

Common Mistakes Automotive Salespeople Make

Introduction

Body, Mind & Soul

- Session 1: Poor Appearance
- Session 2: Poor Hygiene
- Session 3: Bad Attitude
- Session 4: Expect Too Much
- Session 5: Listening Skills
- Session 6: Fear of Rejection
- Session 7: Lack of Discipline
- Session 8: Lack of Motivation
- Session 9: Lack of Commitment
- Session 10: Lack of Enthusiasm and Excitement
- Session 11: Not Controlling Your Emotions
- Session 12: Poor Eating Habits
- Session 13: Expect Instant Gratification
- Session 14: Complacency
- Session 15: Preconceived Notions
- Session 16: Hanging Around Negative People
- Session 17: Know It All
- Session 18: Not Open Minded to New Ideas
- Session 19: Stop Learning
- Session 20: Leave Home at Home and Work at Work
- Session 21: Not Having Fun

Customer

- Session 22: Talk Too Much
- Session 23: Failure to Allow Customer to Be in Control
- Session 24: Failure to Understand Purpose of Customers Visit
- Session 25: Spend Too Much Time Away from the Customer
- Session 26: Don't Return Customer Phone Calls in a Timely Manner
- Session 27: Ask Bad Questions
- Session 28: Act Desperate for the Sale
- Session 29: Underestimating the Intelligence of the Customer
- Session 30: Focusing on the Wrong Agenda
- Session 31: Sell Down to Women
- Session 32: Talk Negatively about the Automotive Industry
- Session 33: Interruptions During a Presentation
- Session 34: Pressure Tactics

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Goal Setting

- Session 35: Unwillingness to Prepare for Greatness
- Session 36: Failure to Set Daily Goals
- Session 37: Failure to Set Monthly Goals
- Session 38: Failure to Set Yearly Goals
- Session 39: Failure to Set Long Term Goals
- Session 40: Failure to Review Goals
- Session 41: Failure to Hold Yourself Accountable
- Session 42: Failure to Train
- Session 43: Comfort Zone Syndrome

Basic Sales 101

- Session 44: Failure to Understand the 4 Reasons Customers Buy
- Session 45: Believing That Price is the Most Important Part of the Sale
- Session 46: Groups at the Front Door
- Session 47: Cell Phone Ringing When with a Customer
- Session 48: Checking Text Messages When with a Customer
- Session 49: Chewing Gum When with Customer
- Session 50: Negative Comments about Your Competition
- Session 51: Handing the Customer Your Business Card at the Meet & Greet
- Session 52: Having Your Business Card on Your Desk
- Session 53: Name Tags
- Session 54: Utilizing Pressure and Manipulation
- Session 55: You Sound Like Everyone Else
- Session 56: Not Understanding the 4 Things You Sell

Phone-Ups

- Session 57: Hold Time
- Session 58: Lack of a Structured Process
- Session 59: Failure to Understand Customers Goal for Calling
- Session 60: Premature Requests for Phone Number
- Session 61: Failure to Answer Customers Questions
- Session 62: Pressure Questions
- Session 63: No Commitment Appointments
- Session 64: Scheduling Appointments at the Wrong Time
- Session 65: All Calls Sound the Same

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Sales Process

- Session 66: Lack of Structure
- Session 67: Common Meet & Greet
- Session 68: Poor Responses to Meet & Greet Obstacles
- Session 69: Pre-Qualifying Customers Based on Appearance
- Session 70: Pre-Qualifying Customers Based on Financial Ability
- Session 71: Qualifying Questions That Raise Customer Defenses
- Session 72: Inventory Walks That are Based on Budget
- Session 73: Premature Comments about Locating a Vehicle
- Session 74: Low Demonstration Drive Percentages
- Session 75: Short Demonstration Drives
- Session 76: Failure to Join Customer During the Demonstration Drive
- Session 77: Trial Closes During the Demonstration Drive
- Session 78: Talking Too Much During the Demonstration Drive
- Session 79: Park the Car in the Sold Lane
- Session 80: Park the Car Next to Your Trade
- Session 81: Put the Car Back in the Spot
- Session 82: Uninspiring Walk Around Presentations
- Session 83: Safety Demo Walk Around
- Session 84: Utilization of Trial Closes
- Session 85: Negotiating on the Lot
- Session 86: No Service Walk
- Session 87: Service Walks That are Uninspiring
- Session 88: Pressure Responses When Responding to Interest Rate Questions

Meet & Greet Obstacles

- Session 89: Can I Walk Around Alone
- Session 90: I am Not Buying a Car Today
- Session 91: My Spouse is Not with Me
- Session 92: What is Your Best Price on That Car Over There
- Session 93: Can You Help Me if I Have Bad Credit
- Session 94: I Do Not See a Color I Like

Negotiations

- Session 95: Silent Walk Around
- Session 96: Fear of Asking for Full List
- Session 97: Dropping Price Too Quickly
- Session 98: Weak Closing Questions
- Session 99: Failing to Ask for the Sale
- Session 100: Failure to be Prepared for Objections
- Session 101: Working Your Sales Manager Harder than the Customer

Common Mistakes Automotive Salespeople Make

Objections

- Session 102: The Payment is Too High
- Session 103: You Are Not Giving Me Enough for My Trade
- Session 104: I Want to Think About It

Prospecting & Follow-Up

- Session 105: Failure to Prospect
- Session 106: Outdated and Ineffective Prospecting Techniques
- Session 107: Failure to Prospect in Service
- Session 108: Poor Sold Customer Follow-Up
- Session 109: Lack of Outside Marketing
- Session 110: Utilizing Social Media

Training

- Session 111: Old School Training
- Session 112: Ineffective Training