

# Day 1

## One Team. One Playbook.

Walk Step by Step through our Proven Hybrid Process



# Today's Buyer

## 4 Goals of Our Process

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	<b>4 Buying Questions</b>
1	_____ Should I Buy?
2	_____ Should I Buy?
3	_____ Should I Buy?
4	_____ Much Should I Pay?

	<b>3 Buying Fears</b>
1	Buying the _____ Car
2	Paying Too _____
3	Being _____

	<b>4 End Goals of Our Sales Process</b>
1	Close the _____ Today
2	Maximize the _____
3	Create an _____
4	Healthy _____

# Sales Process Steps

## Why-Goals of Each



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

# Master Sales Consultants Skill Sets

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## 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 customer 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.

# Master Sales Consultants

## Skill Sets

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### Sale 2: Sell the Car- Build Value, Desire, 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 Trial Close to earn the right to ask for the sale, gain commitment or uncover objections.

# Master Sales Consultants

## Skill Sets

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### 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.

# Master Sales Consultants Skill Sets

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## Sale 4: Sell the Relationship: ELLC

\_\_\_\_\_ **11. Deliver:** Quickly and accurately complete the deal packet.

\_\_\_\_\_ Follow dealership and manufacturer's guidelines for a perfect delivery.

\_\_\_\_\_ **12. Follow Up:** Use your CRM to manage your communication, grow your relationship, and create referral and repeat sales.

\_\_\_\_\_ **CSI:** Use the dealership guidelines to manage CSI opportunities 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!***

# Master Sales Consultants Skill Sets

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## 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.

\_\_\_\_\_ **Marketing:** Market yourself and create traffic using social media and online sales platforms.(eBay, Facebook, etc.)

\_\_\_\_\_ **Time Management:** Planning and maximizing your daily actions.

\_\_\_\_\_ **Training:** Use your training tools to consistently improve your skill sets.



# Sales Process

## Action Steps

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### **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