

## SELLING CARS IN SERVICE

- INTRODUCTION
  - #1 most common mistake by salespeople
  - DLA thought track
  
- MORNING ROUTINE
  - #1 piece of information and what to do with it
  - Consequences of not having this information
  
- UNDERSTANDING AVERAGE CUSTOMER TRADE CYCLES
  - Purchase trade cycle
  - Lease trade cycle
  - The more important statistic and what it means
  - Be prepared for quick turnarounds
  - The goal
  
- SERVICE CUSTOMER MOTIVATIONS
  - The #1 motivation
  - Prioritize the best motivations
  - Motivating strategies
  - How to identify the low hanging fruit
  - The customers mindset
  
- 3 TECHNIQUES
  - The formal offer
  - The blind introduction
  - Survey questions
  
- THE FORMAL OFFER
  - Mindset
  - Preparation
  - The importance of establishing a hook-Line

- DLA SALES PROCESS
  - Show them cars
  - Vehicle presentation
  - 30-minute demo drive
  - Show enthusiasm and excitement
  - Present the possibilities
  
- REEVALUATE FIGURES
  - Project confidence
  
- VIDEO
  - The power of video
  - Video content
  - Timing of video
  
- THE BLIND INTRODUCTION
  - Set the stage
  - Get the right information
  - Ask the right questions
  - Read exercises
  - DLA Thought Track
  
- SURVEY QUESTIONS
  - Determine the right survey questions
  - DLA suggested survey questions
  - DLA thought track
  - Read exercises
  
- 3 BIG MISTAKES TO AVOID
  - The effects of a bad mindset
  - The consequences of not preparing
  - The result of a poor strategy