

Phone-Ups

Chapter 1: Introduction

- Session 1: Introduction
- Session 2: The Importance of a Phone-Up
- Session 3: What Opportunity Creates the Highest Closing Ratio
- Session 4: Why People Call Your Dealership
- Session 5: The Goal of the Phone-Up
- Session 6: What Turns Off a Customer When Calling the Dealership
- Session 7: The Definition of Unique

Chapter 2: Personalities

- Session 1: Type "A" Personalities
- Session 2: Type "B" Personalities
- Session 3: Salespeople versus Customer (Type A & B)
- Session 4: The World's Population
- Session 5: Type "B" Presentation to a Type "A" Customer
- Session 6: How to Deal with a Type "B" Personality

Chapter 3: Customers

- Session 1: What is a Customer
- Session 2: Percentage that Shop Online or Call
- Session 3: Customer Opportunity Closing Ratios
- Session 4: Why Customers Call a Dealership
- Session 5: How Many Dealerships the Average Customer Calls
- Session 6: The Goal When Handling a Phone-Up
- Session 7: Best Way to Accomplish the Phone-Up Goal
- Session 8: Common Questions Customers Ask

Chapter 4: Customer versus Salesperson

- Session 1: Words Customers Use to Describe Salespeople
- Session 2: Why Customers Feel this Way About Salespeople
- Session 3: Words Salespeople Use to Describe Customers
- Session 4: Why Salespeople Feel this Way About Customers
- Session 5: What Turns a Customer Off When they Call a Dealership
- Session 6: Time Frame for Most Customers When they Call a Dealership

Chapter 5: Common Phone Up Dialogue

- Session 1: I Want to Know Your Best Price
- Session 2: Critique: I Want to Know Your Best Price
- Session 3: Do You Have a Specific Car in Stock
- Session 4: Critique: Do You Have a Specific Car in Stock
- Session 5: Could You Tell Me What My Trade is Worth
- Session 6: Critique: Could You Tell Me What My Trade is Worth
- Session 7: Conclusion

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Chapter 6: Sales / Phone-Up Rules

- Session 1: The 4 Rules of Sales
- Session 2: The 4 Rules for Handling a Phone-Up
- Session 3: Rule 1: Stand Up
- Session 4: Rule 2: Smile
- Session 5: Rule 3: Project Confidence & Enthusiasm
- Session 6: Rule 4: Avoid Distractions

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- Session 1: The DLA Phone-Up Steps
- Session 2: Step 1: The Meet & Greet
- Session 3: Step 2: The Reply
- Session 4: Step 3: The Appointment
- Session 5: Step 4: The Confirmation
- Session 6: The Goal of the 4 DLA Phone Up Steps

Chapter 8: The Meet & Greet

- Session 1: The 4 Goals of the Meet & Greet
- Session 2: Desired Results of the Meet & Greet
- Session 3: Scenario: Meet & Greet
- Session 4: Does the Verbiage Change

Chapter 9: The Reply

- Session 1: The Goal of the Reply
- Session 2: Desired Result of the Reply
- Session 3: The Definition of Dialogue
- Session 4: The Benefits of Dialogue
- Session 5: Scenario: Do You Have Any Mid Size Sedans in Stock?
- Session 6: The Goal of the Questions
- Session 7: Common Features on New Cars to Offer
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- Session 9: The Best Question to Ask

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- Session 1: Goal of the Appointment Step
- Session 2: Desired Result of the Appointment Step
- Session 3: Scenario: Do You Have Any Mid Size Sedans in Stock?
- Session 4: Why a Customer Calls and Does Not Visit
- Session 5: How Do You Release the Customer's Defensive Posture
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Chapter 11: The Confirmation

- Session 1: Goal of the Confirmation
- Session 2: Scenario: Do You Have Any Mid Size Sedans in Stock?
- Session 3: Verbiage to Get Customer Email Address
- Session 4: Reason to Ask for Zip Code and NOT Address
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- Session 6: Time to Set Appointment and Why
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Chapter 12: Trade Value

- Session 1: Do Most Customers Already Search their Trade Value
- Session 2: What Would Make a Customer Visit Store that Wants a Trade Value
- Session 3: Should You Ask Customer What they Think their Trade is Worth and Why
- Session 4: What Trade Verbiage Gets the Customer in the Dealership
- Session 5: Scenario: What is My Trade Worth?

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- Session 1: Why Would Someone Get Persistent on the Phone
- Session 2: What is the Number 1 Question a Persistent Caller will Ask
- Session 3: What Should You Give a Persistent Caller and Why
- Session 4: Questions to Ask a Persistent Caller
- Session 5: Why Do We Ask Persistent Callers So Many Questions
- Session 6: When Quoting a Price, What Must You Always Ask for
- Session 7: Scenario: All I Want is Your Best Price?
- Session 8: Getting the Persistent Caller's Phone Number
- Session 9: Why Do We Always Want to Text a Quote
- Session 10: The Benefit of Quoting a Price in Writing