

## NEGOTIATIONS AND OBJECTIONS TRAINING

- THE SALES PROCESS
  - The Selling Steps
  - How these Steps Create Higher Gross
  - Understanding the Customer
  
- 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
  
- OBJECTIONS
  - The Difference Between Objections & Obstacles
  - Main Causes of Objections
  - The 4 Buying Motivating Factors
  - The Difference Between a 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

- **DAY ONE:**
  - Brief meeting with Dealer, GM, and Service Manager
  - Classroom training with the Sales Staff Approximately 3 Hours (Half the Team)
  - The trainer works on the floor with the Sales Staff until approximately 6 p.m.
  
- **DAY TWO:**
  - Classroom training with the Sales Staff Approximately 3 Hours (Half the Team)
  - Trainer works on the floor with the Sales Staff until late afternoon
  - Final Recap with Dealer, GM, Service Manager
  - Trainer leaves for airport (3-4 p.m.)