

BDC Training

- **Breakdown of BDC Training Topics:**
 - General Customer Statistics
 - Defining Goals
 - 4 Rules to Success in Sales
 - Analyze Your Current Responses
 - Benefits of a Successful BDC
 - How to Develop Contact Relationships
 - Methods to Secure the Appointment
 - Understanding Buyers Perceptions of Salespeople
 - Understanding Salespeople's Perceptions of Buyers
 - The Power of the Subject Line
 - When and How to Use Auto Responders
 - Creating the Right Content
 - Overcoming Objections
 - Email VS Text
 - Leaving Phone Messages that Create Urgency
 - Understanding Email Security
 - Bi-Directional Dialogue
 - Dealing with Persistent Callers
 - How to Create a Non-Threatening Environment
 - Sold Customer Follow-Up

- **Day One:**
 - Brief meeting with Dealer, GM and BDC Director
 - Classroom training with the BDC Staff Approximately 3 Hours
 - Trainer works in the BDC Department until approximately 6 PM
 - Role Playing
 - Customizing Scripts

- **Day Two:**
 - Classroom training with the BDC Staff Approximately 3 Hours
 - Trainer works in the BDC Department until approximately 3 PM
 - Final Recap with Dealer. GM and BDC Manager
 - Trainer leaves for airport (3-4 p.m.)