

SELLING CARS IN SERVICE

2 Month Program Outline

2 Days per Visit

- INTRODUCTION
 - #1 most common mistake by salespeople
 - DLA thought track

- MORNING ROUTINE
 - #1 piece of information and what to do with it
 - Consequences of not having this information

- UNDERSTANDING AVERAGE CUSTOMER TRADE CYCLES
 - Purchase trade cycle
 - Lease trade cycle
 - The more important statistic and what it means
 - Be prepared for quick turnarounds
 - The goal

- SERVICE CUSTOMER MOTIVATIONS
 - The #1 motivation
 - Prioritize the best motivations
 - Motivating strategies
 - How to identify the low hanging fruit
 - The customers mindset

- 3 TECHNIQUES
 - The formal offer
 - The blind introduction
 - Survey questions

- THE FORMAL OFFER
 - Mindset
 - Preparation
 - The importance of establishing a hook-Line

- DLA SALES PROCESS
 - Show them cars
 - Vehicle presentation
 - 30-minute demo drive
 - Show enthusiasm and excitement
 - Present the possibilities

- REEVALUATE FIGURES
 - Project confidence

- VIDEO
 - The power of video
 - Video content
 - Timing of video

- THE BLIND INTRODUCTION
 - Set the stage
 - Get the right information
 - Ask the right questions
 - Read exercises
 - DLA Thought Track

- SURVEY QUESTIONS
 - Determine the right survey questions
 - DLA suggested survey questions
 - DLA thought track
 - Read exercises

- 3 BIG MISTAKES TO AVOID
 - The effects of a bad mindset
 - The consequences of not preparing
 - The result of a poor strategy