



LEASING SALES CERTIFICATION

Participant Guide



CONTENTS

- 4** PRODUCT INFORMATION
- 8** INTRODUCTION TO THE TRUCK LEASING SALES PROCESS
- 17** FIND THE CUSTOMER
- 75** VOLVO UPTIME SERVICES AND VOLVO TRUCK SERVICES
- 91** IDENTIFY CUSTOMER NEEDS
- 115** PREPARE AND MAKE A QUOTATION
- 136** PLAN, DELIVER & FOLLOW UP
- 149** CONCLUSION
- 156** APPENDIX

LEASING SALES NEW HIRE

Volvo Trucks Academy



Agenda

1. Product Introduction
2. Introduction to Truck Leasing Sales Process
3. Find the Customer
4. Volvo Uptime Services and Volvo Trucks Services
5. Identify Customer Needs
6. Prepare and Make a Quotation
7. Plan, Deliver & Follow Up



Expectations

You are expected to:

- Ask questions, fully participate, and use this opportunity to learn and share.
- Listen to the questions and comments of others.
- Complete in-class assignments.
- Turn cell phones off.
- Return from breaks on time.



WELCOME

Let's get to know one another:

- Name?
- Dealership?
- Years of experience in leasing?



PRODUCT INFORMATION



Distinguish among the models and products in the Volvo brand lineup and identify their industry applications.

Overview

Knowledge is power, especially when it comes to getting and keeping leasing customers. To succeed, you must speak "Volvo" and be fluent in:

- Volvo truck models
- Engines
- Transmissions
- Axles and suspension



Activity: Get in Gear

Instructions:

- Jot down ten things you learned during your self-study training.
- Share your list with a partner.
- Review your partner's list and ask questions if you need more clarification about a topic.



-
- 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
 - 8.
 - 9.
 - 10.

Activity: Product Performance

Instructions:

- Gather information about your assignment on www.volvotrucks.com.
- Work together to create a “commercial” about what you discovered.
 - Describe ideal applications.
 - Identify key selling features and benefits.
- Present your “commercial” to the class.



Product Assigned:

Ideal Applications:

Key features and benefits: