and Gross analysis report

Mayo Automotive, Inc

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Please contact us for customized training and consulting pricing to fit your specific needs.



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Maintenance Training Packages:

Basic Maintenance Package: This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 8 days of onsite visits per year (2-days/Quarter), plus four hours of remote contact schedule, e-mail template & script review plus quarterly conference calls in-between visits to review performance and metrics.

Pro Maintenance Package: This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 12 days of onsite visits per year (Six 2-day visits) plus six hours of remote contact schedule, e-mail template & script review plus bi-monthly conference calls in-between visits to review performance and metrics.

Per Diem Consulting and Training Rates: You may also engage us on a per diem basis for the skill set of your choosing.

Call us for a quote of our daily rate for on-site work including all expenses or on a plus travel expense basis.

*Note: Two-day minimum for all onsite visits.

Hourly Remote Consulting and Training Rates: You may also engage us on an hourly basis to maintain or modify your web-site, CRM tool schedules, e-mail templates, scripts, menus or any other scope of work which can be performed remotely. Call us for a quote for your particular needs.

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