

The Digital Road To The Sale®

Online Automotive Sales Training Program

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Career Training Online

Learn about the benefits of online career training in automotive sales. Discover the features of an online LMS and how gamification makes training fun.

Lesson Elements

- 27 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 10 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- List some of the many benefits of career training online.
- Describe what a learning management system is.
- Discuss the concept of gamification.
- Explain why traditional training methods are not as effective as elearning.
- Summarize why comprehensive testing is important.
- Describe how career training can impact your income and career opportunities.
- Discuss what you can do to get the most out of online training.

Lesson Content

- Why Train Online?
- Online Training Takes Less Time & It's More Convenient
- Traditional Training Methods Are Expensive
- Web-Based Training Is Affordable
- Employee Training Online Benefits You, Your Employer, & Your Customers
- Your Online Learning Management System (LMS)
- eLearning Technology Is More Engaging & Interactive
- Comprehensive Testing Ensures Retention
- Gamified Learning
- Get Ready To Train Online!
- Apply What You Have Learned

A Dynamic Career In Automotive Sales

You'll learn about the responsibilities of an automotive sales professional, what you can expect when you get started, and what it will take to build a lucrative career.

Lesson Elements

- 33 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 10 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Discuss the primary job responsibilities of an automotive salesperson.
- Identify the benefits of a career in automotive sales.
- Explain what you will need to do to become highly successful in the business.
- Talk about the importance of product knowledge.
- List the steps in the automotive sales process.
- Explain why building rapport with customers is crucial to your success.
- Discuss the importance of continually prospecting and getting referrals.

Lesson Content

- Congratulations! You've Taken The First Step
- What's Expected
- Other Responsibilities
- How Much \$\$ Will You Make?
- Getting Adjusted To Income Payout Cycles
- The Benefits & The Hours
- The Traits & Skills Of A Successful Automotive Salesperson
- Attitude Is Just About Everything
- A Burning Desire To Succeed
- Become A Product Expert
- Product Knowledge Sells More Cars
- A Sales License, Insurable, & Training
- The Car Sales Process Is No Longer Linear
- The Steps In The Car Sales Process
- Building Rapport With Customers
- Prospecting
- Handling Internet Lead & Phone-Ups

Introduction To The Digital Road To The Sale®

This lesson contains an overview of the thirteen steps in The Digital Road To The Sale™ sales process, followed by a brief introduction to each step.

Lesson Elements

- 36 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 15 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Identify the steps in the sales process.
- List the sales steps in order – as if you were following the process from beginning to end.

Lesson Content

- The Sales Process Is No Longer Linear
- The 13 Steps In The Car Sales Process
- Step #1: Automotive Digital Retailing
- Step #2: The Meet & Greet
- Step #3: Successful Fact-Finding
- Step #4: The Trade-In Evaluation
- Step #5: Selecting A Vehicle To Demo
- Step #6: Vehicle Presentation & The Test Drive
- Step #7: Setting The Stage For The Sale
- Step #8: The Trial Close
- Step #9: Presenting The Figures
- Step #10: Negotiating & Closing
- Step #11: The Turnover To Finance
- Step #12: The Digitized & Active Delivery
- Step #13: Follow-up After The Sale

Automotive Digital Retailing

Covers the digital-related experiences and processes involved in automotive digital retailing (transparency, fast/easy process, trust, seamless transition, etc.).

Lesson Elements

- 39 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Provide examples of automotive digital retailing activities.
- Describe what it was like shopping for a car in the 1990s and early 2000s.
- Explain the expectations car shoppers have of car salespeople and dealerships when buying a vehicle today.
- Discuss the importance of transparency and explain how it enables salespeople to build rapport and trust with customers.
- Give examples of how you can provide transparent information and answers to car shoppers.
- List ways that you can save your customer time and frustration during the purchase process.

