

# Selling Cars in Service

## **Chapter 1: What is Prospecting**

- Session 1: What is Prospecting in Service
- Session 2: Is Prospecting Selling?
- Session 3: The Difference Between Selling & Prospecting

## **Chapter 2: The Characteristics of a Salesperson Who Prospects from Service**

- Session 1: The Prospector's Mindset & Motivation
- Session 2: The Prospector's Short & Long-Term Goal
- Session 3: The Patient Prospector

## **Chapter 3: What Does it Take**

- Session 1: Service Provider Mentality
- Session 2: Consultative vs. Selling Approach
- Session 3: Understanding the Numbers Game
- Session 4: Having Thick Skin
- Session 5: The Art of Dedication & Persistence
- Session 6: An Iron-Clad Action Plan

## **Chapter 4: Working Smarter vs. Harder**

- Session 1: The Difference Between Smarter vs. Harder
- Session 2: Benefits of Working Smarter
- Session 3: How to Work Smarter
- Session 4: The Myth of Working Harder

## **Chapter 5: Who is Your Service Customer**

- Session 1: What is Their Motivation
- Session 2: Discovering Service Customer Pain Points
- Session 3: The Message Matters - So Does the Tone
- Session 4: Benefits Beyond a Better Customer Experience

## **Chapter 6: Getting Prepared to Be Prepared**

- Session 1: Establishing the Right Morning Routine
- Session 2: Calendar Blocking
- Session 3: Learning How to Measure Results for Results
- Session 4: Setting Healthy Expectations

## **Chapter 7: Understanding Customer Trade Cycles**

- Session 1: Average Purchase Cycles
- Session 2: Average Lease Trade Cycle
- Session 3: What is Our Trade Cycle Goal?

## **Chapter 8: The DLA Process**

- Session 1: Create the Desire
- Session 2: Inventory Walk
- Session 3: Presenting the Numbers

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## **Chapter 9: Breakdown of the Steps**

- Session 1: Step 1 - List of Cars in for Service
- Session 2: Step 2 - Kelley Blue Book
- Session 3: Step 3 - Lease Payment
- Session 4: Step 4 - Meet with Customer in Service
- Session 5: Step 5 - Inventory Walk / Demo Drive
- Session 6: Step 6 - Get Payoff / Represent Figures
- Session 7: Step 7 - Send Customer Home
- Session 8: Step 8 - Video
- Session 9: Step 9 - Follow Up
- Session 10: The Drop Off Service Customer

## **Chapter 10: The 3 Big Mistakes to Avoid**

- Session 1: The Wrong Mindset
- Session 2: The Pitfall of No Preparation
- Session 3: The Reality of a Poor Strategy

## **Chapter 11: The Follow Up Process**

- Session 1: Send Video
- Session 2: When to Follow Up
- Session 3: How to Follow Up
- Session 4: Customer Expectations for Follow Up
- Session 5: Keeping the Clients' Interests Alive