

In-Dealership Sales Training

**2 Days of Sales Training,
Half of Team on Day 1, Other Half of Team on Day 2**

SALES TRAINING AGENDA

- 8:00AM - 9:00AM: LEADERSHIP TEAM
- Leadership
 - Coaching
 - Motivation
 - Hiring / Training
- 9:00AM - 11:30AM: 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
- 1:00PM - 2:00PM NEGOTIATIONS
- Customer Postures
 - Accomplishing Your Goals
 - The Customer and Negotiations
 - 3 Things You Must Sell to Every Customer
 - How to Identify the Plateau Number
 - Why Salespeople are Poor Negotiators
 - The Counteroffer
 - The Essential T.O. Process
 - Presenting the Figures
- 2:00PM - 3:00PM OBJECTIONS
- The Difference Between Objections & Obstacles
 - Main Causes of Objections
 - The 4 Buying Motivating Factors
 - The Difference Between Cement and Sand Objections
 - The "Old" Process
 - The 4 Rules to Sales Success
 - The DLA Objection Process
 - The Close
 - The Payment is Too High
 - You are Not Giving Me Enough for My Trade
 - I Want to Go Home and Think About it
- 3:30PM - 4:30PM PHONE-UPS
- Why Phone-Up Skills are Important
 - Understanding the Phone-Up Customer
 - The Importance of Structure
 - The 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
- 4:30PM - 5:30PM PROSPECTING & FOLLOW-UP
- How to Be an Exceptional Prospector
 - Why Salespeople Fail to Prospect
 - The Two Types of Prospects
 - Unsold Customer Follow-Up
 - The DLA Follow-Up Call
 - The 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