

# Salesperson Certification Program

## **Chapter 1: Introduction**

Day 1: Introduction

## **Chapter 2: Understanding the Customer**

Day 2: Understanding Buyer Psychology  
Day 3: What Drives Buyer Behaviors  
Day 4: Types of Buyer Behaviors  
Day 5: How to Identify Buyer Behavior  
Day 6: Definition of Stress  
Day 7: Definition of Defensiveness  
Day 8: What Motivates Buyers  
Day 9: What Buyers Want  
Day 10: Questions that Invoke Fear and Defensiveness  
Day 11: Questions that Invoke Excitement  
Day 12: You Will Never Get Rapport  
Day 13: The Customer Will Never Trust You  
Day 14: Emotions Versus Logic  
Day 15: What is a Lie  
Day 16: Why Buyers Lie  
Day 17: How to Stop Buyers from Lying

## **Chapter 3: Common Mistakes Salespeople Make**

Day 18: Bad Attitude  
Day 19: Fear of Rejection  
Day 20: Preconceived Notions  
Day 21: Know it All  
Day 22: You Stop Learning  
Day 23: Not Having Fun  
Day 24: Talk Too Much  
Day 25: Failure to Allow Customer to be in Control  
Day 26: Ask Threatening Questions  
Day 27: Failure to Set Goals  
Day 28: You Sound Like Everyone Else  
Day 29: Common Meet & Greet  
Day 30: Bad Pre-Qualifying Questions  
Day 31: Short Demonstration Drives  
Day 32: Talk Too Much During Demonstration Drive  
Day 33: Trial Closes  
Day 34: Negotiating on the Lot  
Day 35: No Service Walk  
Day 36: Fear of Asking for the Sale  
Day 37: Failure to Be Prepared for Objections  
Day 38: Failure to Prospect  
Day 39: Poor Sold Customer Follow-Up

# Salesperson Certification Program

## Chapter 4: The Sales Process

- Day 40: Albert Einstein
- Day 41: Why Should I Buy a Car From You
- Day 42: Customer Perceptions of Salespeople
- Day 43: Salespeople Perceptions of Customers
- Day 44: The Four Rules of Sales
- Day 45: The Power of First Impressions
- Day 46: Eye Contact & Body Language
- Day 47: The Power of a Smile
- Day 48: The Cordial Meet & Greet
- Day 49: Meet & Greet Obstacle: I am Just Looking
- Day 50: Meet & Greet Obstacle: Is it OK if I Walk Around Alone
- Day 51: Meet & Greet Obstacle: What is Your Best Price on the Car Over There
- Day 52: Meet & Greet Obstacle: I Do Not Have my Trade with Me
- Day 53: Meet & Greet Obstacle: My Spouse is Not With Me
- Day 54: The Goal of the Qualification
- Day 55: Common Qualification Questions that Scare Customers
- Day 56: The DLA Qualification Questions
- Day 57: The Goal of an Inventory Walk
- Day 58: Being a Good Listener
- Day 59: Where to Begin the Inventory Walk
- Day 60: Verbal & Physical Signs
- Day 61: The Goal of the Selection
- Day 62: Transitional Phrase to the Qualification
- Day 63: The Goal of the Internal Presentation
- Day 64: What Is Mental Ownership
- Day 65: The 2 Parts of the Internal Presentation
- Day 66: The Ownership Position
- Day 67: The Goal of the Demonstration Drive
- Day 68: Length of the Demonstration Drive
- Day 69: Benefits of Being Silent
- Day 70: When to Talk During the Demonstration Drive
- Day 71: The Goal of the External Presentation
- Day 72: The 2 External Presentations
- Day 73: Pros of Trial Closes
- Day 74: Cons of Trial Closes
- Day 75: The Goal of the Service Walk
- Day 76: Transitional Phrase to the Service Walk

# Salesperson Certification Program

## Chapter 5: Objections

- Day 77: What is an Objection
- Day 78: Why do Customers Object
- Day 79: The Difference Between an Objection and an Obstacle
- Day 80: Who Wins in a Combative Environment
- Day 81: The Old School Philosophy
- Day 82: How Customers React to the Old School Philosophy
- Day 83: Common Objection Steps
- Day 84: Is Price the Main Factor in the Objection Response
- Day 85: Who Wins When you Make it all About Price
- Day 86: Scenario: The Payment/Price is too High
- Day 87: Scenario: You are Not Giving me Enough for My Trade
- Day 88: What Does "I Want to go Home and Think About it" Really Mean
- Day 89: How the Presentation Dictates the Objection
- Day 90: The Benefit of Word Tracks
- Day 91: Creating Your Own Style
- Day 92: The DLA 4 Objection Steps
- Day 93: Step 1: Acknowledge
- Day 94: Step 2: Counter
- Day 95: Step 3: Seek Acknowledgement
- Day 96: Step 4: Close
- Day 97: Why We Have Structured Steps
- Day 98: Definition of Acknowledge
- Day 99: What is an Acknowledgement Statement
- Day 100: What are Tie Down Phrases
- Day 101: Acknowledgement: That Payment is Too High
- Day 102: Acknowledgement: You are Not Giving me Enough for My Trade
- Day 103: What is the Counter Step
- Day 104: The Goal of the Counter Step
- Day 105: The Reason to Tell a Story
- Day 106: Counter Scenario: That Payment is Too High
- Day 107: Counter Scenario: You are Not Giving me Enough for My Trade
- Day 108: The Goal of the Seek Acknowledgement
- Day 109: Seek Acknowledgement: That Payment is Too High
- Day 110: Seek Acknowledgement: You are Not Giving me Enough for My Trade
- Day 111: The Goal of the Close
- Day 112: The 7 Most Important Words to Close a Deal

