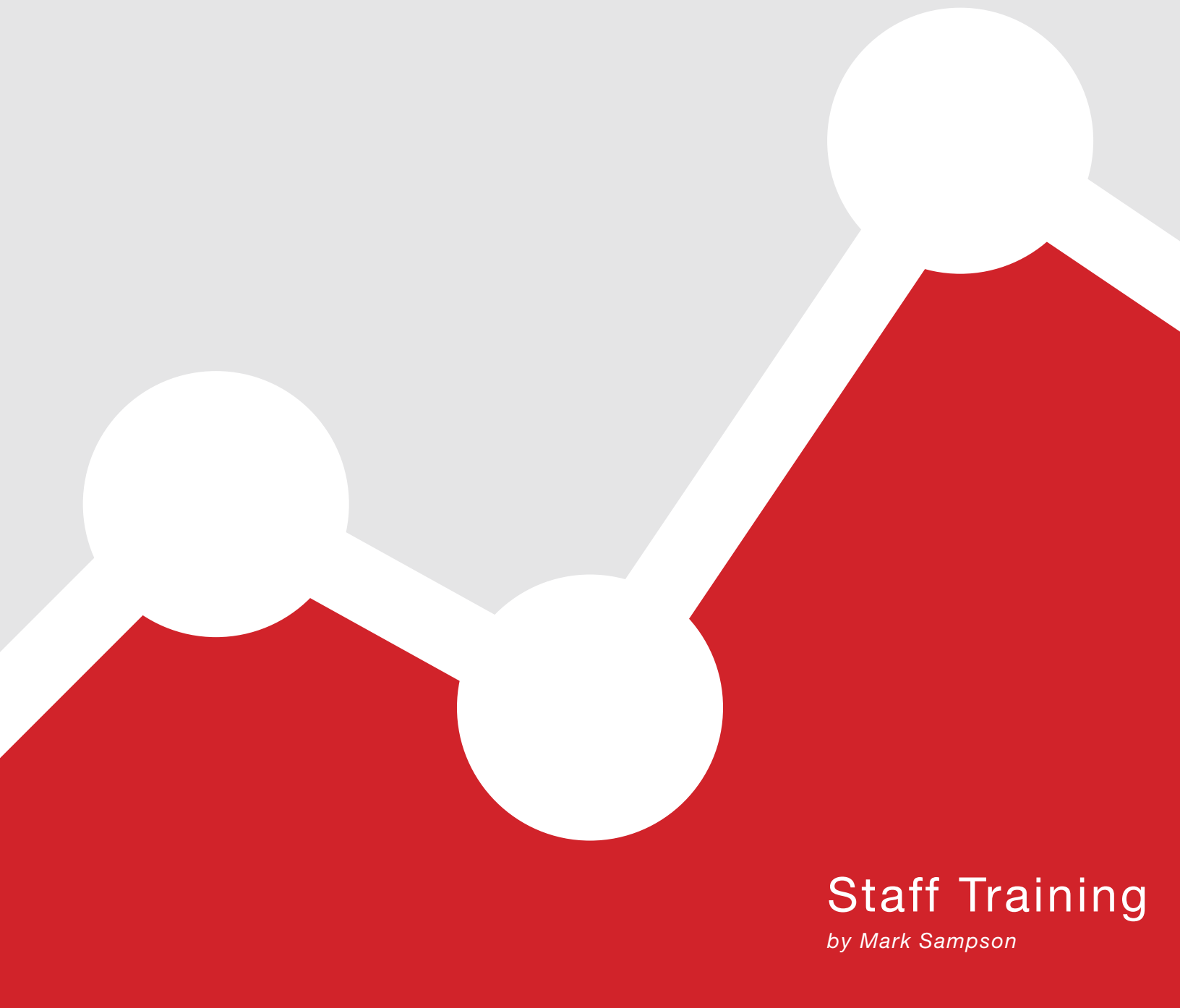


Your Success **IS YOUR DECISION**



Staff Training

by Mark Sampson

introduction

TRAINING:

- 1. NEW HIRES**
- 2. HOW ANYONE CAN BECOME A SALES PRO**
- 3. WHO ARE YOUR CUSTOMERS**
- 4. WHAT ARE THE DEALERSHIP DEPARTMENTS.**
- 5. WHO IS THE MANAGEMENT TEAM**
- 6. HOW TO MANAGE YOUR BUSINESS**
- 7. HOW TO EFFECTIVELY MARKET YOURSELF**
- 8. DEALERSHIP OPPURTUNITY**

NOTES

introduction

IN JUST LIKE ANY SALES PROFESSION, THERE ARE THOSE WHO EXCEL AND THOSE WHO JUST EXIST.



