

Sales

Chapter 1: Introduction

- Session 1: Message from David
- Session 2: How to Use DLA Online

Chapter 2: Training

- Session 1: The 3 Stages of Learning
- Session 2: Recognition
- Session 3: Reproduction
- Session 4: Mastery
- Session 5: Train like a Professional Athlete
- Session 6: Failure to Train
- Session 7: Albert Einstein
- Session 8: Training on a Regular Basis
- Session 9: How Much Time to Invest Daily in Training

Chapter 3: Understanding Your Customer

- Session 1: Why Do Customers Shop
- Session 2: Why Should I Buy a Car from You?
- Session 3: The Art of Inspirational Selling
- Session 4: 5 Rules for Change
- Session 5: Customer Perceptions of Salespeople
- Session 6: Salespeople Perceptions of Customers
- Session 7: The 4 Buyer Myths
- Session 8: Myth #1 - Each Buyer is Different
- Session 9: Myth #2 - Buyers are Liars
- Session 10: Myth #3 - Qualifying Buyers
- Session 11: Myth #4 - Price
- Session 12: Why Customers are So Defensive
- Session 13: What the Customer Truly Wants

Chapter 4: Rules of Sales

- Session 1: Type A versus Type B Personalities
- Session 2: Utilizing the Wrong Personality
- Session 3: The Buyers Expectation
- Session 4: The Buyers Motivating Factors
- Session 5: The 4 Rules of Sales
- Session 6: Rule #1 - Asking Questions that Result in Lies
- Session 7: Rule #2 - Asking Questions that Result in Answers You Do Not Want to Hear
- Session 8: Rule #3 - Asking Questions that Make Customers Defensive
- Session 9: Rule #4 - Catch the Customer Pleasantly Off Guard
- Session 10: What is Pressure?
- Session 11: Pressure Words to Avoid
- Session 12: Pressure Statements to Avoid
- Session 13: Plan & Prepare

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Chapter 5: The Meet & Greet

- Session 1: The Goal of the Meet & Greet
- Session 2: Where the Meet & Greet Takes Place
- Session 3: The Power of First Impressions
- Session 4: The Customers State of Mind
- Session 5: The Salespersons Attire
- Session 6: Eye Contact and Body Language
- Session 7: The Power of a Smile
- Session 8: The Importance of Name Tags
- Session 9: Verbiage that Makes Customers Defensive
- Session 10: Meet & Greet Verbiage
- Session 11: Scenario #1 – Cordial Response
- Session 12: Mrs. Or Ms.
- Session 13: Scenario #2 – First Name Only
- Session 14: Scenario #3 – Why Do You Need to Know My Last Name
- Session 15: Meet & Greet Obstacles
- Session 16: The Goal When Getting a Meet & Greet Obstacle
- Session 17: Scenario #4 – I Am Just Looking
- Session 18: Scenario #5 – Is It OK if I Walk Around Alone
- Session 19: Scenario #6 – I Am Not Buying a Car Today
- Session 20: Scenario #7 – What is Your Best Price on That Car Over There
- Session 21: Scenario #8 – I Do Not Have Much Time
- Session 22: Scenario #9 – My Spouse is Not With Me

Chapter 6: Qualification

- Session 1: The Goal of the Qualification
- Session 2: What the Goal of the Qualification is NOT
- Session 3: Why Customers Lie in the Qualification Step
- Session 4: Common Qualification Questions that Scare Customers
- Session 5: Have the Customer Qualify Themselves
- Session 6: The DLA Qualification Questions
- Session 7: Do the DLA Qualification Questions Create Lies
- Session 8: Do the DLA Qualification Questions Produce Bad Answers
- Session 9: Do the DLA Qualification Questions Create a More Defensive Posture
- Session 10: Scenario #1 – The DLA Qualification
- Session 11: Scenario #2 – I am Not Sure if New or Used
- Session 12: Scenario #3 – I am Not Sure What Type of Vehicle
- Session 13: Scenario #4 – Can You Help Me if I have Bad Credit

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Chapter 7: Inventory Walk

- Session 1: The Goal of the Inventory Walk
- Session 2: Where the Customer Wants to Be
- Session 3: Rules of an Inventory Walk
- Session 4: Being a Good Listener
- Session 5: 3 Stages of Listening
- Session 6: Know Your Product
- Session 7: Know Your Inventory
- Session 8: Where to Begin and Why
- Session 9: Verbal and Physical Signs
- Session 10: Scenario #1 - The Car is Too Small
- Session 11: Scenario #2 - Car is Too Expensive
- Session 12: Scenario #3 - I Do Not See a Color I Like

