



# COURSE CATALOGUE



## The New PULSE Of Training



[KintzGroup.com](http://KintzGroup.com)



888-512-2299

# SALES TRAINING CLASSES

## *High Performance Selling*

Want your salespeople to be the Best of the Best? Here's your chance! Can you imagine a sales force that executed the steps of the sale with every customer, knew how to close the sale and handle objections along the way? What if they knew how to negotiate once they got to the Desk? Tim Kintz has worked with thousands of people around the world and his motivational style will not only energize your people but will give them the tools to pull this off long-term. The profit is at the dealership every day. It's time to give your managers and salespeople the tools to put the buck in the bank.

***Get your sales people ready to succeed today!***

- Sell to today's more informed buyers
- Use the selling quadrant to maximize every dealership opportunity
- Handle tough price questions most customers have
- Effectively commit the customer to buy now
- Overcome the customers objections to buying

## *Advanced Closing and Negotiation Skills*

This is the elite training for salespeople and managers. We cover nothing but closing, handling objections and negotiating. No more "we want to think it over", or "don't worry, we will be back". It's time to teach our salespeople how to close the deal today. This training is not for the faint of heart. This is the most interactive of all platforms when it comes to sales. During the training your salespeople will role-play up to 75% of the time. The key is not just teaching them the words. It's getting them to master the skills so they will get the results you're looking for the minute they get back. Find out the difference this training will make with your salespeople and your Dealership.

***Turn your teams Negotiating Fear into Negotiating Fun with this high impact training!***

- Discover the difference between closing and negotiating
- Close today's more informed buyers
- Overcome the customers objections to buying
- Successfully setup a Win/Win negotiation
- Execute a fully transparent negotiation

## *Follow Up and Prospecting for Success in Sales*

Wouldn't it be awesome to have a sales team of high producers that generate their own business and are not dependant on the dealerships advertising? This training is designed to take a sales person from being dependant on the dealerships and walk-in traffic to becoming a dealership within a dealership. We will develop a long-term plan for success for each sales person, create the customers circle of ownership and learn how to prospect every day to generate new sales. Let's recession-proof your dealership and sales people by developing a powerful customer Retention and Recapture program that gets results today!

***Lead Generation & Customer Retention! The Key to High Achieving Sales People!***

- Grow your business through effective customer base retention
- Generate referrals from your current base
- Recapture your customers that are not actively doing business with your dealership
- Prospect in your service department and get results
- Develop a follow-up and prospecting daily plan to ensure success

## *New Hire Boot Camp*

We all know today's business is more competitive than ever. The days of just hiring a new sales person and hoping they figure it out on their own is costing you too much money and market share. Protect your investment and get your new hires off to a good start by giving them the training they deserve. In this training they will walk out with real world selling skills to maximize every selling opportunity. This training isn't a traditional workshop; it is an interactive "Do Shop" where they will practice over 50% of the time as they develop true selling skills.

***Give Your New Hires A Successful Foundation And Watch Them Become High Producers!***

- What your true potential sales is
- The core selling skills for success
- How to sell to today's more informed buyers
- How to effectively close and overcome objections
- How to set up a successful win/win negotiation

# MANAGEMENT TRAINING CLASSES

## *The Leadership Quadrant for Dealers and Managers*

This highly interactive training is designed for all Dealers and Managers that want to drive their organizations to the next level. This training encompasses all key areas of potential, including how to hold effective and motivational training, coach your people to success, identify and manage potential profit sources, get the right people in the right job, develop a long term vision and bring it down to a manageable plan and how to create a winning attitude in your team. Throughout this training you will have breakout groups to work on current issues surrounding your company today. Each Manager will leave with a plan to take their organization to new heights.

### *Take control and increase Volume, Gross, and Net Profit Today with the Leadership Quadrant Training!*

- Identify the Profit Potential in your sales department
- Lead your team to maximize results
- Effectively coach each team member daily
- Develop, manage and motivate high achieving sales people
- Develop Long term Vision for your dealership

## *Power Desking and Negotiating for Dealers and Managers*

We all know that today's buyers are better educated, have access to more information, and have higher expectations than ever before. Wouldn't it be great to have a desking and negotiation process that allows you to hold gross profit while maintaining high levels of CSI? In this training we will break down the tips, traps and rules for a powerful negotiation process, develop your dealership's negotiation steps, and learn how to train and implement your Negotiation process in your dealership. Take your dealership to the next level by developing consistency and professionalism when you negotiate with today's buyers!

