

PROSPECTING & FOLLOW-UP

2 Month Program Outline

2 Days per Visit

- HOW TO BE AN EXCEPTIONAL PROSPECTOR
 - What type of prospector are you
 - Qualities of an exceptional prospector
 - #1 rule every exceptional prospector has in common
 - Make sure you have the correct information

- WHY SALESPEOPLE FAIL TO PROSPECT
 - Why the average salesperson fails to prospect
 - Selling 8-12 cars per month is not acceptable
 - 2 biggest reasons salespeople fail to prospect

- THE TWO TYPES OF PROSPECTS
 - Active Prospects
 - Passive Prospects

- UNSOLD CUSTOMER FOLLOW UP
 - The closed-end question
 - The open-end question

- THE DLA FOLLOW-UP CALL
 - First 2 questions and their effects
 - How to get referrals

- THE THREE WAYS TO FOLLOW UP
 - Text
 - Emails
 - Phone

- HOW TO CREATE DIALOGUE AND BE UNIQUE
 - Be inspiring
 - Be memorable
 - Separate yourself from other salespeople

- **FACTS ABOUT TOP PRODUCERS**
 - 6 ways to make a customer want to buy a car from you
 - Traits of top producers
 - How motivation plays an important role
 - The daily habits of top producers
 - Be a Liaison

- **THE “OLD FASHIONED” METHOD**
 - The effect of this method
 - 4 rules to this method

- **WHY DIGITAL PROSPECTING IS IMPORTANT**
 - Benefits of each site
 - Best way to utilize Social Media
 - Expand your outreach
 - Daily, weekly & monthly activity
 - Best content
 - The benefits of a Social Media outreach

- **TOP FOUR SOCIAL MEDIA SITES**
 - Facebook
 - YouTube
 - Twitter
 - LinkedIn

- **UTILIZING OTHER SOCIAL MEDIA SITES**
 - Google Plus
 - Pinterest
 - Instagram
 - Tumblr
 - Snapchat

- **MANAGING YOUR TIMELINE**
 - How a timeline works
 - Draw people to your timeline
 - Benefits of a timeline

- HOW TO MANAGE TWO DIFFERENT PROSPECTING OPPORTUNITIES
 - Immediate
 - Future

- USING VIDEO TO INCREASE BE BACKS
 - 3 main benefits of video
 - Shoot a good video
 - Convert shoppers into buyers

- PROSPECTING THOSE WITH POOR CREDIT RATINGS
 - BK Lists
 - Sample BK letters
 - Mining references
 - Sample reference letters

- PROSPECTING TIPS YOU CAN USE DAILY