

Negotiations

Chapter 1: What is Negotiations?

- Session 1: When Does Negotiations Begin?
- Session 2: When Does Negotiations End?
- Session 3: Common Misconceptions about Negotiations
- Session 4: The Difference between Negotiations and Closing

Chapter 2: Fearing Negotiations

- Session 1: Why Customers Fear Negotiations
- Session 2: Why Salespeople Fear Negotiations
- Session 3: Why Managers Fear Negotiations
- Session 4: What We Do that Ignites Fear in the Customer
- Session 5: Is Fear of Negotiations Inevitable?

Chapter 3: Three Pre-Requisites to Negotiations

- Session 1: Selling the Product
- Session 2: Selling Yourself
- Session 3: Selling the Dealership
- Session 4: The Negative Effects of Not Fulfilling the 3 Pre-Requisites
- Session 5: The Positive Effects of Fulfilling the 3 Pre-Requisites

Chapter 4: Full List or Bust

- Session 1: Have You Earned the Right to Ask for Full List?
- Session 2: Why We Fear Full List
- Session 3: When is Full List a Fair Price?
- Session 4: Is Full List Possible with Every Customer?
- Session 5: Selling the "\$30,000" Car!

Chapter 5: The Dangers of Knowing Too Much

- Session 1: What We Need to Know Entering Negotiations
- Session 2: What We Do Not Need to Know Entering Negotiations
- Session 3: The 2 Choices Every Salesperson Must Make
- Session 4: Controlling your Mindset!
- Session 5: The True Goal of the Qualification Step

Chapter 6: The Pendulum Effect

- Session 1: What is the Pendulum Effect?
- Session 2: The Before & After Effect of Price & Payment
- Session 3: The 2 Types of Objections
- Session 4: What Causes Each Type of Objection?

Chapter 7: Presenting the Numbers

- Session 1: The Mechanical Presentation
- Session 2: The Psychological Presentation
- Session 3: Changing the Perception of the Numbers
- Session 4: The Subtle Assumptive Close
- Session 5: The 7 Most Important Effective Words to Close the Deal

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Chapter 8: Understanding the Plateau Number Strategy

- Session 1: What is a Plateau Number?
- Session 2: Most Common Plateau Numbers
- Session 3: 2nd Pencil Example Using the Plateau Number Strategy
- Session 4: Positive Effects of this Strategy
- Session 5: The Travesty of Wasted Gross

Chapter 9: Credit Discounts

- Session 1: What are Credible Discounts?
- Session 2: Who Qualifies for Credible Discounts?
- Session 3: The Dangerous "Crutch" of Lowering the Price
- Session 4: Customer's Perception of Price Lowering

Chapter 10: Effective "T.O." Strategies

- Session 1: (EMI) Early Manager Introduction
- Session 2: When to T.O. the Customer
- Session 3: Effective T.O. Thought Tracks
- Session 4: Buying Yourself Some Time
- Session 5: Stay or Leave? What is the Correct Strategy?

Chapter 11: Objection - The Monthly Payment is Too High!

- Session 1: What is the Customer Really Saying?
- Session 2: The "Old Style" Approach
- Session 3: Using "Empathy" to Create a Captive Audience
- Session 4: The Art of Storytelling
- Session 5: Do You Have a Logical Reason to Re-Close the Customer?
- Session 6: Most Common Mistake Salespeople Make
- Session 7: The DLA Response to: The Payment is Too High

Chapter 12: Objections - I Don't Have the Full Down Payment

- Session 1: How to Respond with a Credible Solution
- Session 2: The Wrong Way to Ask for Down Payment
- Session 3: The Right Way to Ask for Down Payment

Chapter 13: Objection - I Can Get this Car Cheaper Down the Street

- Session 1: Avoid Taking the Bait
- Session 2: Standing-Up for Your Price, Your Dealership, and for Yourself
- Session 3: The Power of "Certainty"

Chapter 14: Objection - I Want More for My Trade-In

- Session 1: The 2 Types of Trade Objections
- Session 2: Valid vs. Invalid Trade Figures
- Session 3: The "Old" Approach
- Session 4: The "As-Is" vs. "Frontline Ready" Technique
- Session 5: The "Value" Close
- Session 6: The Dangers of Kelley Blue Book

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Chapter 15: Objections - I Want to Go Home and Think About it

- Session 1: The "Old" Approach
- Session 2: To Give or Not to Give a Copy of the Worksheet?
- Session 3: The Objection Conversion
- Session 4: Identifying the True Objection
- Session 5: Tangible vs. Intangible Objections
- Session 6: Is it OK to Let the Customer Go Home and Think About it?

Chapter 16: The #1 Issue Salespeople Face During Negotiations

- Session 1: The Danger of Separation
- Session 2: The Danger of Idle Time
- Session 3: The Art of "Small Talk"
- Session 4: The "Phone" Cure