

NEGOTIATIONS

2 Month Program Outline

2 Days per Visit

- CUSTOMER POSTURES
 - Causes of a Defensive Posture
 - 3 main fears customers have
 - 2 Customer Goals
 - 2 Salespersons Goals

- ACCOMPLISHING YOUR GOALS
 - Simple Qualification
 - Common questions and their effects
 - Qualifying Questions
 - The 4 rules to sales
 - Defensive Questions
 - The effect of letting the customer qualify themselves

- THE CUSTOMER AND NEGOTIATIONS
 - Understanding and misreading the customer's mindset
 - What we do that causes a defensive posture
 - The worst question to ask
 - When to negotiate

- THREE THINGS YOU MUST SELL TO EVERY CUSTOMER
 - The Product
 - Yourself
 - The Dealership

- **NEGOTIATIONS CHECKLIST**
 - The road to successful negotiations
 - Identify and eliminate barriers to success
 - Develop more focused and effective thinking
 - Communicate with influence
 - Understand the principles of influence
 - The power of empathy when negotiating
 - Avoid selecting the wrong vehicle
 - The effects of eye contact
 - The effects of body language
 - The misconception of the discount
 - Prepare for uncertainty

- **HOW TO IDENTIFY THE PLATEAU NUMBER**
 - Use the plateau number to your advantage
 - What is value to a customer
 - Present actual value

- **WHY SALESPEOPLE ARE POOR NEGOTIATORS**
 - Little emotional discipline
 - Lack of training
 - Failure to self-invest
 - Buyers are better negotiators
 - Lack of daily discipline
 - An empty pipeline
 - #1 negative effect of an empty pipeline

- **THE COUNTEROFFER**
 - Set up small increments
 - Speak second
 - Stay away from ranges
 - Refuse to split the difference
 - Accept terms at the right time
 - Talk more than money
 - Sell yourself
 - Know when to say no

- THE PRICE IS TOO HIGH
 - Current response
 - Why customers say this and what it really means

- DLA'S 4-STEP PROCESS
 - The acknowledgement
 - The goal of the acknowledgement
 - The 5 elements of the acknowledgement
 - What customers are expecting

- THE COUNTER STORY
 - The goal of the counter story
 - What adults gravitate towards
 - Build a powerful counter story
 - The effects of imagery

- THE SEEK ACKNOWLEDGEMENT
 - Seek acknowledgement goal
 - Know when to close

- THE CLOSE
 - Goal of the close
 - 7 most important words

- YOU ARE NOT GIVING ME ENOUGH FOR MY TRADE
 - Current response
 - 2 trade objections
 - Avoid the Kelly Blue Book trap
 - Valid vs. invalid trade numbers
 - Tax savings close
 - 4 step process

- I WANT TO GO HOME AND THINK ABOUT IT
 - Current response
 - Why the customer says this
 - Pros and cons of giving out the worksheet
 - The objection conversion
 - The DLA process

- THE ESSENTIAL T.O. PROCESS
 - Current process
 - A new face sells cars
 - Avoid triggering defenses
 - T.O. transition thought track
 - Stay or leave