

Profits: How to Increase Your Dealership Profits by \$50,000+ Per Month

Chapter 1: Introduction

- Session 1: Introduction
- Session 2: Albert Einstein
- Session 3: Volume vs. Revenue
- Session 4: A Little Plus a Little Equals a Lot

Chapter 2: Leadership

- Session 1: What is Leadership
- Session 2: What Leaders Do Daily
- Session 3: Negativity
- Session 5: The Causes of Workplace Negativity
- Session 6: Words That Define a Leader
- Session 7: The 5 Aspects of Leadership
- Session 8: Leadership is All about Influencing Others
- Session 9: Leadership is a Verb & Not a Noun
- Session 10: Leadership is about Creating Change
- Session 11: Leadership is NOT about Yourself
- Session 12: Characteristics of a Boss
- Session 13: Characteristics of a Manager
- Session 14: Characteristics of a Leader
- Session 15: How a Leader Harms an Organization
- Session 16: The Ultimate Role of a Leader

Chapter 3: The Sales Process

- Session 1: Are You Too Late
- Session 2: Type A versus Type B Personalities
- Session 3: The Four Rules of Sales
- Session 4: Our Salespeople Talk Too Much
- Session 5: Meet & Greet Obstacles
- Session 6: Good & Bad Qualification Questions
- Session 7: Ineffective Inventory Walks
- Session 8: Setting up the Demonstration Drive
- Session 9: The Internal Presentation
- Session 10: Inadequate Demonstration Drives
- Session 11: Failure to Inspire during the Walk Around Presentation
- Session 12: Trial Closes during the Sales Process
- Session 13: Trial Closes after the Sales Process
- Session 14: No Service Walks

Chapter 4: Negotiations & Objections

- Session 1: Understanding Customer Perceptions
- Session 2: Rapport, Trust, Like
- Session 3: Leaving the Customer Alone
- Session 4: What the Sales Manager Needs to Know
- Session 5: Asking for the Sale
- Session 6: Why We Lose Gross
- Session 7: Poor Objection Responses
- Session 8: The Four Steps to Overcoming an Objection
- Session 9: The Payment is Too High

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Chapter 5: Phone-Ups

- Session 1: Why Customers Call the Dealership
- Session 2: Common Questions and the Response
- Session 3: The 4 Phone-Up Steps
- Session 4: A Phone-Up Script

Chapter 6: Prospecting & Follow-Up

- Session 1: Reasons Why Average Salesperson Sells 10-12 Cars per Month
- Session 2: Why Salespeople Do Not Prospect
- Session 3: The Automotive Liaison
- Session 4: Customers Who Bought Cars Elsewhere
- Session 5: The Power of Video
- Session 6: Failure to Understand Internet Auto Websites
- Session 7: Selling Cars in Service

Chapter 7: F&I

- Session 1: The Two Functions of F&I
- Session 2: Defensive Postures – Title
- Session 3: Defensive Postures – Planting the Seed
- Session 4: Defensive Postures – Office Layout
- Session 5: Common Selling Mistakes – Tailoring the ESC
- Session 6: Common Selling Mistakes – Mark Up of Products & Services
- Session 7: Common Selling Mistakes – The Service Contract “TO”

Chapter 8: Internet / BDC

- Session 1: Understanding the Internet / BDC Customer
- Session 2: The Goal of Handling an Internet / BDC Customer
- Session 3: Would You Rule That Out
- Session 4: Convert to a Phone Conversation

Chapter 9: Service

- Session 1: Customer Perceptions
- Session 2: The Secondary Repair Facilities
- Session 3: Facts about Service Writers
- Session 4: Inbound Phone Call Facts
- Session 5: How to Handle an Inbound Service Call
- Session 6: Service Advisors Talk Over the Customer’s Head
- Session 7: The Power of Show & Tell for Waiters
- Session 8: The Power of Show & Tell for Drop Off Customers

Chapter 10: Parts

- Session 1: Discounting Captive Parts
- Session 2: Selling Accessories
- Session 3: Pre-Payment for Special Order Parts
- Session 4: Parts Inventory
- Session 5: Smaller Inventories
- Session 6: Frozen Capital

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Chapter 11: Body Shop

- Session 1: Selling Paint Free Dent Removal
- Session 2: The LKQ Game
- Session 3: Winning at the Cycle Time
- Session 4: Understanding Productivity versus Scheduling

Chapter 12: Hiring

- Session 1: Who Our Success Depends On
- Session 2: Why Some Employees Perform at a Poor to Average Category
- Session 3: Effective Reference Checking
- Session 4: Ineffective Orientation Programs

Chapter 13: Motivation

- Session 1: Why Employees Quit
- Session 2: Why Employees Lose Motivation
- Session 3: Personal Recognition
- Session 4: Rules of Motivation

Chapter 14: Training

- Session 1: The 4 Training Failures
- Session 2: Muscle Memory Management
- Session 3: Daily Response Training
- Session 4: One-on-One Coaching

Chapter 15: Vendors

- Session 1: Being Rude to Vendors
- Session 2: How to Benefit from All Vendors