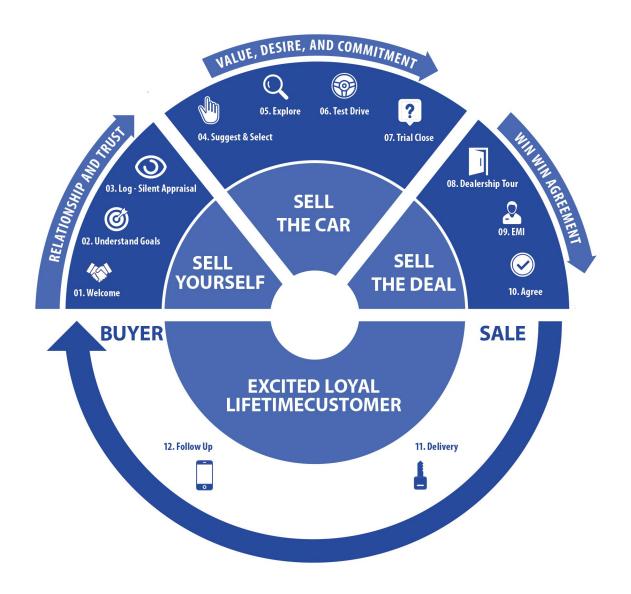
Day 1



One Team. One Playbook.

Walk Step by Step through our Proven Hybrid Process



Today's Buyer4 Goals of Our Process



	4 Buying Questions	
1	Should I Buy?	
2	Should I Buy?	
3	Should I Buy?	
4	Much Should I Pay?	
	3 Buying Fears	
1	Buying the Car	
2	Paying Too	
3	Being	
	4 End Goals of Our Sales Process	
1	Close the Today	
2	Maximize the	
3	Create an	
4	Healthy	

Sales Process Steps Why-Goals of Each



	Name	Goal
	Sale 1: Sell	Relationship and Trust
1		Comfortable
2		What, Why, Who
3		CRM/Reset Trade
	Sale 2: Sell	Value, Desire, Commitment
4		Find RIGHT Car
5		Fits Lifestyle/Reset Price
6		Mental Ownership
7		Today Commitment
	Sale 3: Sell	Win-Win Agreement
8		Value, Ownership
9		Set Stage for 1st Pencil
10		Win-Win
	Sale 4: Sell	ELLC
11		Set Stage for ELLC
12		ELLC



Sale 1: Sell Yourself- Build Relationship and Trust:

1. Welcome : Connect with your buyer and comfortably lead them step by step through the buying process.
OVERCOME Common Objections: Comfortably
overcome objections and use them to move the process
forward. (just looking, trade value, best price)
2. Understand Goals: Truly Understand your buyer's
Goals. What they want, why they want it, and how it fits
their lifestyle (family, work, play)
3. Log Use the CRM to create your buyer's custome
record, continue to understand goals, and build the deal
packet.
3. Silent Appraisal Use your buyer's trade to learn
more about them, their goals, and to comfortably reset
their expectations for their trade value.



Sale 2: Sell the Car- Build Value, Desire, Commitment:

Commitment:
4. Suggest and Select: Use your buyer's goals to help them Select the right vehicle, trim, and package. (we might not have what they asked for, but we may have what they will buy)
5. Exploration: Guide the buyer through an Exploration of the vehicle's features and advantages and relate them to their goals and lifestyle.
Value Story: Tell a personalized Value Story to reset your buyer's thinking about price and discount.
6. Test Drive Use the Test Drive to build mental ownership and excitement for their new vehicle.
7. Trial Close Use our powerful and comfortable Triations Close to earn the right to ask for the sale, gain commitment or uncover objections.



Sale 3: Sell the Deal- Win-Win Agreement:

8. Dealership Tour: Build value in you, your service department, and your dealership with a personalized Dealership Tour BEFORE finalizing the financial package.
Desk the Deal: Quickly and accurately complete the Deal Packet required to Desk the deal and set the stage for what's next.
Desk the Deal: Proactively answer Good Desk Questions and provide managers with an overview of your relationship and process.
9. EMI: Use the Early Manager Introduction as a reverse T.O. and set the stage for first pencil close.
10. Agree: Positively and Professionally present the deal sheet AND ask for the sale.
Close and Negotiate: Use the 5 steps of Negotiation to overcome price objections and comfortably agree on terms



Sale 4: Sell the Relationship: ELLC

1	1. Deliver: Quickly and accurately complete the
deal packe	t.
F	ollow dealership and manufacturer's guidelines
for a perfe	ect delivery.
	. Follow Up: Use your CRM to manage your ation, grow your relationship, and create referral sales.
	I: Use the dealership guidelines to manage CSI ies and maximize returns and score.

Excellence is simple; NOT easy!

These skill sets are simple to learn and to master yet so many fail to reach their potential because they don't decide to succeed!

Excellence is a decision!



Other Skill Sets Needed to Master Your Craft:

Unsold Follow Up: Use your CRM to manage
communication and professionally follow up per dealership
guidelines to create be-back opportunities.
Phone Opportunities: Turn phone opportunities into
appointments that show or into virtual sales.
Email Opportunities: Turn email leads into
conversations, appointments that show, or into virtual sales.
conversations, appointments that show, or into virtual sales.
Marketing: Market yourself and create traffic using
social media and online sales platforms.(eBay, Facebook, etc.)
Time Managament Diamping and magainsing com-
Time Management: Planning and maximizing your
daily actions.
Training: Use your training tools to consistently improve
Training: Use your training tools to consistently improve
vour skill sets

Sales Process

Action Steps



New Skills and Habits to Start Using Today!

- ☐ Practice writing out and mentally picturing the steps of the sale and goal of each.
- Walk through the skills sets and honestly evaluate yourself on a scale of 1-5 (5 is excellent Not perfect).
- ☐ Think about how executing these skill sets will impact your customers, your paycheck, and your career.
- ☐ Highlight the skills sets you want to develop most.

Nothing great ever just happens!

It takes a desire, drive, and daily decision to learn your craft. It takes disciplined practice and diligent action to turn your craft into skill and ultimately, into a personal art form!

For a deeper dive into this important Skill Set:

Course: Launch Sessions

Lesson: Launch Sessions 1, 2 and 3