

Sales BDC

2 Day Visit

Topics To Be Covered:

- GENERAL CUSTOMER STATISTICS
 - Number of dealerships the average person calls
 - Number of dealerships the average person visits
 - Understand the statistics
 - What the statistics mean
- DEFINING GOALS
 - Current goal
 - Correct goal
 - Consequences of setting the wrong goal
 - 2 big mistakes of BDC Agents
- 4 RULES TO SUCCESS IN SALES
 - Focus
 - Structure
 - Less effort for the customer
- ANALYZE YOUR CURRENT RESPONSES
 - Different
 - Unique
 - Inspiring
- BENEFITS OF A SUCCESSFUL BDC
 - Two popular requests
 - Two goals of each request
 - Accomplish these goals
 - Sales & Gross
- DEVELOP CONTACT RELATIONSHIPS
 - 3 Main Requirements

- SECURE THE APPOINTMENT
 - The #1 Attribute
- SELL THE CAR
 - The #1 characteristic
- BUYERS PERCEPTIONS OF SALESPeOPLE
 - Effect on the process
 - Reverse these perceptions
 - Perception = Reality
 - Control
- SALESPeOPLES PERCEPTIONS OF BUYERS
 - Effect on the process
 - Discern the reality
- THE POWER OF THE SUBJECT LINE
 - Keep it simple, stupid (KISS)
 - Consistency
 - Words to avoid
 - How long is too long
- AUTO RESPONDERS
 - Avoid spam
 - Using auto responders
 - Avoid over using auto responders
- CREATE THE RIGHT CONTENT
 - Create inspiring communication
 - Remove risk to dealership
 - Avoid price negotiations
 - Lower customers defensive posture
 - “Would you rule that out”

- **OBJECTIONS**
 - Trade objection
 - How to handle the Price Request/Objection
 - Best price on a used car
 - Inventory Issue
 - Not buying today

- **EMAIL VS TEXT**
 - Unopened email
 - Pros and cons of email
 - Benefit of texting
 - Discern what your customer prefers

- **PHONE MESSAGES**
 - Clarification
 - Vagueness
 - Inform and Persuade
 - Focused message
 - Identify yourself clearly
 - Proofreading

- **EMAIL SECURITY**
 - The written record

- **FORMAL AND INFORMAL SITUATIONS**
 - Distinguish formal from informal situations
 - Punctuation and spelling

- **TIMING**
 - Statistics
 - Respond quickly
 - Consequences of delayed response

- **BI-DIRECTIONAL DIALOGUE**
 - Defined
 - Value
 - Create Bi-Directional Dialogue
 - Questions to avoid

- PHONE-UP STEPS FOR ROLE PLAYING
 - Meet & Greet
 - Reply
 - Appointment
 - Confirmation
- CALL ASKING THE BEST PRICE ON A LEASE
- CALL ASKING THE BEST PRICE ON A CERTAIN MAKE/MODEL
- CALL ASKING TO BEAT PRICE FROM ANOTHER DEALERSHIP
- CALL ASKING FOR VALUE ON A TRADE
- PERSISTENT CALLER
 - Who it is
 - What they want
 - Best practices
- NON-THREATENING ENVIRONMENT
 - Verbiage to use
 - Verbiage to avoid
 - Create a non-threatening environment
- SOLD CUSTOMER FOLLOW-UP
 - Best Practices
 - Common mistakes salespeople make
 - Secure a customer for life
- DEFINITIONS
 - Customer defined
 - Liaison defined
 - Goal of a Customer Liaison
 - Common routine services customers perform
 - When to ask for referrals

- SHOPPER CATEGORIES
 - Runners
 - Who they are
 - Turn them into joggers
 - Joggers
 - Who they are
 - Turn them into walkers
 - Walkers
 - Who they are
 - Cross the finish line
- DO YOUR HOMEWORK
 - Benefit of shopping other Dealers
 - Discover your weaknesses
 - Discover your strengths