### *Take Control of Your Negotiations and Increase Volume, Profit and CSI Today with the Desking and Negotiating for Today's Buyers training!*

- Identify your who your customers are and the negotiation process needed for today's buyers
- Develop a fully transparent desking and negotiating process that will ensure maximum profit and CSI
- Train your team to be highly effective professionals during the negotiation
- Coaching techniques for continued improvement of your team
- Implement and launch your new desking and negotiation process

## *Coaches Playbook for Developing, Managing and Motivating High Producers*

The difference between highly successful teams and everyone else usually comes down to the quality of the coaches and managers. Your sales people are as good as they can get on their own, now it's time to coach your team to the next level. You'll learn how to develop and motivate your sales people whether they are new to the business or already selling at a high level. After this training you will become a coach that continually develops, effectively manages and motivates their sales people to become high producers.

### *After this training your coaching and managing skills will be changed forever. Developing high producing sales people is easier than you think. Let us show you the difference!*

- Duplicate what great coaches do to maximize their teams effectiveness
- Create a winning environment in your dealership
- Hold effective One-On-Ones with your team
- Measure, manage and motivate every team member
- Continually grow as a manager and coach

## *Power Training Techniques for Dealers, Managers and Trainers*

Now that you've invested in training, we show you how to maximize your results. Come learn the best-kept secrets of training from one of the most sought after trainers worldwide. Leave with the skills and a plan on how to hold training at your dealership and more importantly, how to make it effective. Tim has trained the trainers of some of the largest dealerships and dealer groups in North America. Your frustrations and questions will be answered in this training. Take control of your training program today and get the return you deserve for your investment. This workshop will show you how to facilitate any training program you have. If you have paid for training in the past and didn't get you the results you wanted, we will show you how to get back on track today.

### *In this program your outlook on training will be changed forever. It just might be easier than you think to pull this off!*

- Develop the secrets of the top trainers in the industry
- Implement the skills to hold effective training in your dealership
- Prepare an effective interactive training class
- Schedule training that gets results
- Motivate your sales people to implement your training



# Tim Kintz

## Your Partner in Achieving Excellence

At The Kintz Group, LLC, we believe that one size does not fit all when it comes to training. Nobody knows better than you that your business opportunities and challenges are not the same as everyone else. We identify the factors that make your dealership unique. We don't provide "dealership training in a box" or "old school" selling processes. We generate training programs for you that perfectly fit what you sell, how you sell and to whom you sell, generated to your specific needs.

The Kintz Group doesn't just advise Dealers, Managers, Salespeople and Manufacturers on how to achieve. We actually work directly with you and show you how to attain your goals.

Our training programs are current, informative and effective. Anyone who has seen Tim speak knows firsthand the passion and knowledge he brings to a training program. For years Tim has been one of the most sought after speakers in the industry.

Tim's speaking experience includes featured speaker at the NADA Annual Convention two times, multiple RVDA National Conventions and the Digital Dealer Conventions in Las Vegas and Orlando. Tim has also spoken at numerous ADA's, Dealer 20 Groups, IADA's and 100's of live workshops across North America, Russia, Mexico and Puerto Rico.

Tim has been in the Automotive industry since 1990. Tim started his career detailing cars and worked his way from lot porter to sales where he was a high achieving salesperson with a track record of success. From sales Tim was promoted to F&I where he excelled as the Top Producer with his Dealer Group. Then he worked his way to Sales Manager, General Sales Manager and General Manager. Tim also attended the NADA General Dealership Management Academy and graduated in 2000, where he gained a working knowledge of the daily operations in all aspects of dealership management.

*Partner with The Kintz Group TODAY and see the results you deserve without breaking the bank.*

## TESTIMONIALS

### *"Tim provides you the creative ideas"*

The best part about Tim, is that he doesn't answer you with a canned generic answer to your question. He genuinely listens, and explains his point of view. Tim is a motivational sales trainer who helps you find that inner determination that allows you to have the courage to try and implement new ideas that move the needle.

His personable communication abilities help show you how to implement new processes to improve your current sales processes, and provides you the creative ideas on how to make it your own.

**Adam Toner/General Sales Manager**  
**CYV Chevrolet Buick GMC**  
**Woodstock, New Brunswick, Canada**

### *"Tim Exceeds My Expectations"*

Tim brings energy, real world experience and a world class attitude to the table. We are in a never-ending quest to increase our staff skill level and Tim exceeds my expectations with every training session

**Mark, Dealer Principal, Georgia**

### *"Tim Has Been A Driving Force"*

Tim has been a driving force in our organization for over a decade. His ability to take a situation and teach from it sets him apart from a ton of trainers and teachers I've seen in the past. I count him as a great asset to our organization and our future

**Collin Sewell, President - Sewell Ford**



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