

Retail Digital Sales for Salespeople

Chapter 1: Introduction to Digital Retailing

- Session 1: What is a Digital Retail Sales Process?
- Session 2: What isn't Digital Retailing?
- Session 3: How Will Digital Retail Affect the Traditional Salesperson?
- Session 4: Why Digital Retail is Important to Your Future as a Salesperson?
- Session 5: How to Prepare Your Mindset for the Digital Retailing Environment?

Chapter 2: Digital Retailing Facts and Myths

- Session 1: Digital Retailing Growing or Slowing?
- Session 2: What Matters Most in Digital Retailing
- Session 3: Don't Leave Money on the Table During the Trade-In
- Session 4: Getting on the Same Page as Your Digital Retailing Customer

Chapter 3: Digital Retailing Sales Process

- Session 1: Are the Steps to the Sale the Same?
- Session 2: The Digital Retail Meet & Greet
- Session 3: The Digital Retail Qualification Process
- Session 3: The Digital Retail Inventory Walk
- Session 4: The Digital Retail Vehicle Presentation
- Session 5: The Digital Retail Demo Drive
- Session 6: The Digital Retail Service Walk

Chapter 4: The Digital Retail Negotiating Process

- Session 1: Remote Desking
- Session 2: Trade Appraisal
- Session 3: Presenting F&I Options
- Session 4: The Digital "Close"
- Session 5: Objection Handling

Chapter 5: Digital Retail Video & Zoom

- Session 1: Why Video is Essential to Your Success
- Session 2: Salesperson Video Best Practices for Digital Retailing
- Session 3: Digital Retail Zoom Best Practices for Salespeople
- Session 4: Common Salesperson Video/Zoom Mistakes

Chapter 6: Salesperson Digital Retailing Unsold Customer Follow-Up

- Session 1: How is Digital Unsold Follow-Up Different?
- Session 2: Integrating Social Media into Follow-Up
- Session 3: The "Power" of Text Messaging
- Session 4: Now's the Time to Be Creative
- Session 5: The "Power" of Video
- Session 6: Using the Various Communication Channels

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Chapter 7: Salesperson Digital Retailing Sold Customer Follow-Up

- Session 1: What is Digital Sold Customer Follow-Up?
- Session 2: The Digital 2nd Vehicle Delivery Process
- Session 3: Keeping the Lines of Communication Open
- Session 4: Think "Second Sale"
- Session 5: Becoming the Digital Customer Liaison
- Session 6: Being Consistent without Being Predictable
- Session 7: Social Media Follow-Up

Chapter 8: Cradle to Grave Digital Retailing for the Salesperson

- Session 1: Salesperson Communication Options; Text, Chat & Virtual Assistants
- Session 2: Flexibility & Convenience for the Client
- Session 3: Increase Salesperson CSI Scores in a Digital World
- Session 4: Shoring Up Loose Ends

Chapter 9: Digital Retailing Infrastructure for Salespeople

- Session 1: Managing Your Client's Digital Expectations
- Session 2: Respecting Work Done Online
- Session 3: Preparing to Prepare Options
- Session 4: Integration Rules

Chapter 10: The Importance of Social Media in the Digital Retailing World

- Session 1: Why Social Media Has Never Been More Important
- Session 2: The Most Important Social Media Sites for Salespeople
- Session 3: 20 Digital Retailing Social Media Tips
- Session 4: Making the Most of Your Digital Leads

Chapter 11: How to Capture More Customers in the Digital Retailing Landscape

- Session 1: Focus on Personalization
- Session 2: Supporting Your Client's Car Buying Digital Research
- Session 3: Capitalize on Word-of-Mouth Marketing
- Session 4: Engage Past Customers with Targeted Promotions

Chapter 12: The 10-Step Digital Retailing Process for Salespeople

- Session 1: Reverse Engineering Your Sales Process
- Session 2: Reviewing Your Structure for Digital Retailing
- Session 3: Creating Your Own Unique Branding Message
- Session 4: Turning Your Personal Website into a Digital Retailing Education Portal
- Session 5: Review & Adjust
- Session 6: Fine-Tuning the Handoff
- Session 7: Creating Your Own Digital Retailing Marketing Campaign
- Session 8: Flooding Your Social Media Sites with Positive Reviews
- Session 9: Rinse & Repeat