Those who exist are the ones that are waiting for sales success to come to them. This is the “wait for it to happen” individuals also known as victims.

the Victim

- Business is too slow!
- Everyone has bad credit!
- The managers are not supportive. They really don't really care about my success.
- The manager gives deals to only their favorites.
- I here that ABC Dealership is much better to work at.

This sales person is also called the SPO = Sales Prevention Officer.

The Sales Prevention Officer also works hard at the following habits

- Time waster, goes from morning to lunch without making outgoing follow up or prospect calls. Not setting their day to be productive.
- Habit of hanging out in groups, with other associates and having discussions about everything except closing sales.
- Invents excuses for why they didn't make the sale.
- Lacks product knowledge.
- Does not listen or follow direction well.



What are three words that describes the Sales Prevention Officer?

NOTES

work 6 hours a day Success!

1 Hour calling Past & Future customers!

(Just saying hello to past) (Auto-Alert for new)

1 Hour of sales training/product knowledge.

(Sharpen your skill level)

1 Hour of taking phone calls.

(Setting appointments)

1 Hour of giving 2 demos.

2 Hours writing up deals & Delivering vehicles

If you truly follow the above you will not need to stand on the blacktop and wait for something to happen.

NOTES

am i really a sales person?

YES! You are a survivor
of 1 out of 40,000

You learned how to get what you wanted from the first day of existence.

As you grew older you discovered other things you wanted from other people and you figured out how to get them.

As you grew older you discovered other things you wanted from other people and you figured out how to get them.

Anyone with a desire who can listen, follow instructions and puts fourth an effort, will be a successful sales professional!

This one day class will teach you how to put on your hazard lights and get yourself on the highway of a great success & life.



What are three words that will make you successful?

NOTES

rules to live by

NOTHING REPLACES COURTESY. **ROLL OUT THE RED CARPET!** *Ritz Carlton Style* PEOPLE WILL PAY YOU MORE **FOR QUALITY CUSTOMER SERVICE**

- Treat Everyone with respect, Regardless of their credit!
- Act like your are on Camera, because you are!
- **ALWAYS** give our customer a tour of the dealership.
- **BE EXCITED** to meet a customer! If your not then don't!
- Log 100% of all customer & Information into the CRM.
- The importance of referrals. From 1-10 They are a 10.
- Enthusiasm and what does it mean to you.
Most important ingredient. (Soft Skill)
- Big Smile. The most inexpensive way to improve your Looks!.
- Act & be highly motivated to have the opportunity to follow up
- Have a Great Positive attitude. (#1 Soft Skill)
- Look and dress for success always.

NOTES

who are my customers?

95% of the population are your customers.

50% females **90%** influence.

72% Will buy within 48 hrs.

90% Will forget your name.

78% Will buy something different.

80% Will shop / when given price.

76% who wants to sleep on it...Is not sold.

23% Close as the “walk in.”

65% Close on appointment.

68% On time when appointment is made on the ¼ hr.

100% Will tell you the trade is too low.

100% Will tell you your price it too high.

60% Of Drive by Traffic is Sub-Prime.

NOTES

steps to the sale

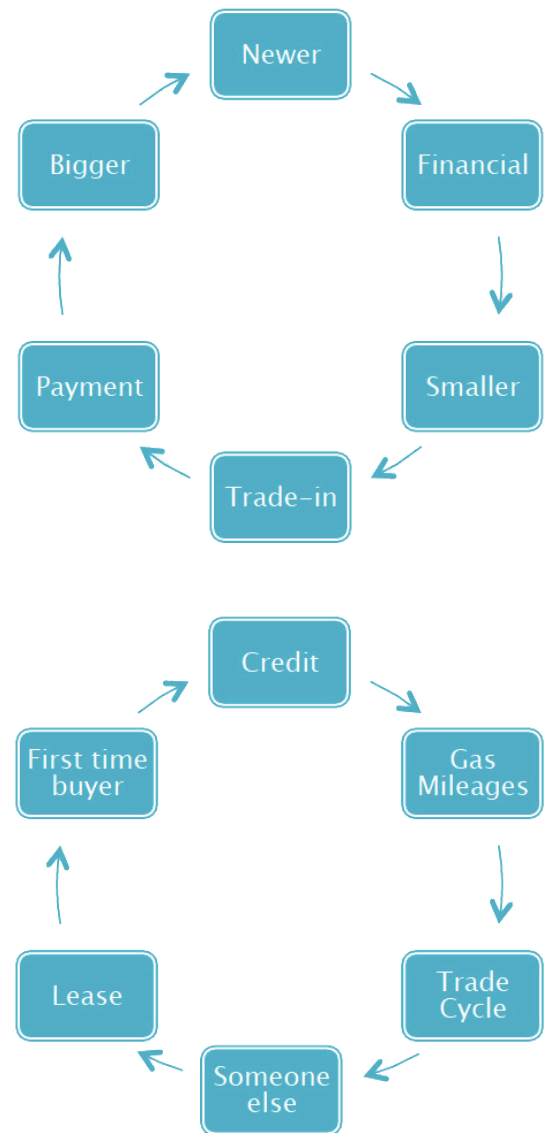
After a great greeting EVERYTIME!
IN THE FIRST 5 SECONDS the following process needs to be addressed to *qualify your customers wants and needs.*

