

# Ultimate Boot Camp!

The **Commercial Truck Training Ultimate Boot Camp** developed by Ken Taylor is the most comprehensive sales and marketing training in existence and has been attended by one hundred of both new and experience sales consultants with numerous success stories. The program is outlined below:

**Day 1-** This first day is introducing the commercial sales system we have developed and customizing an individual plan for each sales consultant based on their outside sales experience and direct commercial experience (or lack of).

**Day 2-** We introduce our sales system with very specific questioning skills and how we leverage trade groups and networking groups.

**Day 3-** A commercial department cannot produce the results necessary without a marketing plan and philosophy. Fortunately, commercial requires only a fraction of the dollars needed on the retail side.

- I. Developing a marketing plan that fits the dealership
- II. Setting up social media and making sure the dealership has a functional website for commercial
- III. Setting up direct mail with telephone follow-up
- IV. Tracking marketing and sales activities
- V. Working trade associations and networking groups

**Post Training-** We will share with management a complete plan of attack to ensure that the things taught in the program are put into action. We allow for six weeks of follow-up to get the sales consultant(s) started. We also need to train management on tracking and adjusting activity levels.

- What: Commercial Truck Training Ultimate Boot Camp
- When: Monday, April 9 to Wednesday, April 11, 2018
- Schedule: Mon & Tues – 8 am to 4 pm; Thursday – 8 am to 12 pm
- Where: Homewood Suites at The St. Johns Town Center
- Address: 10434 Mid Town Pkwy; Jacksonville, Florida 32246
- Entry Fee: *Discounted to \$1695 from \$1995 until March 1!*
- Availability: 8 seats remaining (as of January 12, 2018)
- Notes: Lunch provided Wednesday and Thursday. Attendee/dealership is responsible for all other meals, transportation, hotel arrangements etc.

**January's Ultimate Boot Camp was a great success, so... Reserve your spot today at: [http://www.commercialtrucktraining.com/ultimate-boot-camp/!](http://www.commercialtrucktraining.com/ultimate-boot-camp/)**