

Sales BDC

Chapter 1: Introduction

Session 1: Introduction

Chapter 2: What is a BDC?

Session 1: What is a BDC?

Session 2: Goals of a BDC

Session 3: CRM (Customer Retention Management) in Your BDC

Session 4: What's Different about Selling from the BDC

Session 5: BDC is Not Selling Price

Session 6: Listening to the BDC Customer

Session 7: Where BDC Leads Come From

Chapter 3: Benefits of a BDC

Session 1: Benefits of a BDC

Session 2: Enhanced Lead Generation

Session 3: Create New Revenue Sources

Session 4: Controlled and Measurable Follow-Up

Session 5: Centralized Operation for Customer Contact

Session 6: Easy Access to All Customer Information

Session 7: Connecting Inventory from Multiple Locations

Chapter 4: The BDC Staff

Session 1: The BDC Staff

Session 2: Must be Motivated

Session 3: Forward Thinking

Session 4: Goal-Oriented

Session 5: Must be Willing to Learn New Things

Session 6: Skilled in Internet Use

Chapter 5: Attributes of a BDC Rep

Session 1: Attributes of a BDC Employee

Session 2: Car Business Experience Not Required

Session 3: Self-Motivated

Session 4: Required Computer Skills

Session 5: Solid Speaking Skills

Session 6: Ability to Spell, Type and Use Proper Grammar

Session 7: Intuitive Thinking

Session 8: Self-Control

Session 9: Communication

Session 10: Organizational

Session 11: Ability to Adapt

Session 12: Ability to Work Under Pressure

Session 13: Ability to Think Quickly

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Chapter 6: Social Media

- Session 1: What is Social Media?
- Session 2: The Benefits of the Word of Mouth
- Session 3: The Negatives of the Word of Mouth
- Session 4: The World of Mouth and How It Benefits You
- Session 5: How Social Media Builds Your Customer Base
- Session 6: The Benefits of Facebook
- Session 7: The Benefits of Twitter
- Session 8: The Benefits of LinkedIn
- Session 9: The Benefits of Youtube
- Session 10: The Benefits of Google Plus
- Session 11: The Importance of Blogs

Chapter 7: The Customer

- Session 1: The Customer
- Session 2: Who Shops for Cars Online?
- Session 3: What Are They Looking For?
- Session 4: What Are They Trying to Avoid?
- Session 5: Resisting the Urge to Sound Desperate

Chapter 8: Why Customers Shop

- Session 1: To Find a Product They Like
- Session 2: To Find a Company They Want to Do Business With
- Session 3: To Decide Whether They Actually Want to Make a Purchase
- Session 4: To Determine if the Product is Affordable
- Session 5: To Find a Fair Price
- Session 6: To Find a Salesperson
- Session 7: Convenience
- Session 8: 24/7

Chapter 9: Auto Responders

- Session 1: What is an Auto Responder?
- Session 2: Benefits of an Auto Responder
- Session 3: Negatives of an Auto Responder
- Session 4: When Not to Use an Auto Responder

Chapter 10: Goals for Each Online Request

- Session 1: The Three Goals for Each Online Request
- Session 2: Develop a Contact Relationship
- Session 3: Secure an Appointment
- Session 4: Sell a Car
- Session 5: How You Accomplish the Three Goals
- Session 6: Definition of Unique
- Session 7: Definition of Inspiring
- Session 8: Importance of a Timely Response

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Chapter 11: Buyer Perceptions

- Session 1: Buyer Perceptions
- Session 2: Perceptions Customers Have of Automobile Salespeople
- Session 3: Why Customers Have These Perceptions
- Session 4: Customer Emotions When Buying a Car
- Session 5: Why Customers Have These Emotions
- Session 6: The Best Way to Release Customer Perceptions and Emotions
- Session 7: Pressure Words

Chapter 12: Spam

- Session 1: Spam
- Session 2: What is Spam?
- Session 3: Why Emails Go to Spam
- Session 4: Words & Characters That Enhance Spam

Chapter 13: Email Etiquette

- Session 1: Meaningful Subject Lines
- Session 2: Keep the Message Focused
- Session 3: Identify Yourself Clearly
- Session 4: Proofread
- Session 5: Email Security
- Session 6: Formal and Informal Situations
- Session 7: Respond Promptly
- Session 8: Email Subject Lines
- Session 9: Subject Line Length
- Session 10: Subject Line Words to Avoid
- Session 11: Font Type
- Session 12: Improper Use of Abbreviations
- Session 13: Never Use ALL Capital Letters
- Session 14: Why You Need to Be Brief
- Session 15: The Negatives of Attachments

Chapter 14: The Four Rules of Sales

- Session 1: The Four Rules of Sales
- Session 2: Rule #1
- Session 3: Rule #2
- Session 4: Rule #3
- Session 5: Rule #4
- Session 6: The Importance of These Four Rules
- Session 7: How These Rules Apply to the BDC Process

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Chapter 15: Verbiage that Lowers the Customer's Defensive Posture

- Session 1: Lower the Customer's Defensive Posture
- Session 2: Do You Need to Buy a Car Today?
- Session 3: Informational Gathering
- Session 4: Brochure and Prices
- Session 5: Take Home and Consider

Chapter 16: BDC Steps

- Session 1: Step 1: Create Dialogue
- Session 2: Step 2: Request Appointment

Chapter 17: Step 1: Create Dialogue

- Session 1: What is Dialogue?
- Session 2: Benefits of Dialogue to the BDC Rep
- Session 3: Benefits of Dialogue to the Customer
- Session 4: Dialogue Questions to Avoid
- Session 5: Dialogue Questions to Ask
- Session 6: Sample Dialogue: "Can I Get a Lease Payment?"
- Session 7: Sample Dialogue: "Is That Your Best Price?"