Chapter 8: Selection

- Session 1: Goal of the Selection
- Session 2: Transitional Phrase to the Selection
- Session 3: The Benefit of the DLA Selection Transitional Phrase
- Session 4: Customer Perception to the DLA Selection Transitional Phrase
- Session 5: Steps to Follow When Returning with Keys
- Session 6: The Importance of Step #6 When Returning with the Keys
- Session 7: Scenario #1 - I Don't Need to Sit in the Car
- Session 8: Scenario #2 - I Will Sit in the Car but I Do Not Want to Drive it
- Session 9: The Benefits of Selling Out of Stock
- Session 10: Scenario #3 - I Do Not See a Color I Like
- Session 11: What Never to Say in the Selection Process

Chapter 9: Internal Presentation

- Session 1: Goal of an Internal Presentation
- Session 2: What is Mental Ownership?
- Session 3: The 2 Parts of the Internal Presentation
- Session 4: Features & Benefits to Present
- Session 5: Safety Items to Present
- Session 6: The Ownership Position
- Session 7: Interpreting Customer Reactions
- Session 8: Transitional Statement to Demonstration Drive

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Chapter 10: Demonstration Drive

- Session 1: Goal of the Demonstration Drive
- Session 2: Why Customers Fear a Demonstration Drive
- Session 3: The Length of the Demonstration Drive
- Session 4: The Negatives of a Planned Demonstration Route
- Session 5: The Demonstration Drive Route
- Session 6: How to Ensure a Longer Demonstration Drive
- Session 7: Common Questions Salespeople Ask on a Demonstration Drive (Car)
- Session 8: Common Questions Salespeople Ask on a Demonstration Drive (Personal)
- Session 9: Who Should Talk During the Demonstration Drive?
- Session 10: Benefits of Being Silent
- Session 11: Where to Park the Car When Returning from the Demonstration Drive
- Session 12: 2 Places Never to Park the Car When Returning from the Demonstration Drive
- Session 13: Scenario #1 - I Do Not Want to Drive the Car
- Session 14: Scenario #2 - I Don't Have Much Time
- Session 15: Scenario #3 - I Am Not Familiar with the Area
- Session 16: The Mirror Effect

Chapter 11: External Walk Around

- Session 1: Goal of the External Walk Around
- Session 2: The 2 External Presentations
- Session 3: The Factory Walk Around
- Session 4: The Safety Presentation
- Session 5: The 2 Types of Safety Features
- Session 6: The Benefit of Doing a Safety Presentation
- Session 7: Government Regulated Safety Features
- Session 8: Discerning Customer Priorities

Chapter 12: Trial Closes

- Session 1: Where is the Customer Defensive Posture at this Point?
- Session 2: The Pro of a Trial Close
- Session 3: The Con of a Trial Close
- Session 4: What the Customer Hears When a Trial Close is Utilized?
- Session 5: Common Trial Closes
- Session 6: Scenario #1 - Terms & Numbers
- Session 7: Scenario #2 - Scale of 1 - 10
- Session 8: The Only Acceptable Verbiage
- Session 9: The Soft Words in the DLA Acceptable Verbiage
- Session 10: Will We Ask for the Sale Today

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Chapter 13: Service Walk

- Session 1: The 3 Things You Sell
- Session 2: Goal of the Service Walk
- Session 3: Transitional Phrase to the Service Walk
- Session 4: The Walk & Talk
- Session 5: About Most Service Departments
- Session 6: Master Technician
- Session 7: Features & Benefits to Sell
- Session 8: Introduce the Customer to Service Manager or Service Advisor
- Session 9: Introduction Presentation
- Session 10: If No Service Manager or Service Advisor Available

Chapter 14: Creating a Customer for Life

- Session 1: It Starts Now
- Session 2: Building Customer Loyalty
- Session 3: Structuring the Follow-Up Process
- Session 4: Earning Customer Referrals
- Session 5: Customer Care Excellence
- Session 6: Personalizing Customer Service
- Session 7: Knowing Your Boundaries
- Session 8: Building Generational Customer Loyalty