

## SALES MANAGEMENT / NEGOTIATIONS & DESKING

2 Month Program Outline

2 Days per Visit

- THE PAST
  - Self-evaluation
  - Current process
  - How to know if current process is working
  - Effects of inconsistency
  
- SELLING CARS VS MAKING MONEY
  - Targeted goals
  - Difference between the two
  - Misconception of volume
  - Value of gross
  - Change mindset of gross
  
- DLA SALES PROCESS
  - What is your current process?
  - Discovering the Pit-Falls of the “Old Process?”
  - Create a logical sales process
  
- CORRUPTED QUALIFY
  - Current process
  - Understand the customers mindset
  - Goal
  - Consequences of a bad process
  - Effect a bad qualify has on negotiations
  
- 4 SALES RULES
  - How rules govern the sales process
  - The effect on negotiations
  - Effect of violating rules
  - Discover the wisdom

- TRIAL CLOSE
  - Traditional purpose
  - Do they work
  - Myth of trial closing
  - 4 strikes
  
- PENDULUM EFFECT
  - Defined
  - Effect on thought process
  
- VALUE OF THE SERVICE WALK
  - Defined
  - Effect on negotiations
  - Understand everyone's role
  
- NEGOTIATIONS
  - Soliciting bad information
  - Train salespeople to not fail
  - Common mistakes
  
- CHOOSE THE RIGHT DESKING TOOL
  - Menu vs 4-square
  - Mastering both
  - Manager T.O. process
  - The right timing
  - When a salesperson cannot close
  - Leadership
  - How managers hide
  
- LINER – CLOSER SYSTEM
  - Defined
  - How it works
  - Right timing to use

- MECHANICAL VS PSYCHOLOGICAL REVIEW OF NUMBERS
  - Defined
  - Psychological review
  - Change perception of numbers
  - Role play exercises
  
- OBJECTIONS
  - Defined
  - Current skill set
  - Why customers object
  - #1 challenge for salespeople
  - The solution
  - 3 critical things
  - Revelation of “No”
  - What makes customers defensive
  - #1 customer attraction
  - The 90/10 Rule
  - Commodity vs value-based salesperson
  
- PAYMENT/PRICE TOO HIGH
  - DLA 4 step process
  - Discounting too soon
  - Happy customers
  
- TOO LITTLE FOR A TRADE
  - 4-step process
  - 2 trade objections and their differences
  - Kelly Blue Book trap
  - Tax savings close
  - Silent walk-around
  
- GO HOME TO THINK ABOUT IT
  - 5-step process
  - Objection conversion statement
  - Giving out the worksheet

- PLATEAU NUMBER
  - Defined
  - How and when to use
  
- MANAGER T.O.
  - Current process
  - Why it works
  - EMI pre-requisite
  - When to T.O.
  
- EFFECTIVE DESKING PROCESS
  - Current process
  - Implement 3-pass process
  - MSRP or bust
  - Most expensive number
  - Teamwork
  - Consistency
  - Lead from the front
  - Non-confrontational 1<sup>st</sup> offer presentations
  - Deal structure strategies
  - Present a powerful & transparent 2<sup>nd</sup> offer
  - Negotiate terms, not price
  - Myth of multiple options
  - Integration Process: Desking Tool, CRM & DMS Integration