
ULTIMATE 1 DAY IN-DEALERSHIP SALES TRAINING EVENT

Real-World Sales Training Built for Immediate Results

SALES TRAINING AGENDA

Management: Leadership & Coaching	8:00AM - 9:00AM
Sales Process	9:00AM - 10:30AM
Negotiations	10:30AM - 11:00AM
Inbound Phone Calls / Internet Leads	11:00AM - 12:00PM
Lunch	
Objections	1:00PM - 2:00PM
Prospecting & Follow-Up	2:00PM - 2:30PM
Social Media for Salespeople	2:30PM - 3:00PM
Selling Cars in Service	3:00PM - 3:30PM

- THE SALES PROCESS

- The Selling Steps
- How these Steps Create Higher Gross
- Understanding the Customer
- Type A vs Type B Personalities
- 5 Points to Sell Yourself
- The Importance of Being Different, Unique & Inspiring
- The Importance of Product Knowledge & Structure
- Overcoming Sales Obstacles
- Trial Closes - Pros & Cons

- NEGOTIATIONS

- Customer Postures
- Accomplishing Your Goals
- Customer and Negotiations
- 3 Things You Must Sell to Every Customer
- How To Identify the Plateau Number
- Why Salespeople Are Poor Negotiators
- The Counteroffer
- Essential T.O. Process
- Presenting The Figures

- OBJECTIONS

- Difference Between Objections & Obstacles
- Main Causes of Objections
- 4 Buying Motivating Factors
- Difference Between Cement & Sand Objections
- "Old" Processes
- 4 Rules to Sales Success
- DLA Objection Process
- The Close
- Payment Is Too High
- You Are Not Giving Me Enough for My Trade
- I Want To Go Home and Think About It

- PHONE-UPS

- Why Phone-Up Skills Are Important
- Understanding the Phone-Up Customer
- Importance of Structure
- Phone-Up Motivation
- Customer Turnoffs
- Common Examples of Bad Dialogue
- 4 Rules to Sales Success
- 4 Phone-Up Rules
- The Meet & Greet
- The Reply
- The Appointment
- The Confirmation
- Handling the Persistent Caller
- Responsibilities After the Call

- PROSPECTING & FOLLOW-UP

- How To Be an Exceptional Prospector
- Why Salespeople Fail To Prospect
- Two Types of Prospects
- Unsold Customer Follow-Up
- DLA Follow-Up Call
- Three Ways To Follow-Up
- How To Create Dialogue and Be Unique
- Facts About Top Producers
- The "Old Fashioned" Method
- Why Digital Prospecting Is Important
- Top Social Media Sites
- Managing Your Timeline
- How To Manage Two Different Prospecting Opportunities
- Using Video To Increase Be Backs

- SOCIAL MEDIA FOR SALESPEOPLE

- Building a Professional Social Media Presence
- Choosing the Right Platforms (Facebook, Instagram, TikTok, LinkedIn)
- How to Post Content That Generates Leads
- Video Content Ideas for Automotive Salespeople
- Prospecting Through Community Groups & Local Pages
- Writing Posts That Drive Engagement & Appointments
- How to use Stories, Reels & Short Videos Effectively
- Daily Social Media Prospecting Routine
- Responding to Comments, Messages & Inquiries
- Turning Likes & Followers Into Showroom Traffic
- Building Trust Without Sounding "Salesy"
- Leveraging Customer Delivery Photos & Testimonials
- Asking for Reviews & Referrals Through Social Media
- Creating Consistent Follow-Up Content
- Time Management for Social Media Prospecting
- Real Examples of Posts That Generate Car Deals
- 30-Day Social Media Action Plan for Salespeople

• SELLING CARS IN SERVICE

- Creating a Service Drive Sales Mindset
- Why the Service Lane is a Goldmine for Sales Opportunities
- Identifying Customers Ready to Trade
- How to Approach Service Customers Without Pressure
- Building Trust in Under 3 Minutes
- Transitioning from Service Conversation to Sales Conversation
- Questions That Uncover Buying Intent
- Handling “I’m Just Here for Service” Objection
- Introducing Upgrade Options Naturally
- Appraisal Process in the Service Drive
- Following Up with Service Customers After Their Visit
- Prospecting the Service Database for Future Sales
- Equity Mining Basics for Salespeople
- Phone & Text Scripts for Service Customers
- Appointment Setting from the Service Lane
- Social Media & CRM Follow-Up for Service Prospects
- Daily Service Lane Game Plan for Salespeople

• LEADERSHIP

- Creating a Culture of Accountability
- Motivating Today’s Sales Team
- Building Energy & Momentum Every Day
- Coaching vs. Managing
- Communication Skills for Managers
- Running Effective Sales Meetings
- Holding the Team Accountable Without Killing Morale
- Goal Setting & Performance Tracking
- Managing Attitude, Effort & Consistency
- Hiring & Retaining Top Talent
- Conflict Resolution & Team Dynamics
- Leading Through Change & Challenges
- Time Management & Prioritization for Leaders
- Turning Average Salespeople into Top Performers
- Driving Activity, Follow-Up & Prospecting Accountability
- Leadership Strategies That Increase Sales & Gross Profit
- Creating a Customer-First Sales Environment