

The Ultimate Sales Guide

- Session 1: Treat Every Customer Equally
- Session 2: Do Not Disparage Other Dealerships
- Session 3: Never Lie to a Customer
- Session 4: Know Your Inventory: Walk the Lot Every Morning
- Session 5: Establish and Write Goals Down
- Session 6: Learn the Industry Well
- Session 7: When You Are at Work, Work
- Session 8: Support Your Business Office
- Session 9: Support Other Salespeople
- Session 10: Know Your Numbers, Closing Ratio, Gross Average, etc.
- Session 11: Have a Daily Plan and Stick to it
- Session 12: Read 2 or 3 Self-Development Books per Year
- Session 13: Keep Track of All Your Sales on a Separate Sales Log
- Session 14: Use Empathy When Handling Objections
- Session 15: Always Look the Customer in the Eye
- Session 16: Always Ask the Customer to Buy the Car
- Session 17: Sell Your Customer, Not Your Desk
- Session 18: Sell Yourself During Negotiations
- Session 19: Do Not Leave Money on the Table
- Session 20: You Do Not Necessarily Get What You Deserve, You Get What You Ask For
- Session 21: Practice Every Day for 20 Minutes
- Session 22: Without a Signed Bill of Sale, You Do Not Have a Sale
- Session 23: Have an Evidence Manual on Your Desk at All Times
- Session 24: Never Put Your Business Cards on Your Desk
- Session 25: Results Are the Only Proof of Your Ability
- Session 26: Set the Bar High
- Session 27: Become an Expert Negotiator
- Session 28: Develop Excellent Powers of Persuasion
- Session 29: Master the Art of Storytelling During Negotiations
- Session 30: Always Do What You Say You Will Do
- Session 31: Dress, Smell, and Act the Part
- Session 32: Treat All Customers as if They Own the Dealership
- Session 33: Be Patient, Not Pushy

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- Session 34: Always Say Thank You
- Session 35: You Are Not at Work to Make Friends; You Are There to Sell Cars & Make Money
- Session 36: Always Offer to Help Someone
- Session 37: Do Not Be Late for Sales Meetings, Be First
- Session 38: Stay in Shape and Exercise Every Day
- Session 39: Eat Healthy
- Session 40: Get Enough Sleep
- Session 41: Save Your Money During the Months of Plenty
- Session 42: Keep Yourself Organized
- Session 43: Be Kind to Yourself
- Session 44: Find Yourself a Strong Mentor
- Session 45: Always Choose the Harder Right versus the Easier Wrong
- Session 46: If You See a Piece of Garbage on the Floor in Your Dealership, Pick it Up
- Session 47: Remember That Patience is a Virtue
- Session 48: Learn Effective Stress Management Techniques
- Session 49: Become a Product Knowledge Scientist
- Session 50: Sell Value, Not Price
- Session 51: Become a Technology Expert
- Session 52: Have Impeccable Attention to Detail
- Session 53: Master the Art of Presenting the Vehicle
- Session 54: Learn the Difference between Obvious & Hidden Value
- Session 55: Sell without Being Sleazy
- Session 56: Do Not Rush, but Be Quick
- Session 57: Become an Expert on the Phone
- Session 58: Become an Expert in CRM Utilization
- Session 59: Learn Your Competition Inside and Out
- Session 60: Be the Best Salesperson Your Customer Will Ever Meet
- Session 61: Follow a Strict Be-Back Process
- Session 62: Equity Mine Every Day
- Session 63: Establish a Strong Online Presence
- Session 64: Master Social Media Campaigning
- Session 65: Once Sold, Become a Customer Liaison
- Session 66: Master Video Techniques

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- Session 67: Make At Least One Appointment per Day
- Session 68: Prospect Every Day
- Session 69: Make Friends with Your Service Advisors
- Session 70: Always Carry with You a Bunch of Business Cards
- Session 71: Tell the World What You Do
- Session 72: Keep Your Pipeline Always Full
- Session 73: Always Catch the Customer Pleasantly Off-Guard
- Session 74: Always Remove the Fear of Buying Today
- Session 75: Listen Twice as Much as You Talk
- Session 76: Display Positive Body Language
- Session 77: Never Act Desperate
- Session 78: Every Customer Will Tell You How to Sell Them a Car
- Session 79: Leave Your Problems on the Curb
- Session 80: Always Display the Right Amount of Enthusiasm, Excitement, and Charisma
- Session 81: Always Be Friendly & Kind
- Session 82: Act like a Professional at All Times
- Session 83: Match Your Style to the Customer
- Session 84: Embrace a Proactive vs. Reactive Mindset
- Session 85: The More You Try to Sell a Car, the Less You Will Sell
- Session 86: Customers Are Not Yours, They Belong to the Dealership
- Session 87: Never Think You're Too Good to Stop Developing Your Skills
- Session 88: Do Not Worry about Things You Cannot Control
- Session 89: Stay Away from Drama & Gossip
- Session 90: If You Are in a Bad Mood, Stay Home
- Session 91: Stay Away from the Circle of Negativity
- Session 92: Your Life, Your Job, Your Income, Your Responsibility. Nobody Else's
- Session 93: Always Have a Warm Friendly Smile
- Session 94: Remember it is about Your Customer, Not about You
- Session 95: Understand and Learn What Makes Your Customer Defensive
- Session 96: Be All In or All Out
- Session 97: Do Not Forget to Have Fun
- Session 98: Do Not Over Qualify Your Client
- Session 99: Short Cuts = Pay Cuts

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- Session 100: If the Customer Qualifies Themselves on the Car, You Cannot Be on the Wrong One
- Session 101: Remember Names
- Session 102: Ask the Right Questions
- Session 103: Never Ask a Question That Could Result in a Lie
- Session 104: Never Ask a Question That Could Result in an Answer You Do Not Want to Hear
- Session 105: Never Ask Questions or Make Statements That Could Make Someone More Defensive
- Session 106: Let the Customer Talk about Themselves
- Session 107: Get the Details Right
- Session 108: Treat Your Used Car Customers as New Car Customers
- Session 109: Do Not Use Trial Closes, They Do Not Work
- Session 110: Always Be a Good Teammate