

Pinnacle Performance Sales/Customer Service Training Seminars for Tire/Auto Service Industry Coming To Charlotte, NC September 8th & 9th 2010

Sale Away LLC. announces dates for tire/auto service business sales and customer service training program in Charlotte, NC.

Charlotte, NC ([PRWEB](#)) June 14, 2010 -- Sale Away LLC. announced dates for their Pinnacle Performance tire/auto service business sales and customer service training program in Charlotte, NC. The 2-day event (same program each day) will be held at the Hyatt Summerfield Suites Charlotte-Airport meeting facility on September 8th and 9th, 2010.

Hosted by Sale Away CEO, Steve Ferrante, this highly-acclaimed 1-day training seminar has been featured in Tire Review Magazine and has received excellent reviews from the sales and management personnel that have attended public events at regional conference facilities and private programs at dealer locations nationwide.

“Pinnacle Performance is all about maximizing performance and achieving greater results in today’s marketplace. The tire/auto service industry is extremely competitive. Potential customers typically have many local choices for tires and vehicle service and businesses without well-trained management and sales staff often lose to competitors who are properly prepared and provide superior customer experiences. Same goes for existing customers. If their needs are not consistently met or better yet, exceeded, they will quickly move along and take their business to a competitor”, Steve said.

“Dealer management and sales personnel can achieve better results by focusing on proven success factors, behaviors, and strategies, and that's what this program delivers. Unlike conventional tire dealer training from the tire manufacturers that typically push the corporate brand, this training program focuses on sales and customer service best practices and principles and applies them to the tire/auto service industry”, he added.

Among numerous nationwide speaking engagements within the tire industry in 2010, Steve was the featured speaker at the North Carolina Tire Dealer & Retreaders Association convention held in Greensboro, NC in March. “The feedback from that Pinnacle Performance preview session was excellent with many dealer principals and management staff requesting the complete program as will be conducted in Charlotte”, Steve said. In fact, the association made such an impression on me there, and thankfully vice versa, that I’m offering \$30 discounts per attendee to NCTDRA members on their tuition for the program”.

While this public program is open to all tire and auto service personnel that interact with customers, Steve recommends private in-house programs for dealers with multiple locations and groups of 10 designated attendees or more. “Private events represent a better value for larger dealers and allow for tailoring of the program to incorporate any business-specific sales issues or challenges”, he said.

For information on the seminar that is the subject of this release please visit <http://saleawayllc.com/PinnacleAuto1.html>

Sale Away LLC. provides High-Performance Sales / Customer Service Training & Professional Development Services to small and mid-sized businesses. To learn more about Sale Away services and solutions visit www.saleawayllc.com. Steve Ferrante also conducts tailored featured speaker presentations for sales and service organizations throughout the United States and can be reached directly at 1-866-721-6086 Ext. 701

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