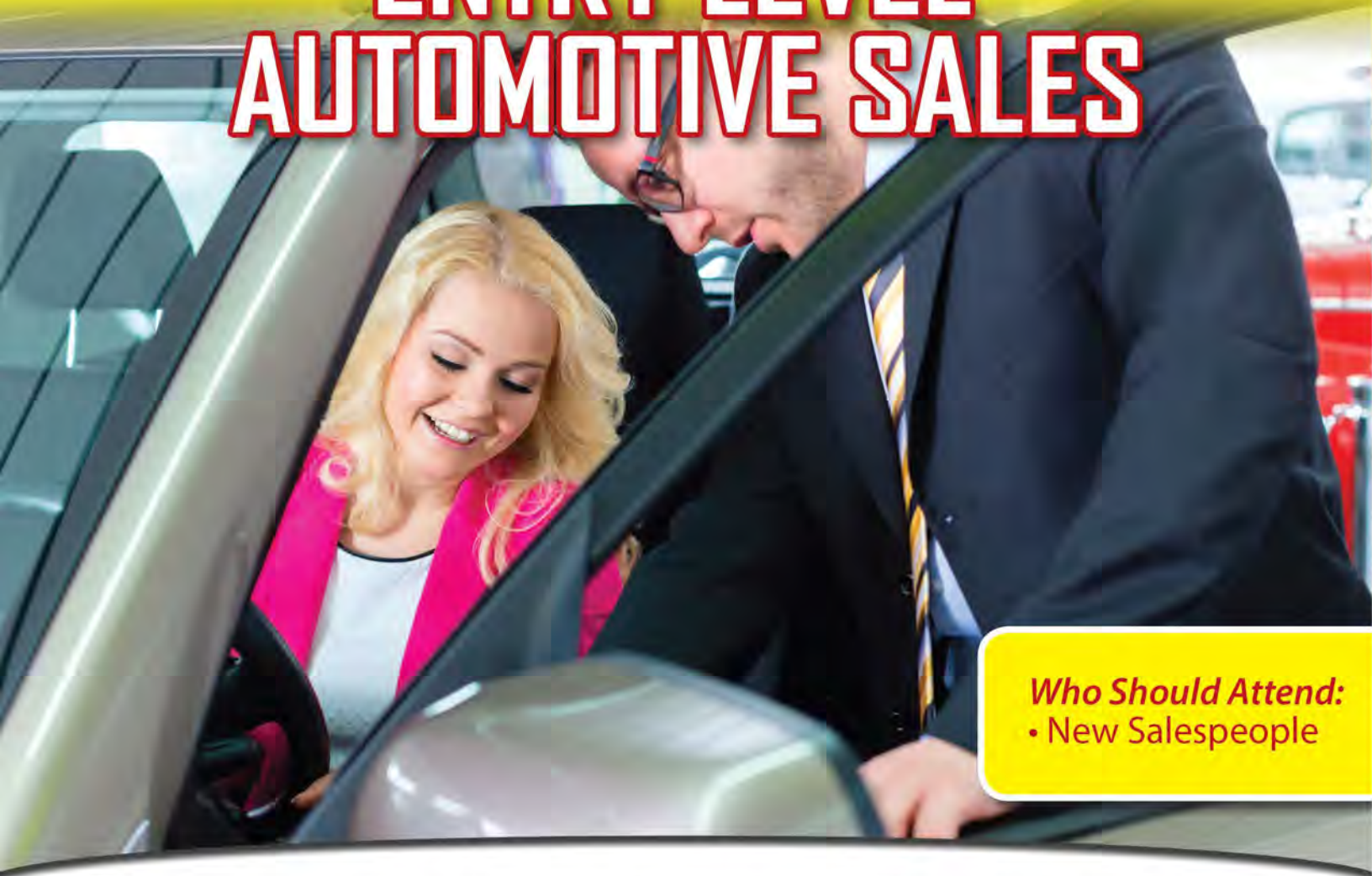


ENTRY LEVEL AUTOMOTIVE SALES



Who Should Attend:
• New Salespeople

A Five Day course designed for the individual just entering a career in automobile auto sales. Students will be exposed to what customers are thinking, and what it takes to be successful in auto sales. They will learn a comprehensive outline of the steps of the sale, as well as powerful thought tracks to overcome common customer obstacles. Students will also be equipped to remove customer Defenses and Fears, and create a customer experience that is second to none.

David Lewis
& ASSOCIATES

Automotive Sales & Management Training Since 1986

For more information please call 321-435-6000

Or register online at: www.davidlewis.com



ENTRY LEVEL AUTOMOTIVE SALES

Extensive Role Playing and Scenario based situations will be covered as well as a thorough segment on presenting the vehicle. Each participant will return to the Dealership with everything they need to hit the ground running

DAY 1

- About the Automobile Industry
- Characteristics of a Successful Career in Retail Auto Sales
- Customer & Salesperson Perceptions
- Buyers Motivating Factors
- The Four Basic Buyer Questions
- Industry Myths
- The Four Rules of Sales
- The DLA Road to the Sale
- Meet & Greet Obstacles

DAY 2

- Review Day 1
- Inspirational Selling
- The Qualification With Obstacles
- The Inventory Walk with Obstacles
- The Vehicle Selection with Obstacles

DAY 3

- Review Day 1 & 2
- Blocking Value
- Internal Presentation with Obstacles
- The Psychology of Sales
- Facts About Sales
- The Demo Drive

DAY 4

- Review Days 1-3
- Demo Drive Obstacles
- The Benefit of Silence
- Selling Value vs. Price
- The External Presentation with Obstacles

DAY 5

- Review Days 1-4
- Trial Closes
- Pressure Words
- The Service Walk with obstacles
- Common Mistakes Salespeople Make

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