

NEGOTIATIONS & OBJECTIONS

NEGOTIATIONS

- CUSTOMER POSTURES
 - Causes of a Defensive Posture
 - 3 main fears customers have
 - 2 Customer Goals
 - 2 Salespersons Goals

- ACCOMPLISHING YOUR GOALS
 - Simple Qualification
 - Common questions and their effects
 - Qualifying Questions
 - The 4 rules to sales
 - Defensive Questions
 - The effect of letting the customer qualify themselves

- THE CUSTOMER AND NEGOTIATIONS
 - Understanding and misreading the customer's mindset
 - What we do that causes a defensive posture
 - The worst question to ask
 - When to negotiate

- THREE THINGS YOU MUST SELL TO EVERY CUSTOMER
 - The Product
 - Yourself
 - The Dealership

- **NEGOTIATIONS CHECKLIST**
 - The road to successful negotiations
 - Identify and eliminate barriers to success
 - Develop more focused and effective thinking
 - Communicate with influence
 - Understand the principles of influence
 - The power of empathy when negotiating
 - Avoid selecting the wrong vehicle
 - The effects of eye contact
 - The effects of body language
 - The misconception of the discount
 - Prepare for uncertainty

- **HOW TO IDENTIFY THE PLATEAU NUMBER**
 - Use the plateau number to your advantage
 - What is value to a customer
 - Present actual value

- **WHY SALESPEOPLE ARE POOR NEGOTIATORS**
 - Little emotional discipline
 - Lack of training
 - Failure to self-invest
 - Buyers are better negotiators
 - Lack of daily discipline
 - An empty pipeline
 - #1 negative effect of an empty pipeline

- **THE COUNTEROFFER**
 - Set up small increments
 - Speak second
 - Stay away from ranges
 - Refuse to split the difference
 - Accept terms at the right time
 - Talk more than money
 - Sell yourself
 - Know when to say no

- THE ESSENTIAL T.O. PROCESS
 - Current process
 - A new face sells cars
 - Avoid triggering defenses
 - T.O. transition thought track
 - Stay or leave

- PRESENTING THE FIGURES
 - Change the perception of the numbers
 - Decrease price objections
 - Decrease trade objections
 - Power of the subtle assumptive close
 - 7 most important words

OBJECTIONS

- THE DIFFERENCE BETWEEN OBJECTIONS & OBSTACLES
 - Roadblocks vs. Speed Bumps
 - 3 Primary Objections
 - Customer mindset with objections & obstacles

- MAIN CAUSES OF OBJECTIONS
 - When objections begin
 - The sales presentation
 - Perception equals reality
 - Are objections good or bad
 - 4 magical words

- THE 4 BUYING MOTIVATING FACTORS
 - Product, salesperson, dealership, price
 - The misconception of price
 - Factors that determine the order of importance
 - When value exceeds price

- THE DIFFERENCE BETWEEN A CEMENT AND SAND OBJECTION
 - Customers mindset
 - Salespersons mindset

- THE “OLD” PROCESS
 - Repeat
 - Isolate
 - If I could, would you
 - Overcome
 - Does it work
 - Why we use it
 - What the customer thinks

- THE 4 RULES TO SALES SUCCESS
 - The rules
 - Why they are important
 - Consequences if not followed

- THE DLA OBJECTION PROCESS
 - Acknowledgement statement
 - Elements of this step
 - Importance of this step
 - Customer reaction to this step
 - #1 mistake salespeople make

- THE CLOSE
 - Goal of the close
 - 7 most important words

- THE PAYMENT IS TOO HIGH
 - Current response
 - The worst response
 - The comparison analogy
 - Understanding this objection
 - Developing control
 - Savings vs. Regret

- YOU ARE NOT GIVING ME ENOUGH FOR MY TRADE
 - Current response
 - 2 trade objections
 - Avoid the Kelly Blue Book trap
 - Valid vs. invalid trade numbers
 - Tax savings close
 - 4 step process

- I WANT TO GO HOME AND THINK ABOUT IT
 - Current response
 - Why the customer says this
 - Pros and cons of giving out the worksheet
 - The objection conversion
 - The DLA process