

PHONE-UPS

2 Month Program Outline

2 Days per Visit

- WHY PHONE-UP SKILLS ARE IMPORTANT
 - The 8-12 cars per month salesperson
 - Closing ratios per customer type

- UNDERSTANDING THE PHONE-UP CUSTOMER
 - Type A personality type
 - Type B personality type
 - The residual effect
 - Why the customer is calling
 - 3 customer fears

- THE IMPORTANCE OF STRUCTURE
 - Current structure
 - Consequences of bad or no structure
 - Good structure and the customer's behavior
 - Establish good habits

- THE PHONE-UP MOTIVATION
 - Current phone-Up goal
 - 2 common phone-up mistakes
 - Correct phone-up goal
 - Setting an appointment that results in a visit
 - How to accomplish the goal
 - Customer's goal
 - Misconception of customer research

- CUSTOMER TURNOFFS
 - High pressure questions
 - Common trial closes?
 - Consequences of requesting personal information too soon
 - Be inspiring
 - Remove the risk

- CURRENT RESPONSES
 - Calling to get the best price
 - Calling for a specific make/model
 - Calling for a lease payment
 - Calling to get the value on a trade
 - Calling to get a better price than another dealership
 - How to determine if your dialogue is inspiring
 - How to determine if your dialogue is different, unique & inspiring
 - How to measure if your dialogue is accomplishing the goal

- COMMON EXAMPLES OF BAD DIALOGUE
 - Measure demeanor
 - Measure knowledge
 - Measure control
 - Be memorable
 - Importance of a last impression

- 4 RULES TO SALES SUCCESS
 - How they apply to phone-ups
 - Consequences of violating these rules
 - How these rules keep you and the customer on track

- 4 PHONE-UP RULES
 - The power of smiling
 - The significance of standing up
 - Project confidence & enthusiasm
 - Avoid distractions

- 4 DLA PHONE-UP STEPS

- THE MEET & GREET
 - 4 elements of the meet & greet
 - Effects of a strong meet & greet
 - Power of a great first impression
 - Catch customer pleasantly off-guard

- THE REPLY
 - The goal
 - Creating bi-directional dialogue
 - Good and bad questions

- THE APPOINTMENT
 - Goal of the appointment
 - Remove Risk
 - The #1 goal and how to accomplish it
 - Create a special event
 - Create a desire to visit dealership
 - Best appointment times

- THE CONFIRMATION
 - Goal of the confirmation
 - Create the obligation
 - Exchange formalities to obtain personal information
 - Implanting a powerful lasting impression
 - Necessity of Video

- ROLE PLAY EXERCISES

- THE MEET & GREET – THE REPLY – THE APPOINTMENT – THE CONFIRMATION
 - Calling to get the best price
 - Calling for a specific make/model
 - Calling for a lease payment
 - Calling to get the value on a trade
 - Calling to get a better price than another dealership

- THE BEST PRICE ON A USED CAR
 - Current response
 - What the customer is really looking for
 - #1 reason why customers choose a salesperson

- ROLE PLAY EXERCISES
 - DLA meet & greet role play
 - DLA reply role play
 - DLA appointment role play
 - DLA confirmation role play

- THE MOST COMMON RESPONSE
 - What percentage know the value of their trade
 - #1 reason why someone with a trade would visit the Dealership
 - Catch the customer pleasantly off-guard
 - The Pros and Cons of soliciting a trade up-front

- HOW TO HANDLE THE CUSTOMER TRADE
 - Current response

- REMEMBERING YOUR PRIMARY GOAL
 - Is it ok to solicit a trade value from the customer
 - Using color to create value

- HANDLING THE PERSISTENT CALLER
 - Current response
 - When to violate the rules
 - Number 1 question of the persistent caller
 - Questions to ask the persistent caller
 - Goal of these questions

- RESPONSIBILITIES AFTER THE CALL
 - The power of video
 - Create the obligation
 - The effect of showing effort
 - Being different, unique & inspiring