

Sales

- SALES PRESENTATION
 - The motivation

- SELL A CAR
 - Create a customer for life

- UNDERSTAND YOUR CUSTOMER

- TYPE A VS TYPE B PERSONALITIES
 - Remove defenses
 - Build a customer centered relationship

- 5 POINTS TO SELL YOURSELF
 - Presence
 - Projection
 - Timing
 - Engagement
 - Authenticity

- THE IMPORTANCE OF BEING DIFFERENT, UNIQUE & INSPIRING
 - Enthusiasm
 - Listening

- UNDERSTANDING THE MAIN MESSAGE
 - Difference between features & benefits
 - Present features
 - Sell the benefits of the features
 - Customers buy benefits not features
 - Hot button question trap
 - Keep it interesting

- ORDERING YOUR STEPS
 - Internal presentation, demo and external presentation
 - Why this order is best

- THE IMPORTANCE OF PRODUCT KNOWLEDGE & STRUCTURE
 - What you must know
 - Quick path to product knowledge
 - Customer perceptions
 - Changing the perception of the vehicle
 - Using imagery to add value
 - The competitor's product
 - Consequences of no structure

- TWO TYPES OF VALUE
 - Obvious value
 - Hidden value
 - 6-point walk around
 - Timing your vehicle presentation

- OVERCOMING OBSTACLES
 - Car is too small
 - Car is too expensive
 - I don't need to sit in the car today
 - I don't need to drive the car today
 - Is this car available in this color

- TRIAL CLOSES
 - Common trial closes
 - #1 reason why salespeople trial close
 - Traditional purpose of trial closing
 - Myth of trial closes
 - Customer's reaction to trial closes
 - 4 main strikes against trial closes