## Chapter 6: Negotiations

- Day 113: When Does the Negotiations Begin
- Day 114: When Does the Negotiations End
- Day 115: Common Misconceptions About Negotiations
- Day 116: The Difference Between Negotiations and Closing

# Salesperson Certification Program

## **Chapter 6: Negotiations (Continued)**

- Day 117: Why Customers Fear Negotiations
- Day 118: Why Salespeople Fear Negotiations
- Day 119: Why Managers Fear Negotiations
- Day 120: What we do That Ignites Fear in the Customer
- Day 121: Have you Earned the Right to Ask for Full List
- Day 122: Why we Fear Full List
- Day 123: When is Full List a Fair Price
- Day 124: Is Full List Possible with Every Customer
- Day 125: Selling the \$30,000 Car
- Day 126: What we Need to Know Entering the Negotiations
- Day 127: What we DO NOT Need to Know Entering the Negotiations
- Day 128: The 2 Choices Every Salesperson Must Make
- Day 129: Controlling Your Mindset
- Day 130: The True Goal of the Qualification Step
- Day 131: What is the Pendulum Effect
- Day 132: The Before and After of Price & Payment
- Day 133: The 2 Types of Objections
- Day 134: What Causes Each Type of Objection
- Day 135: The Mechanical Presentation
- Day 136: The Psychological Presentation
- Day 137: Changing the Perception of the Numbers
- Day 138: The Subtle Close
- Day 139: What is a Plateau Number
- Day 140: 2nd Pencil Example Using the Plateau Number Strategy
- Day 141: What are Credible Discounts
- Day 142: The Dangerous Crutch of Lowering the Price
- Day 143: Customers Perception of Price Lowering
- Day 144: Early Management Introduction
- Day 145: When to TO the Customer
- Day 146: Using Empathy to Create a Captive Audience
- Day 147: Most Common Mistake Salespeople Make
- Day 148: Is it OK to let the Customer go Home to Think About it
- Day 149: The Danger of Separation
- Day 150: The Danger of Idle Time

## **Chapter 7: Phone-Ups**

- Day 151: The Importance of a Phone Up
- Day 152: Why People Call Your Dealership
- Day 153: The Goal of the Phone Up
- Day 154: What Turns Off a Customer When Calling a Dealership
- Day 155: The Definition of Unique
- Day 156: What Customers Call a Dealership

# Salesperson Certification Program

## **Chapter 7: Phone-Ups (Continued)**

- Day 157: How Many Dealerships the Average Customer Calls
- Day 158: The 4 Rules to Handling a Phone Up
- Day 159: The DLA Phone Up Steps
- Day 160: Step 1: The Meet & Greet
- Day 161: Step 2: The Reply
- Day 162: Step 3: The Appointment
- Day 163: Step 4: The Confirmation
- Day 164: The 4 Goals of the Meet & Greet
- Day 165: Desired Result of the Meet & Greet
- Day 166: The Goal of the Reply
- Day 167: Desired Result of the Reply
- Day 168: The Definition of Dialogue
- Day 169: The Benefits of Dialogue
- Day 170: The Goal of the Appointment Step
- Day 171: Why a Customer Calls and Does Not Visit
- Day 172: How do you Release the Customer Defensive Posture
- Day 173: The Goal of the Confirmation
- Day 174: Reason to Ask for Zip Code and Not Address
- Day 175: How to Get the Customers Phone Number
- Day 176: How to End the Conversation
- Day 177: Why Would Someone Get Persistent on the Phone
- Day 178: The Number 1 Question a Persistent Caller Asks
- Day 179: What Should you Give a Persistent Caller
- Day 180: Why do we Ask Persistent Callers so Many Questions
- Day 181: When Quoting a Price, What Should You Always Ask For
- Day 182: Why do we Always Want to Text a Quote

## **Chapter 8: Sold Customer Follow-Up**

- Day 183: What is Sold Customer Follow-Up
- Day 184: The #1 Question to Ask Yourself
- Day 185: The Difference Between a Sale and a Customer for Life
- Day 186: The Benefits of a Customer for Life
- Day 187: The Reason Why Most Salespeople Only Sell 8-10 Cars Per Month
- Day 188: What is a Customer Liaison
- Day 189: The Daily Mindset of a Successful Salesperson
- Day 190: How Much is Too Much
- Day 191: Is it about You or is it About Your Customer
- Day 192: The Art of Consistent Follow-Up
- Day 193: The Correct Email Follow-Up Discipline
- Day 194: The Correct Texting Follow-Up Discipline
- Day 195: Connecting Through Social Media
- Day 196: The Rule of Reciprocity

# Salesperson Certification Program

## **Chapter 8: Sold Customer Follow-Up (Continued)**

- Day 197: Overcoming Your Own Laziness
- Day 198: The Art of Patience
- Day 199: Creativity Versus Ordinary
- Day 200: The Source of Creative Thinking

## **Chapter 9: Unsold Customer Follow-Up**

- Day 201: What is an Unsold Customer
- Day 202: Why Did they Leave
- Day 203: Why are they Unsold Customers
- Day 204: The three ways to Follow Up
- Day 205: Text Language that Grabs Attention
- Day 206: The Power of Video
- Day 207: What to Video
- Day 208: Mistake to Avoid
- Day 209: Tailoring Your Approach
- Day 210: The Handwritten Note
- Day 211: The Art of Brevity
- Day 212: The Power of Certainty
- Day 213: The Danger of Indifference