Chapter 18: Step 2: Request Appointment

- Session 1: When to Ask for the Appointment
- Session 2: Best Way to Request the Appointment
- Session 3: Verbiage That Creates a Non-Threatening Appointment Request
- Session 4: Sample Dialogue with Appointment Request: "Can I Get a Lease Payment?"
- Session 5: Are You Stronger via Email or Phone?
- Session 6: What Part of the Email Process Would Be Better over the Phone?
- Session 7: Request an Appointment versus a Phone Call
- Session 8: Verbiage That Creates a Phone Contact
- Session 9: The Benefits of a Phone Call for Creating Dialogue

Chapter 19: Sample Emails

- Session 1: Sample Emails
- Session 2: Email #1 (Bad #1) - Payment Quote
- Session 3: Email #1 (Bad #2) - Payment Quote
- Session 4: Email #1 (Good) - Payment Quote
- Session 5: Email #2 (Bad) - "Is That Your Best Price?"
- Session 6: Email #2 (Good) - "Is That Your Best Price?"
- Session 7: Email #3 (Bad) - "Can You Beat This Price?"
- Session 8: Email #3 (Good) - "Can You Beat This Price?"
- Session 9: Email #4 (Bad) - "What is My Trade Worth?"
- Session 10: Email #4 (Good) - "What is My Trade Worth?"
- Session 11: Email #5 - Requesting a Phone Conversation
- Session 12: Email #6 - Persistent Requests

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Chapter 20: Customer Visit

- Session 1: Who Should the Customer Meet With at the Dealership?
- Session 2: You – Pros & Cons
- Session 3: Salesperson – Pros & Cons
- Session 4: Sales Manager – Pros & Cons
- Session 5: Internet Concierge – Pros & Cons

Chapter 21: Video

- Session 1: The Benefits of Video
- Session 2: Video Length
- Session 3: Video Topic
- Session 4: When to Send a Video

Chapter 22: Methods of Communications

- Session 1: Email – Pros & Cons
- Session 2: Phone – Pros & Cons
- Session 3: Mail – Pros & Cons
- Session 4: Social Media Sites – Pros & Cons
- Session 5: Text – Pros & Cons
- Session 6: The Importance of Blending Your Methods of Communications

Chapter 23: BDC Don'ts

- Session 1: Asking for Name Prematurely
- Session 2: Asking for Phone Number Prematurely
- Session 3: Telling the Customer in the Email You Will Call Them
- Session 4: Requests to Be Friends on Any Social Media Sites Prematurely
- Session 5: Failing to Respond in a Fast Manner

Chapter 24: Common BDC Rep Questions

- Session 1: Should I Quote a Price via Email?
- Session 2: Should I Ask for the Sale?
- Session 3: Why Am I Not Getting Responses after I Reply?
- Session 4: When Should I Ask for the Appointment?
- Session 5: Who Should the Customer Ask for When They Visit the Dealership?
- Session 6: Why Do Customers Make Appointments and Then Do Not Show Up?
- Session 7: When Should I Follow-Up with the Customer Who Hasn't Made an Appointment?

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Chapter 25: BDC Follow-Up

Session 1:	E-Lead Buyer Timelines
Session 2:	Problems with Being Too Aggressive with Shoppers
Session 3:	DLA Shopping Categories
Session 4:	Runners
Session 5:	Joggers
Session 6:	Walkers
Session 7:	Goal of Follow-Up
Session 8:	Goal of Each Follow-Up DIALOGUE
Session 9:	Runner Day 1: Why
Session 10:	Runner Day 1: Sample Email
Session 11:	Runner Day 2: Quote
Session 12:	Runner Day 2: Sample Email
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Session 14:	Runner Day 3: Sample Email
Session 15:	Runner Day 4: Buy versus Lease
Session 16:	Runner Day 4: Sample Email
Session 17:	Runner Day 5: Letter from Manager
Session 18:	Runner Day 5: Sample Email
Session 19:	When a Customer Becomes a Jogger - After Day 5
Session 20:	Jogger Day 7: Product
Session 21:	Jogger Day 7: Sample Email
Session 22:	Jogger Day 10: New / Used / CarFax
Session 23:	Jogger Day 10: Sample Email
Session 24:	Jogger Day 12: Specials
Session 25:	Jogger Day 12: Sample Email
Session 26:	When a Customer Becomes a Walker - After Day 12
Session 27:	Walker Topics
Session 28:	How Often Should You Stay in Touch with Walkers