

# PHONE-UPS



## Who Should Attend:

- Dealers
- General Managers
- Sales Managers
- Salespeople
- General Sales Managers

Learning how to handle an Inbound and Outbound Phone-Up is essential for success in automotive sale. This Two Day Course will teach you skills that will allow you to handle any Phone-Up scenario, Professionally handle logical Objections, and ultimately drive traffic to your showroom floor

 **David Lewis**  
& ASSOCIATES

*Automotive Sales & Management Training Since 1986*



**For more information please call 321-435-6000**

*Or register online at: [www.davidlewis.com](http://www.davidlewis.com)*



# PHONE-UPS

## Topics Will Include:

- The Basics of Getting Leads from the Phone to the Showroom
- Develop Strong Structure & Foundational Thought Tracks
- The DLA Phone-Up Process
- Handling Internet Leads, Lease Renewal, Orphan Owner & Event / Sale Follow-Up
- The 2 Most Common Mistakes
- Catching Prospects Pleasantly Off-Guard
- Handling Phone-Up Objections
- How to Avoid a Price Negotiation
- How to Handle the Trade Objection
- Asking for the Appointment
- Removing Fears & Defenses

 **David Lewis**  
& ASSOCIATES

*Automotive Sales & Management Training Since 1986*

**For more information please call 321-435-6000**

*Or register online at: [www.davidlewis.com](http://www.davidlewis.com)*

