

# DLA ONLINE CLASSES

## 30 Minute Classes

### Sales

How to Create a Great First Impression  
Selling to Women  
Selling to Millennials  
Why Your Customers are So Defensive  
The 5 Decisions a Buyer Makes Before Every Purchase  
Understanding the DLA 4 Rules of Sales  
What is the Meet & Greet?  
Meet & Greet Obstacle  
The Goal of the Qualification Step  
Choosing the Right Car  
The Internal Presentation  
How to Get More People into a Demo Drive  
The Perfect Demo Drive  
Using Imagery to Present the Vehicle  
Walk Around Tips  
The Value of a Service Walk  
The Ineffectiveness of Trial Closes  
The Pros & Cons of a Needs Analysis  
The Myth of the Silent Walk Around  
A Formula for Selling 1 Car Per Day

### Prospecting & Follow-Up

The Perfect Appointment  
How to Brand Yourself Every Day  
Follow-Up for the Future  
What is a Customer Liaison?  
Getting the Be-Back to Actually Come Back  
The Video Presentation to the Unsold Customer  
The Power of Social Media  
10 Daily Prospecting Tips

### Negotiations

Understanding the Customer During the Negotiations  
How to Present an Effective Offer  
The Assumptive Close  
The Salesperson's Role in the Management "TO"  
Negotiating for Gross  
The Difference Between Closing & Negotiating  
The Worst Question to Ask: What Payment did You Have in Mind  
How to Handle a Buyer the is Upside Down in their Trade  
The Best 7 Words to Close a Deal

### Objections

The DLA 4 Step Objection Process  
Why Customers Object With: I Want to go Home and Think About It  
Objection 1: Taking home a copy of the worksheet  
Objection 2: The Price is too High  
Objection 3: Is That Your Best Price?  
Objection 4: You Are Not Giving Me Enough for my Trade  
Objection 5: I do Not Have my Trade with Me  
The Objection Conversion

### Selling During COVID-19

How to Drive Traffic During COVID-19  
How to Be Safe During a COVID-19 Presentation  
The COVID-19 Video Presentation  
The COVID-19 Delivery Process  
Negotiating Over the Phone During COVID-19



## Prospecting in Service

Service to Sales Conversion - The importance of  
a Warm Transfer  
The DLA Service to Sales Selling Steps  
The Characteristics of a Salesperson who Sells in Service

## Phone-Ups

The Goal of the Phone-Up  
The DLA 4 Phone-Up Rules  
The DLA 4 Steps to Handling a Phone-Up  
The Trade Obstacle  
Understanding Defensive Callers  
Using Video Effectively with a Phone-Up  
Negotiating Over the Phone

## Sales BDC

Goals for a Sales BDC Department  
Attributes of a BDC Rep  
Understanding the BDC Customer  
The Only Goal of an Internet Lead  
Email Etiquette  
Verbiage that Lowers a Customers Defensive Posture  
The DLA BDC Steps  
How to Use Video Effectively in the BDC  
Common BDC Mistakes

## Express Service

Express Customers vs Main Customers  
Benefits of Express Service  
The REAL purpose of Express  
The MPI Factory  
Express Meet & Greet  
The COVID Walk Around  
Introducing the MPI  
The ¼ Turn Philosophy  
Selling the Alignment as a Preventative Measure  
Does your team work as a Team? (3.5 Services Per Hour)  
The DLA Filter Initiative  
How to Successfully Set the Next Service Appointment  
Ways to Ace the CSI Survey without Asking; Every Time  
The ¼ Time Rule

## Sales Management

Are you a Leader?  
How to Deal with a Rogue Salesperson  
Auto-Pilot Sales Management  
Effective Sales Meetings  
How to Motivate a Sales Force  
The 5 Minute Motivator  
How to Get More Value from Your CRM  
How Your Salespeople Make the Customer  
More Defensive  
To 4-Square or Not to 4-Square  
Pencil Deals for Gross  
Proper "TO" Techniques  
Having the Customer Join you on the Trade Appraisal  
Hiring Experience vs Character  
The Science of Arranging the Lot  
Training Your Team for Success  
Accountability Management  
How to Communicate Effectively with your Sales Team  
Manage Process and Lead People  
How to Manage Stress

## Used Car Management

Buying Online  
Maintaining an Effective Days in Inventory Program  
To Certify or Not to Certify  
How to Create an Evidence File on EVERY Vehicle  
Managing your RECON Times - Front Line Ready in  
How Many Days  
Managing your RECON Costs - Tech and ASM Costs