Lesson Content

- A Broad Spectrum
- Digital-Related Experiences
- The Way It Used To Be
- The Internet Changed Things
- You'll Find Out In The Box
- Reinventing The Car Buying Process
- Car Buyer Expectations Have Changed
- Different Levels Of Involvement
- Transaction-Level Experiences
- Be Flexible
- Car Buying Made Easy Builds Trust
- Digital Retailing Technology
- A New, Easier Way To Buy
- Transparency – What Is It?
- Examples Of Transparency
- Transparency Builds Trust
- Transparency Saves Time
- Educate & Inform
- No More Delays
- Bridging The Gap To The Showroom
- Don't Make Your Customer Re-Tell Their Story
- Value, Trust & Gross Profit
- A New Era Of Digital Car Selling

The Meet & Greet Part I: Preparing To Meet A Customer

The first words you and your customer exchange - along with your body language and facial expressions – determine if you move to the next step in the sales process.

Lesson Elements

- 24 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 6 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Describe how to dress and present yourself professionally at the dealership.
- Explain how to make a good first impression when you meet a customer.
- Practice making direct eye contact with yourself or another salesperson.
- Give examples of habits that can get in the way of making a customer feel special.
- Describe the influence that females often have on the car buying decision.
- Discuss how you can show customers that you have a genuine interest in serving them.

Lesson Content

- The First Few Minutes Are Crucial
- A People & A Feel Good Business
- A Genuine Interest In Serving
- Dress For Success
- Hygiene & Odors
- A “Duchenne” Smile
- Frequent, Direct Eye Contact
- An Energetic Handshake
- Habits That Get In The Way
- The Female In The Household
- The People Business
- Don’t Make Assumptions

The Meet & Greet Part II: Getting The Conversation Started

You will learn how to effectively greet a customer at their car, on the lot, and in the showroom – and how to get a positive conversation started.

Lesson Elements

- 41 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Turn a customer's negative attitude into a positive one.
- Use your customer's name in rapport building statements and questions.
- List several introductory questions that might cause customers to put up their guard.
- Effectively greet a customer at their car, on the lot, and in the showroom.
- Demonstrate to your customer that you have a genuine interest in serving them.
- Identify controversial topics that you should steer clear of.

Lesson Content

- Build Trust & Rapport
- Find Areas Of Common Ground
- Customers Are Anxious
- Everyone's Name Is Important
- The First Words
- Repeat Your Customer's Name
- Why Is It Important?
- What Not To Say
- Introductory Questions To Avoid
- The Meet & Greet & Fact-Finding Often Overlap
- Don't Cut Your Customer Off
- Move The Customer Through The Sales Steps
- Greeting A Customer At Their Car
- Pay Close Attention To The Details
- Their Car Tells You A Lot
- Conversational Selling
- Customer Walks Into The Showroom
- A Specific Need Or Request
- Greeting A Customer In The Showroom
- Greeting A Customer On The Lot
- Lot Greeting With Knee Jerk Reaction
- The Exception-To-All-The-Rules Customer
- How To Respond To Exception Customers
- Show Genuine Interest
- Responding With Genuine Interest
- Topics To Avoid

The Meet & Greet Part II: Customer Knee-Jerk Reactions

You'll learn about the most common "knee-jerk" reactions you'll hear when initially greeting customers, and how to deal with them to keep the sales process moving.

Lesson Elements

- 30 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Explain the difference between an objection and a knee jerk reaction.
- Give three example responses to each of the most common knee jerk reactions.
- Restate greetings that proactively bring up common reactions.
- List the most common knee jerk reactions that you will hear from customers.

Lesson Content

- Their Guard Is Up!
- Customer Knee Jerk Reactions
- Keep The Process On Track
- Your Customer Is Ready To Buy
- Common Knee Jerk Reactions
- The Most Common Knee Jerk Reactions
- Not There To Look Around
- I'm Just Looking
- This Is My First Stop
- I'm Not Here To Test Drive
- I'm Not Buying Today
- You're The Closest Dealership
- I Only Have 15 Minutes
- My Vehicle Is In Service
- My Decision Maker Isn't With Me

Successful Fact-Finding

Fact finding is a vital function in the automotive sales process. Gathering essential information up front can speed up and improve the entire sales process.

