

Sales Management

Chapter 1: Introduction

Session 1: Message from David

Chapter 2: Training Expectations

Session 1: Why Train?

Session 2: Two Types of Training

Session 3: Training Accountability

Chapter 3: Accountability Management

Session 1: What is Accountability Management?

Session 2: Embracing Accountability Management

Session 3: Making Accountability Management Work for You

Chapter 4: Effective Communication Skills

Session 1: Who We Communicate With

Session 2: We All Communicate Differently

Session 3: Kill Them with Kindness and Logic

Session 4: Communicating with Salespeople (Motivation)

Session 5: Communicating with Salespeople (Be a Listener)

Session 6: 5 Steps to Effective Communication Skills

Chapter 5: Daily Training

Session 1: What is Training?

Session 2: Where to Get Ideas

Session 3: Training Adults vs. Training Children

Session 4: How to Train Adults

Session 5: When to Train

Chapter 6: Daily Coaching

Session 1: What is a Coach?

Session 2: Characteristics of a Good Coach

Session 3: How Do I Coach?

Session 4: When Do I Have Time to Coach?

Chapter 7: Advanced Desking for Higher Gross

Session 1: Gross & Volume Can Coexist

Session 2: Gross is a "State of Mind"

Session 3: The Typical Desking Scenario

Session 4: Why Do We Need to Know That

Session 5: Changing Your Culture

Session 6: Starting at Full List

Session 7: Desking by Phone

Chapter 8: Phone Ups

Session 1: Understanding and Acknowledging

Session 2: Measure Manage Control Change Improve

Session 3: What the Customer Needs to Know

Session 4: Goals of Handling "Phone Ups"

Session 5: How to Train to Handle Phone Ups

Session 6: Exercise and Group Critiques

Session 7: Phone Up Effectiveness

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Chapter 9: You "Manage" Processes, You "Lead" People

- Session 1: What is the Difference?
- Session 2: Expose, Teach, Monitor, and Hold Accountable Processes
- Session 3: Lead by Example
- Session 4: Let Them See You Do it

Chapter 10: Finding, Hiring and Keeping Good Salespeople

- Session 1: Introduction
- Session 2: People Who Want to Reinvent Themselves
- Session 3: Keys to Base New Hire Success
- Session 4: Don't Make the Job Easy to Get
- Session 5: The Interview
- Session 6: Candidate Traits

Chapter 11: Negotiations

- Session 1: What You Don't Want to Know
- Session 2: How Does This Happen
- Session 3: Starting the Deal at Full List
- Session 4: Next Pencil W/O Giving up Gross

Chapter 12: How to Manage Stress

- Session 1: Statistics You Should Know
- Session 2: The Stress and Time Connection
- Session 3: Myths and Realities
- Session 4: Know Your Stress Symptoms
- Session 5: Techniques to Manage Stress
- Session 6: Techniques to Manage Time

Chapter 13: Goal Setting

- Session 1: How to Set Smart Goals
- Session 2: Why Set Smart Goals
- Session 3: Thinking Through Your Goals
- Session 4: Writing Goal Statements
- Session 5: Creating the Action Plan
- Session 6: More Goal Writing Tips
- Session 7: Organize Your Goals
- Session 8: Setting Smart Goals Part I
- Session 9: Setting Smart Goals Part II
- Session 10: Setting Smart Goals Part III
- Session 11: Goals and Time Management
- Session 12: Ready, Aim, Now Shoot!!!

Chapter 14: Measuring to Manage, Control, Change and Improve

- Session 1: You Can't Manage What You Can't Measure
- Session 2: What Do I Need to Know and Why Do I Need to Know it
- Session 3: How Do I Manage What I Measure
- Session 4: You Can't Control What You Can't Manage
- Session 5: You Can't Change What You Can't Control
- Session 6: You Change in Areas Needed / You Improve Results

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Chapter 15: Have You Forgotten When You Were a Salesperson?

- Session 1: What Did You Admire about Your Manager
- Session 2: What Did You Dislike about Your Manager
- Session 3: Are You Making the Changes You Said You Would
- Session 4: Your Salespeople are No Different than You Were

Chapter 16: How to Create a Top-Notch Sales Staff

- Session 1: We're Doing a Good Job Compared to What Standard
- Session 2: Are You Setting Standards or Accepting Them
- Session 3: Create a "We're the Best" Attitude with Your Team
- Session 4: You're the Leader - As You Accept, They Will Produce

Chapter 17: Making Decisions on Customer Wants and Demands

- Session 1: Thinking about the Cost vs. Future Loyalty
- Session 2: Meeting Every Customer - Giving Them a "Go-To" Person
- Session 3: Do the Right Thing without Regard for Cost - It Pays Double in the End

Chapter 18: Raising the Bar Through Higher Standards

- Session 1: Introduction
- Session 2: Our Limitations are Learned
- Session 3: Are You Setting the Standards or Accepting Them

Chapter 19: Motivating for Success

- Session 1: People Who Feel Good about Themselves Produce Good Results
- Session 2: Being Fair but Tough Through Accountability
- Session 3: Knowing What Motivates Each Individual
- Session 4: Being the Leader

Chapter 20: "TO" to the F&I Office

- Session 1: Benefits of F&I to The Dealership
- Session 2: Benefits of F&I to The Salesperson
- Session 3: Benefits of F&I to The Customer
- Session 4: Why is There Not 100% "TO"
- Session 5: The "TO" Policy
- Session 6: Customers in a Rush
- Session 7: Salespeople Compensation for F&I

Chapter 21: Service Program "TO's"

- Session 1: F&I Service Program "TO" Concept
- Session 2: Expected Benefits of Service Program "TO's"
- Session 3: The Sales Manager's Script
- Session 4: The F&I Manager's Script
- Session 5: When Does a Service Program "TO" Not Work