

## Sales

4 Month Program Outline

2 Days per Visit

- SALES PRESENTATION
  - The motivation
  
- SELL A CAR
  - Create a customer for life
  
- UNDERSTAND YOUR CUSTOMER
  
- TYPE A VS TYPE B PERSONALITIES
  - Remove defenses
  - Build a customer centered relationship
  
- 5 POINTS TO SELL YOURSELF
  - Presence
  - Projection
  - Timing
  - Engagement
  - Authenticity
  
- THE IMPORTANCE OF BEING DIFFERENT, UNIQUE & INSPIRING
  - Enthusiasm
  - Listening
  
- UNDERSTANDING THE MAIN MESSAGE
  - Difference between features & benefits
  - Present features
  - Sell the benefits of the features
  - Customers buy benefits not features
  - Hot button question trap
  - Keep it interesting

- ORDERING YOUR STEPS
  - Internal presentation, demo and external presentation
  - Why this order is best
  
- THE IMPORTANCE OF PRODUCT KNOWLEDGE & STRUCTURE
  - What you must know
  - Quick path to product knowledge
  - Customer perceptions
  - Changing the perception of the vehicle
  - Using imagery to add value
  - The competitor's product
  - Consequences of no structure
  
- TWO TYPES OF VALUE
  - Obvious value
  - Hidden value
  - 6-point walk around
  - Timing your vehicle presentation
  
- OVERCOMING OBSTACLES
  - Car is too small
  - Car is too expensive
  - I don't need to sit in the car today
  - I don't need to drive the car today
  - Is this car available in this color
  
- TRIAL CLOSES
  - Common trial closes
  - #1 reason why salespeople trial close
  - Traditional purpose of trial closing
  - Myth of trial closes
  - Customer's reaction to trial closes
  - 4 main strikes against trial closes