## Parts

The Value of an Effective SOP Parts Process  
Maintaining the Proper Level of Service  
Menu/Family Pricing for Standard Maintenance Items  
The Process for Tracking lost sales  
Are You in the Tire Business - Stock vs No Stock  
Understanding the Parts Matrix  
Providing Customers with Options - Standard vs Premium



## F&I

The Wrong F&I Job Title  
The Customer Interview  
Logic Trapping Your Way to a High PVR & Product Index  
The Pros & Cons of Planting the Seed for the Service Contract  
Tailoring the Service Contract  
The Proper Use of the F&I Menu  
Understanding the Credit Report  
How to Do a Lease Conversion  
How to Do a Cash Conversion  
The 4 Objection Steps  
ESC Objection 1: The Payment is Too High  
ESC Objection 2: I Will Just Take My Chances  
ESC Objection 3: I am Buying this Car for its Dependability  
ESC Objection 4: I Have Never Needed a Service Contract Before  
The ESC "TO"  
Selling Service Contract in Service

## Service BDC

5 Revenue Generating Strategies  
The DLA Service BDC Steps  
Outbound Lead Generation  
Selling to Lost Customers  
How to Set a Professional Appointment that Keeps Processes for Confirming the appointments  
10 Scheduling Mistakes  
How to Recapture Lost Sales  
Scheduling the Right Customer at the Right Time  
Special Order Parts / Recall Scheduling  
How to Motivate Your BDC

## Prospecting in Service

How to Properly Mine the Dealerships Database  
Effective Ways to Get Back Lost Souls

## Hiring

How to do an Effective Interview  
What to Look for that can be Developed  
Retrain/Unlearn vs Develop and Grow

## Fixed Ops - Service Management

Understanding the Average Service Customer  
Hiring the Right People  
How to Increase Repair Order Count  
Understanding Female Customers  
When to Allow a Waiter  
Managing Your Effective Labor Rate  
Customer Service Optics  
Handling Customer Complaints  
The 6 Areas that Hurt Shop Productivity  
Effective Time Management for Service Managers  
The Golden Hours of 7am-8am and 5pm-6pm  
Effective Work Performance Plans for Service Staff  
KPI Boards and their Benefits  
How to Minimize Customer Complaints  
The Power of Exception Reports and How to Use Them

## Fixed Ops - General

The Service Meet & Greet  
The Benefit of a Complimentary MPI  
Touchless Greetings & Walk Arounds  
Air Filters - The \$25,000 Profit Center  
Where to Present the MPI  
Selling the Next Appointment  
Show & Tell for Waiters  
Show & Tell for Drop Offs  
Effective Service Walks  
Scheduling the Right Customer at the Right Time  
How Service Advisors Need to Manage their 5 Touch Points  
How to Increase Service Throughput  
How to Handle a Shop Be-Back  
Selling Maintenance Packages  
Handling Irate Customers  
Tire Sales  
Advisors: How to Plan Your Day  
How to Be an Active Listener  
How to Change a Customers Perception of Your Service Department  
Status Calls - Outbound vs Inbound  
Labor Grids - How They Enable You to be Competitive  
The "Kiss Of Death" Question

## Leadership

The 5 Aspects of Leadership  
The 3 Types of Supervisors  
Characteristics of a Boss, Manager & Leader  
How to Earn the Status of a Leader  
Qualities of a Strong Leader  
Common Signs of Poor Leadership  
How a Boss/Manager Harms an Organization  
Delegation 101 - The 3 Questions  
Identify, Document and Execute - Credibility Among  
your Team

## Generic

How to Get Out of a Mental Slump  
Character & Appearance that Give you an Edge  
Organizing Yourself for Success  
How to Write Effective Emails  
How to Create the Perfect Daily Routine  
Defining Clear Discernible Goals  
The 10 Things that Make Your Presence Electric  
10 Unpleasant Approaches to the Customer  
Understanding the Rule of Reciprocity  
How to Create a Customer for Life

## Multi Day Classes

Entry Level Sales - 5 Days  
Entry Level BDC - 3 Days  
Entry Level Service Advisor - 3 Days

Sales Management - 4 Days  
Service Management - 4 Days  
BDC Management - 4 Days  
Parts Management - 2 Days

Advanced Sales - 2 Days  
Objections - 2 Days  
Phone Ups - 2 Days  
Prospecting & Follow Up - 2 Days  
Advanced BDC - 2 Days

Advanced Service Advisor - 3 Days

All Multi Day Classes are for 2 ½ hours per day



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