

## NEGOTIATIONS

- CUSTOMER POSTURES
  - Causes of a Defensive Posture
  - 3 main fears customers have
  - 2 Customer Goals
  - 2 Salespersons Goals
  
- ACCOMPLISHING YOUR GOALS
  - Simple Qualification
  - Common questions and their effects
  - Qualifying Questions
  - The 4 rules to sales
  - Defensive Questions
  - The effect of letting the customer qualify themselves
  
- THE CUSTOMER AND NEGOTIATIONS
  - Understanding and misreading the customer's mindset
  - What we do that causes a defensive posture
  - The worst question to ask
  - When to negotiate
  
- THREE THINGS YOU MUST SELL TO EVERY CUSTOMER
  - The Product
  - Yourself
  - The Dealership

- NEGOTIATIONS CHECKLIST
  - The road to successful negotiations
  - Identify and eliminate barriers to success
  - Develop more focused and effective thinking
  - Communicate with influence
  - Understand the principles of influence
  - The power of empathy when negotiating
  - Avoid selecting the wrong vehicle
  - The effects of eye contact
  - The effects of body language
  - The misconception of the discount
  - Prepare for uncertainty
  
- HOW TO IDENTIFY THE PLATEAU NUMBER
  - Use the plateau number to your advantage
  - What is value to a customer
  - Present actual value
  
- WHY SALESPEOPLE ARE POOR NEGOTIATORS
  - Little emotional discipline
  - Lack of training
  - Failure to self-invest
  - Buyers are better negotiators
  - Lack of daily discipline
  - An empty pipeline
  - #1 negative effect of an empty pipeline
  
- THE COUNTEROFFER
  - Set up small increments
  - Speak second
  - Stay away from ranges
  - Refuse to split the difference
  - Accept terms at the right time
  - Talk more than money
  - Sell yourself
  - Know when to say no

- THE PRICE IS TOO HIGH
  - Current response
  - Why customers say this and what it really means
  
- DLA'S 4-STEP PROCESS
  - The acknowledgement
  - The goal of the acknowledgement
  - The 5 elements of the acknowledgement
  - What customers are expecting
  
- THE COUNTER STORY
  - The goal of the counter story
  - What adults gravitate towards
  - Build a powerful counter story
  - The effects of imagery
  
- THE SEEK ACKNOWLEDGEMENT
  - Seek acknowledgement goal
  - Know when to close
  
- THE CLOSE
  - Goal of the close
  - 7 most important words
  
- YOU ARE NOT GIVING ME ENOUGH FOR MY TRADE
  - Current response
  - 2 trade objections
  - Avoid the Kelly Blue Book trap
  - Valid vs. invalid trade numbers
  - Tax savings close
  - 4 step process
  
- I WANT TO GO HOME AND THINK ABOUT IT
  - Current response
  - Why the customer says this
  - Pros and cons of giving out the worksheet
  - The objection conversion
  - The DLA process

- THE ESSENTIAL T.O. PROCESS
  - Current process
  - A new face sells cars
  - Avoid triggering defenses
  - T.O. transition thought track
  - Stay or leave