



Automotive Sales Fundamentals

OVERVIEW

The course focuses on consultative selling, service advising, customer needs, value explanation, price objections, ethical recommendations, closing, and after-sales follow-up. Learners explore how to recommend services professionally without pressure, helping customers make informed decisions while building trust and loyalty.

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WHY INSTITUTIONS CHOOSE THIS COURSE

- Supports service quality, retention, referrals, and customer confidence.
- Uses realistic situations from hands-on work environments.

WHAT THE PROGRAM COVERS

- 1 Sales Fundamentals in the Automotive Workshop
- 2 The Sales Process Step by Step
- 3 Sales Techniques and Strategies for Workshops
- 4 Sales Metrics and Continuous Improvement

INSTRUCTIONAL APPROACH

- Slide-based reading
- Podcasts and audio lessons
- Video lessons

Students can choose the format that works best for their learning style.

LEARNING OUTCOMES

- Understand sales as a professional service-advising process, not aggressive selling.
- Apply ethical sales practices that support long-term customer relationships.

INSTITUTIONAL FIT / IDEAL FOR

- Automotive technical schools and trade programs.
- High schools with CTE tracks.
- Workforce development and apprenticeship programs.
- Workshops training entry-level mechanics.



DURATION

Flexible



FORMAT

Online, blended, or guided implementation



LANGUAGE

English / Spanish



CERTIFICATE

BMF Certificate of Achievement



LEVEL

Entry Level Automotive

Career Readiness & Workplace Success for Skilled Trades

Ask about implementation, customization, and multi-format delivery.

ENGAGE
STUDENTS

BUILD
CONFIDENCE

PREPARE FOR THE
FUTURE

CREATE LASTING
IMPACT