



Sales Training - The Neuroscience of Sales

5 Day Seminar

Monday, April 14 • Tuesday, April 15 • Wednesday, April 16

Monday, April 21 • Tuesday, April 22

8:30AM – 4:00PM

This highly interactive and engaging class is led by :

Robin Greenwood, Brown & Brown Dealer Services

Director of Training, Northeast

The Neuroscience of Sales

Topics include: Mindset of a professional, Today's customers, Process, Generational differences, Neuroscience of Sales Resistance, Phone skills, Listening skills, Leasing, Greeting, Framing, Smart discovery, Trade evaluation, Vehicle selection, Demo, Walk-around, Presenting Numbers, Leasing, Negotiation, Storytelling, Closing, Turn to Finance, Delivery and Follow up.

Nightly study with an AI learning component exclusively from BBDS.

Who Should Attend?

Salespersons & Sales Managers

Seminar to be held at NFADA 1144 Wehrle Drive, Williamsville, NY 14221

Investment:

\$599 per attendee

*Training fees will be billed to your monthly NFADA Statement