

## Sales BDC

2 Month Program Outline

2 Days per Visit

- GENERAL STATISTICS
  - Number of dealerships the average person calls
  - Number of dealerships the average person visits
  - Understand the statistics
  - What the statistics mean
  
- DEFINING GOALS
  - Current goal
  - Correct goal
  - Consequences of setting the wrong goal
  - 2 big mistakes of BDC Agents
  
- 4 RULES TO SUCCESS IN SALES
  - Focus
  - Structure
  - Less effort for the customer
  
- ANALYZE YOUR CURRENT RESPONSES
  - Different
  - Unique
  - Inspiring
  
- BENEFITS OF A SUCCESSFUL BDC
  - Two popular requests
  - Two goals of each request
  - Accomplish these goals
  - Sales & gross
  
- DEVELOP CONTACT RELATIONSHIPS
  - 3 Main Requirements

- SECURE THE APPOINTMENT
  - The #1 Attribute
  
- SELL THE CAR
  - The #1 characteristic
  
- BUYERS PERCEPTIONS OF SALESPEOPLE
  - Effect on the process
  - Reverse these perceptions
  - Perception equals reality
  - Control
  
- SALESPEOPLES PERCEPTIONS OF BUYERS
  - Effect on the process
  - Discern the reality
  
- THE POWER OF THE SUBJECT LINE
  - Keep it simple stupid
  - Consistency
  - Words to avoid
  - How long is too long
  
- AUTO RESPONDERS
  - Avoid spam
  - Using auto responders
  - Avoid over using auto responders
  
- CREATE THE RIGHT CONTENT
  - Create inspiring communication
  - Remove risk to dealership
  - Avoid price negotiations
  - Lower customers defensive posture
  - “Would you rule that out”

- OBJECTIONS
  - Trade objection
  - How to handle the Price Request/Objection
  - Best price on a used car
  - Inventory Issue
  - Not buying today
  
- EMAIL VS TEXT
  - Unopened email
  - Pros and cons of email
  - Benefit of texting
  - Discern what your customer prefers
  
- PHONE MESSAGES
  - Clarification
  - Vagueness
  - Inform and persuade
  - Focused message
  - Identify yourself clearly
  - Proofreading
  
- EMAIL SECURITY
  - The written record
  
- FORMAL AND INFORMAL SITUATIONS
  - Distinguish formal from informal situations
  - Punctuation and spelling
  
- TIMING
  - Statistics
  - Respond quickly
  - Consequences of delayed response
  
- BI-DIRECTIONAL DIALOGUE
  - Defined
  - Value
  - Create Bi-Directional Dialogue
  - Questions to avoid

- PHONE-UP STEPS FOR ROLE PLAYING
  - Meet & Greet
  - Reply
  - Appointment
  - Confirmation
  
- CALL ASKING THE BEST PRICE ON A LEASE
  
- CALL ASKING THE BEST PRICE ON A CERTAIN MAKE/MODEL
  
- CALL ASKING TO BEAT PRICE FROM ANOTHER DEALERSHIP
  
- CALL ASKING FOR VALUE ON A TRADE
  
- PERSISTENT CALLER
  - Who it is
  - What they want
  - Best practices
  
- NON-THREATENING ENVIRONMENT
  - Verbiage to use
  - Verbiage to avoid
  - Create a non-threatening environment
  
- SOLD CUSTOMER FOLLOW-UP
  - Best Practices
  - Common mistakes salespeople make
  - Secure a customer for life
  
- DEFINITIONS
  - Customer defined
  - Liaison defined
  - Goal of a Customer Liaison
  - Common routine services customers perform
  - When to ask for referrals

- SHOPPER CATEGORIES
  - Runners
  - Who they are
  - Turn them into joggers
  - Joggers
  - Who they are
  - Turn them into walkers
  - Walkers
  - Who they are
  - Cross the finish line
  
- DO YOUR HOMEWORK
  - Benefit of shopping other Dealers
  - Discover your weaknesses
  - Discover your strengths