

# Think of us as hitting instructors who produce guaranteed talent

We're **Automotive Sales Training Systems**. We teach motivated prospects to become productive dealer sales reps. And in an industry with a 23% annual retention rate, **59% of our graduates are still on the job after one year in the positions in which we placed them.**

What's it worth to you—and your sales managers—to hire graduates of a training program that finds, screens, teaches, and places salespeople with a **guaranteed commitment** to your dealership? What's it worth to find **salespeople with 35 hours of intense, focused training** under their belts before they walk through your doors? How would you like to bring in **new hires whose skills rival those of your veterans?** And best of all, how would you like to do all this **without ads, interviews, screening, and training?**

We know our students better before we seat them in our classroom than some dealers know the people they hire. Before our students take their first class, we've interviewed them, given them a psychological assessment, screened their driving records, evaluated their criminal histories, tested for drug abuse, and subjected them to background checks. And that's before they're even approved for our training.

Once they're admitted to our program, they're engaged in rigorous hands-on learning. To graduate and step into the working world of your dealership, they must prove that they understand crucial techniques and can apply them in real-world interactions.

This isn't a videotape series with a multiple-choice workbook, or three days on your car lot shadowing your top salespeople and trying to take notes. This is an education in car sales designed to transform wannabes into heavy hitters. And it's the reason **our training is recommended by the Automobile Dealers Association of Indiana.**

## In a nutshell, here's what we teach:

- How to build relationships with customers in which trust, not suspicion, is the motivating factor
- How to find out what customers want and sell the features relevant to those desires
- How to understand, use, and shape customer behavior
- How to recognize why customers walk away from a deal and keep the sales process moving instead
- How to close sales with a confident, practiced skill that looks effortless
- How to turn each happy customer into more happy buyers
- How to find customers rather than wait for them to walk through the dealership doors

When your salespeople step into the batter's box, do they have their eyes on the ball or are they striking out looking? Let ASTS help you find the right people and get them ready to succeed.

For more information, **call Automotive Sales Training Systems today!**

# (317) 842-1408



**ASTS** Automotive Sales  
Training Systems, Inc.

Achieving Higher Standards for Automotive Sales

11101 Muirfield Trace ■ Fishers, Indiana 46037-8831 ■ (317) 841-3353/fax ■ [www.autosts.com](http://www.autosts.com)