For years Dealers/Trainers and managers in the automotive industry have mapped out what is called the steps to the sale. The problem is that, the majority of Sales associates & Managers do not follow these 5-10 steps themselves.

During this session we will cover what the customers objections/goals are. Think of it as if there is an automotive vending machine. The Customer will only push one or two of the buttons.

The following reasons are why your prospect is standing in front of you.

why is the customer IN FRONT OF YOU?



NOTES

38 BIG MISTAKES that sales people make.

ATTITUDE

1. Losing your excitement!
2. Not believing in yourself!
3. Being negative!
4. Getting discouraged!
5. Repeating same mistakes.
6. Letting sales slump effect you.
7. Not Being organized.
8. Not asking for help.
9. Wearing your heart on your sleeve.
10. Forgetting to Smile.
11. Not marketing yourself.

TIME MANAGEMENT

12. Not being prepared.
13. Poor Forecasting.
14. Poor Tracking.
15. Wasting your Time & others.
16. Lacking a permeate good Work Habit.

SALES PRESENTATION

17. Not having a tailored Greeting.
18. Poor Walk around presentation.
19. Not well groomed.
20. Lacking Product knowledge.
21. Not Listing. Talking too much.
22. Poor Vocabulary.
23. No sense of urgency.
24. Not selling on your feet.

PROSPECTING

25. Ignoring past clients.
26. Not having a follow up program.
27. Not getting referrals.
28. Not learning your resource/tools.
29. Lack of phone skills.

OBJECTIONS & CLOSES:

30. Seeing price as a problem.
31. Losing control of your customer.
32. Not over coming objection early.
33. Not asking for the sale.
34. Trying to sell from price & not value.
35. Not having customer sold on product.
36. Not have a closin strategy.
37. Fear of rejection.
38. Not building trust.



NOTES

great habits in becoming a sales professional

1. Focus on your wants and goals, Have a fire of desire!.
2. Invest at least 10% of your time for selfimprovement
3. Plan everything, finish it, then move to the next. A-B
4. Keep your passion alive.
5. Never Never give up. No matter how hard you think it is.
6. You can do what ever you put your energy into. Return on Energy=ROE.
7. Be optimistic, you have nothing to loose.
8. Always be truthful, no matter what.
9. It's better to pay the price of discipline than the cost of regret.
10. Spend time in goal setting activities.
11. Keep your Ego to out of the sales process.
12. Learn from your mistakes.
13. Stay focused in the present.
14. Create a sense of buying urgency.
15. Stay in touch with all your customers.
16. Have a strategy for lost business.
17. Find a great follow up process that you like and use it always.
18. Invest in Marketing yourself.
19. Learn to be a Phone appointment Master.
20. Eating the right diet.
22. Your customer should be talking twice as much as you.
23. Keep the focus on the customer's benefits.
24. Establish your customer's trust, before you try and sell them.
25. Be a valuable resource for your customers.
26. Spend 80% on the 20% hot button.
27. Learn to create high perceived values, so price is not a issue.
28. Discover potential sales resistance early.
29. Address concessions only when addressed.
30. Always follow up sooner than expected.
31. Take the time to write all names of the family.
32. Give kids your business cards,
33. Learn to give alternatives, choices.
34. Have a monthly tracking plan and stick to it. Do or Die.



