

## SESSION SUMMARY

### **STRONG SELLING IN A WEAK ECONOMY** **for the Retail Tire & Auto Service Industry**

Produced and hosted by Sale Away LLC. CEO, Steve Ferrante, this dynamic presentation targets tire dealer principles and their sales and service staffs. Steve will address the economic challenges facing the retail tire and auto service industry currently and provides essential success factors and proven sales and customer service strategies to succeed in today's weak market.

**Presented in a format that is educational, inspirational, and entertaining, attendees will learn:**

- **The reality of the economy and your business!**
- **Understanding your customer's need now and what you must do to survive and thrive!**
- **How to manage for Higher Performance and Results!**
- **Selling Value methods to discount less & sell more!**
- **Best Practices to outsell the downturn!**
- **Workplace sanity tips to boost morale and motivation, and other fun stuff!**



#### **About the Presenter: Steve Ferrante**



An avid auto enthusiast, Steve literally grew up in and around the auto service business. His dad was a mechanic by trade and, along with Steve's uncle, they owned and operated their own auto service business starting in the early 70's. Steve has years of practical auto service experience with many a summer day and Saturday's in the family business helping out with operations and working on customer cars.

Today, Steve Ferrante is the CEO and Trainer of Champions of Sale Away LLC. A true student of the profession, Steve has over 20 years of successful sales, sales management, and sales training experience.

As producer and host of the "Pinnacle Performance Sales & Customer Service Seminar", a nationally acclaimed training program specifically tailored for the retail tire and auto service industry, Steve teaches growth-driven tire businesses how to produce greater results and take their sales and customer service efforts to the next level, and beyond.

To learn more about Steve's sales and professional development solutions and services visit [www.saleawayllc.com](http://www.saleawayllc.com). Steve can be reached directly at 866-721-6086 Ext. 701 or via email @ [steve@saleawayllc.com](mailto:steve@saleawayllc.com)