Lesson Elements

- 39 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Explain why it's important to ask the right questions, the right way during fact-finding.
- Describe the process of gathering customer contact information and explain what you should do with it when you get it.
- Give examples of the types of information you should gather to help you select the vehicle that matches your customer's needs and wants.
- Describe the process you should follow when asking questions to gather detailed information, so it won't seem like you are interrogating your customer.
- List specific questions that you should ask each customer to ensure you gather high-quality information that you can use during the sales process.

Lesson Content

- High Quality Information
- Asking Questions vs. Cross-Examination
- Why Interview The Customer?
- Practice Asking Questions
- Where The Interview Takes Place
- Interview At Their Current Vehicle
- Interview At Your Desk
- Take Notes
- Do More Listening Than Talking
- Customer Contact Info
- First Things First
- Why Their Current Car Matters?
- Current Car Review
- More Questions About The Current Car
- Getting More Details
- How The Vehicle Will Be Used
- Primary Use Of The Vehicle
- What This Tells You
- Primary Drivers
- Going The Distance
- Interpreting The Answers
- Financial Info
- How Much Payment
- Trade-In Questions
- More Financial Info
- The More Questions You Ask, The Easier The Sale
- Control The Sale Through Questions
- Wide Range Of Questions
- Entering Customer Info Into The CRM & The Guest Sheet
- Body Language Says It All
- Stay In Sync With Your Customer
- Pay Attention To The Little Things
- Facial Expressions
- Moving On To Selecting A Vehicle

The Power Of Questions

Questions are the most powerful tool in any salesperson's toolbox. This exchange of information is what makes it possible to sell the right vehicle to your customer.

Lesson Elements

- 23 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Give several reasons why it's important to ask customers questions.
- Explain what you should and shouldn't do when asking customers questions.
- Give examples of questions that you should ask to steer customers away from potential objections.
- Define "open-ended", "either/or", "yes", "leading", "involving", "clarifying", and "confirming" question types.
- Describe how you can use questions to control customer conversations.
- Discuss how questions move you and your customer further along in the sales process.

Lesson Content

- Why Ask Questions?
- Customer Questions
- Responding To "How Much?"
- Responding To "Can You Throw In...?"
- Responding To "Can You Do Any Better?" or "Is That Your Best Price?"
- Question Dos & Don'ts
- Controlling The Conversation
- Keep Things Moving With Adaptive Questions
- Let Me Ask You A Question
- The Power Of "Either/Or" Questions
- Asking A "Yes" Question
- Open-Ended Questions
- Asking A Leading Question
- Changing Your Customer's Mind
- Lead The Customer To A Commitment To Buy
- Confirming Questions
- Involving Questions
- Clarifying Questions
- Where Questions Take You

What Will Make Your Customer Buy A Car?

What must happen for a car shopper to decide to make a purchase? We'll answer this question in this lesson by exploring their needs, wants, and emotional desires.

Lesson Elements

- 32 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 8 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- List reasons why people start shopping for a vehicle.
- Define perceived value.
- Identify factors that drive perceived value.
- Discuss the role that emotions play in the sales process.
- Define impending or unrecognized needs.
- Give examples of questions you can ask to reveal impending needs.
- Describe techniques that you can use to gently persuade and influence customers.

Lesson Content

- What Must Happen?
- Needs, Wants, & Emotional Desires
- There's A Problem
- The Perception Of Value
- Additional Drivers Of Perceived Value
- The Impact Of Excitement
- Emotion Never Fails
- Credible Insights
- Understanding The Customer's Needs
- Reveal Impending Or Unrecognized Needs
- Ask The Right Questions
- Get Them Out Of Their Comfort Zone
- Focus On What The Customer Wants
- The Gentle Art Of Persuasion
- Countering Customer Fears
- Gently Persuade Your Customer
- Motivation
- Triggering The Final Decision To Buy

The Trade-In Evaluation

You will learn to use your dealership's trade evaluation form and a collaborative walk-around of the trade to get your customer to agree to a realistic trade value.

