

PROSPECTING & FOLLOW-UP



Who Should Attend:

- General Managers
- Sales Managers
- Internet Personnel
- Salespeople
- General Sales Managers

Salespeople today are now relying on new tactics to lure prospective buyers to the dealership. This 2-day course will provide you with the concepts, techniques, and strategies to keep your pipeline full in this new digital age.

 **David Lewis**
& ASSOCIATES
Automotive Sales & Management Training Since 1986

For more information please call 321-435-6000

Or register online at: www.davidlewis.com



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Topics Will Include:

- The 2 Main Areas of Failure
- Prospecting Defined
- Active vs. Passive Prospects
- The Power of Social Media
- Immediate vs. Future Prospects
- Making Service Prospecting Count
- Sold & Unsold Follow-Up Strategies
- Daily Follow-Up Habits
- Common Follow-Up Mistakes
- The Power of Video
- The Custom Liaison
- Facts About Top Producers
- 10 Daily Prospecting Ideas that Work

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