NOTES

the crm tool

Follow up tools are used for sales associates & Managers

Records the Number of Prospects Daily / MTD

The Number of Phone calls logged per Sales associate

Keeping your Manager informed of your sales & prospect base

Keeping updated on client notes, for follow up purposes

Set up activities such as e-mails-generate lettersphone calls etc.

You are given a login- to log in daily

You are responsible in keeping your Contact Manager activity's updated.



Not using your CRM system properly will result in low sales and the loss of your employment.

NOTES

the selling demo ride

A demonstration of the product's features and benefits.

The most important phase on selling the product.

The Sales associate must be able to answer all questions pertaining to the product. (Selling)

The Sales person must be able to recognize / Match the Customer to the right product. (Selling)

A walk around is to demonstrate the product by reviewing the features and benefits as walking around the vehicle and giving explanations.

The Demo drive is designed to let the customer experience the driving features and benefits of the vehicle. (Selling)

A proper demo should be accompanied by the Sales associate/product specialist.

NOTES

the incoming sales call

A sales call is only a opportunity to make the appointment.
(An invitation ONLY)

95% of the time a vehicle will not be sold over the phone.

The Sales person shall get the customers Name,
Contact Number & Appointment. Appointment skills.

Management expects the sales person to learn and
develop great phone skills.

The sales associate is expected to learn strong phone
skills with-in their first 30-60 days.

The average Sales person will take 30 sales calls a month.

The properly trained sales person will make the
appointment from a incoming sales call 65% of the time.

75% of the 65% will show up when confirmed,
and you will close 65%. = 9.5 sales

The Sale Professional understands that the phone is the
most important tool that they have.

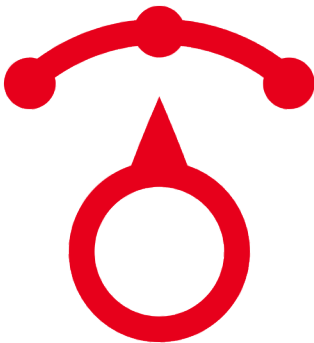


NOTES

who's in control? incoming sales calls

customer questions

- Do you have the vehicles in stock?
- How many miles on it?
- How Many owners?
- What Color? What Motor?
- What's your best price?
- Is it a trade –in /Where did it come from?
- What equipment does it have?
- What are your hours? / Location?
- What is your name?
- Do you take payments? Financing?
- Do you take trade-ins?
- Do you have a car fax?
- Does it have a warranty?



sales professional questions

- What is your name?
- What is your number?
- Where are you calling from?
- Do you have a pencil? My name is _____
- Who is the vehicle for?
- What do you currently drive?
- How long have you owned it?
- Will you be trading?
- What is the best thing about your current vehicle, and the least that you like?
- Do you prefer dark or light colors?
- Are you looking for a 4/6 cylinder?
- What will you be using the vehicle for?
- What time can you make it in today?
- Can I bring the vehicle to you?
- What is your schedule like?
- How about 3:45?

NOTES

finance departments

The Finance Department is where your Customer handles the purchase documentations of the vehicle with the Finance Manager.

The finance department is also the department that handles the purchase of extended warranties and other beneficial products.

There are two Types of Finance Departments. Prime & Sub Prime.

Primary finance is defined by a customer that has a credit beacon score of 625 or higher.

Sub-Prime Finance is where the customer beacon score is 620 and below. In which a designated Finance manager is used.

The average Sales person will take 30 sales calls a month.

When the Customer has completed with the Finance manager then the delivery of the vehicle is performed by the sales associate.



NOTES

the great delivery

The most important part of your sale. The last thing your Customer remembers about you and the Dealership.

The Sales associate performs a complete explanation of the operation of the vehicle. (Delivery coordinator are there to assist you with your delivery)

The Customer must be completely satisfied upon delivery.

The sales associate must follow up within 24 hrs.
(To ensure complete satisfaction and answer any questions)

Sub-Prime Finance is where the customer beacon score is 620 and below. In which a designated Finance manager is used.

A second follow within a week is highly suggested.

90% of Customers can't remember their sales person name don't let this happen to you!



NOTES

my 5 guaranteed rules for success

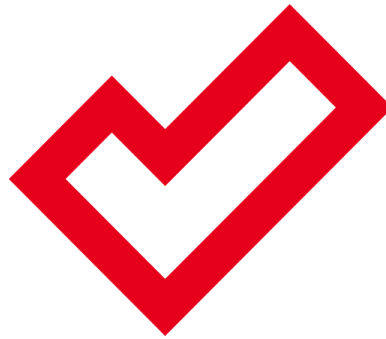
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