Lesson Elements

- 23 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 11 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Summarize the difference between evaluating a customer's trade and appraising it.
- Discuss the things that have gotten your customer emotionally connected to their trade.
- Outline ways that consumers determine the value of their trade.
- Identify the online trade appraisal tool on your dealership website.
- Discuss the information you need to gather to add to your dealership's trade evaluation form.
- Explain how you can get a customer to interact with you during the trade evaluation process.
- List questions that you can ask customers to get realistic responses about the condition of their trade.

Lesson Content

- Evaluation, Not Valuation
- Get Your Customer Involved In The Evaluation
- Your Customer Is Emotionally Connected To Their Vehicle
- Your Job Is To Evaluate, Not Value
- They Liked It Or They Needed It
- How Consumers Get Their Perceived Trade Value
- Consumer-Trusted Valuation Resources
- Other Drivers Of Perceived Value
- Respect Your Customer's Perceived Value Of Their Trade
- Consumer Research On KBB.com
- KBB's Vehicle Condition Definitions
- Your Dealership's Online Trade Tool
- Exercise #1: Find Your Trade Valuation Tool
- Exercise #2: Find Your Digital Retailing Tool
- Your Dealership's Trade Evaluation Form
- Ask Key Questions During The Collaborative Evaluation
- Questions That Need Answers
- The Evaluation Is Not Misleading The Customer
- The Physical Walk-Around

Selecting A Vehicle To Demo

You'll learn how to select a vehicle that meets your customer's needs and wants, and that it's just as important to select a vehicle that your customer can afford.

Lesson Elements

- 18 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- List things that you can do to be sure you select a vehicle that aligns with your customer's needs, wants, and desires.
- Describe what might cause you to choose the wrong vehicle to present.
- Discuss how to be sure you select a vehicle that your customer can afford.
- Explain the consequences of choosing a vehicle that your customer loves but can't afford.
- Describe things that you can do to make the car you select – a star in the mind of your customer.
- Summarize why it is important to select a vehicle currently in your inventory.

Lesson Content

- Selecting The Right Vehicle
- Choosing The Wrong Car
- The Right Vehicle Matches Their Needs & Wants
- The Price Is Right
- How Will You Know?
- Pairing Vehicle Features With The Buyer's Needs
- Selecting A Vehicle From Your Inventory
- Make The ONE Car You Choose – A Star
- Introducing The Vehicle
- Let The Fun Begin

Vehicle Presentation & The Test Drive

You'll learn how to properly present a vehicle to a customer for the test drive, and the things that you should do to ensure that you provide a great vehicle demonstration.

Lesson Elements

- 20 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 7 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Summarize the benefits of accompanying customers on the test drive.
- Explain why the salesperson should drive the vehicle first on the test drive.
- Discuss the benefits of following a planned test drive route.
- Describe the process of presenting the test drive vehicle to the customer.
- Summarize what you must do to provide a great vehicle demonstration.
- List the things that you should talk about during the test drive.
- Outline a few questions that you can ask after the test drive is complete.
- Discuss how you can determine whether you test drove the right vehicle.

Lesson Content

- Accompanying The Customer On The Test Drive
- Driving Off The Lot
- Who Drives First?
- The Planned Test Drive Route
- Get A Copy Of The Customer's Driver's License
- Get Your Customer Comfortable & Engaged
- How To Present The Vehicle
- You're Excited About Presenting The Solution
- Customer Hot Buttons
- Engage Your Customer's Senses
- Let The Customer Experience The Interior
- Slip Into The Driver's Seat
- Let The Customer Drive
- "Yeses" That Come In Handy Later
- Did You Demo The "Right" Vehicle?

Setting The Stage For The Sale

After warmly greeting your customer, you'll get them seated and comfortable at your desk, with their guard down, which sets the stage for a smooth sales process.

Lesson Elements

- 33 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 7 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Describe the process of showing your customers around the dealership.
- Explain why it's important to offer your customers a beverage and snacks.
- List ways that you can keep children occupied and comfortable.
- Identify things that you can do to create a comfortable workspace that positively reflects who you are.
- Discuss the importance of giving your customers your full attention, and how you can keep your workspace free of distractions and clutter.
- Explain what a digital portfolio is, and how you can use it to strengthen your relationship with your customers while keeping them occupied.
- Name ways that you can prevent idle time so that your customers do not get bored.

