

PHONE-UPS

- WHY PHONE-UP SKILLS ARE IMPORTANT
 - The 8-12 cars per month salesperson
 - Closing ratios per customer type

- UNDERSTANDING THE PHONE-UP CUSTOMER
 - Type A personality type
 - Type B personality type
 - The residual effect
 - Why the customer is calling
 - 3 customer fears

- THE IMPORTANCE OF STRUCTURE
 - Current structure
 - Consequences of bad or no structure
 - Good structure and the customer's behavior
 - Establish good habits

- THE PHONE-UP MOTIVATION
 - Current phone-Up goal
 - 2 common phone-up mistakes
 - Correct phone-up goal
 - Setting an appointment that results in a visit
 - How to accomplish the goal
 - Customer's goal
 - Misconception of customer research

- CUSTOMER TURNOFFS
 - High pressure questions
 - Common trial closes?
 - Consequences of requesting personal information too soon
 - Be inspiring
 - Remove the risk

- COMMON EXAMPLES OF BAD DIALOGUE
 - Measure demeanor
 - Measure knowledge
 - Measure control
 - Be memorable
 - Importance of a last impression

- 4 RULES TO SALES SUCCESS
 - How they apply to phone-ups
 - Consequences of violating these rules
 - How these rules keep you and the customer on track

- 4 PHONE-UP RULES
 - The power of smiling
 - The significance of standing up
 - Project confidence & enthusiasm
 - Avoid distractions

- THE MEET & GREET
 - 4 elements of the meet & greet
 - Effects of a strong meet & greet
 - Power of a great first impression
 - Catch customer pleasantly off-guard

- THE REPLY
 - The goal
 - Creating bi-directional dialogue
 - Good and bad questions

- THE APPOINTMENT
 - Goal of the appointment
 - Remove Risk
 - The #1 goal and how to accomplish it
 - Create a special event
 - Create a desire to visit dealership
 - Best appointment times

- THE CONFIRMATION
 - Goal of the confirmation
 - Create the obligation
 - Exchange formalities to obtain personal information
 - Implanting a powerful lasting impression
 - Necessity of Video

- HANDLING THE PERSISTENT CALLER
 - Current response
 - When to violate the rules
 - Number 1 question of the persistent caller
 - Questions to ask the persistent caller
 - Goal of these questions

- RESPONSIBILITIES AFTER THE CALL
 - The power of video
 - Create the obligation
 - The effect of showing effort
 - Being different, unique & inspiring

PROSPECTING & FOLLOW-UP

- 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 SOCIAL MEDIA SITES**
 - Facebook
 - YouTube
 - Twitter
 - LinkedIn
 - Instagram
 - TikTok

 - **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
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