Lesson Content

- Buying A Car Can Be Stressful
- Entering Your Customer's Info Into The CRM
- Getting Customers Comfortably Seated At Your Desk
- Show The Customer Around
- Get The Little Ones Comfortable
- The Impression Of Your Working Area
- A Workspace Made For Customer Comfort
- Show Your Customer Who You Are
- Customer Comfort Is Important
- Noisy Distractions
- An Organized & Clean Work Area
- Your Digital Or Online Portfolio
- What Should Your Digital Portfolio Contain?
- Presenting Information About The Dealership
- Presenting Information About The OEM
- Presenting Information About The Brands You Sell
- Present Your Digital Portfolio With Pride & Confidence
- Don't Let Your Customer Get Bored
- The Stage Is Set

The Trial Close

The trial close is the point in the sales process where you determine whether your customer is truly ready to buy or not while they are seated and relaxed at your desk.

Lesson Elements

- 15 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 5 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Define trial close.
- Outline the benefits of performing a trial close.
- Explain the importance of knowing if there is a trade or other decision maker involved.
- List questions that you can ask to determine if your customer is ready to buy – today.
- Conduct a trial close.

Lesson Content

- What Is A Trial Close?
- What A Trial Close Isn't
- Uncovering Your Customer's Intentions
- Uncover All Objections
- The Benefits Of A Trial Close
- Be Certain About The Trade Or Not
- Are There Other Decision Makers?
- There's Another Decision Maker
- Open-Ended Questions
- Interpreting Customer Responses

Presenting The Figures

When presenting the figures to your customer, your goal is to get them to agree to the price of the car, the trade value, and then to transition them to finance.

Lesson Elements

- 18 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 10 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Ask your customer to commit to purchase today.
- Discuss the items on your dealership's worksheet.
- Explain each of the fields on the worksheet.
- List and define each of the figures that you will present to your customer.
- Effectively present numbers to your customers.
- Ask your customer for the sale.

Lesson Content

- Get A Commitment To Purchase
- Last Minute Concerns
- Introducing The Forms
- Preparing To Present The Figures
- Where The Figures Come From
- The Worksheet
- Getting Started
- Which Figures Are You Presenting?
- Presenting The Figures Script
- Presenting The Estimated Monthly Payments
- Presenting The Estimated Monthly Payments Script
- Asking For The Sale
- Don't Leave The Customer Unattended Too Long
- Moving On To Negotiating & Closing

Negotiating & Closing

When you're confident that the customer is not going to pay for the figures you presented, it's time to begin negotiating by going back and asking for all the money again.

Lesson Elements

- 31 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Summarize the difference between closing and negotiating.
- Discuss the idea of a “fair deal”.
- Explain what you did to prepare your customer to be closed during the sales process.
- Describe what makes up the value of the car deal you are offering.
- Identify the primary goal when negotiating the figures in a car deal.
- Discuss why it's important to isolate the problem figure on the worksheet.
- Summarize how you will respond to customers who challenge the trade value or the price of the vehicle.
- Explain how you will respond to an unreasonable counteroffer.
- Describe how to present a counteroffer to your customer.
- Discuss how you will respond to customers who question the figures in the monthly payment scenarios.

Lesson Content

- Negotiating Vs. Closing
- What's A Fair Deal?
- You Prepared Your Customer To Be Closed
- It's Not Always About The Price
- Don't Start Discounting
- Negotiation Starts At The Beginning
- Isolate The Problem Figure
- I Want More For My Trade
- The Trade Value Is The Only Problem
- Move Incrementally On The Trade Value
- The Price Is Too High
- Where Did They Get The Lower Price?
- The Other Vehicle Is Thousands Cheaper
- Handling An Undoable Counteroffer
- Move Incrementally On The Vehicle Price
- Your Customer Won't Budge
- The Selling Price Counteroffer
- Monthly Payment Scenarios Problems
- Dealing With The “I'm Not Interested” Or “No” Customer
- I've Got Great News!
- Is It Time For A Turn Over?
- The Turn Over To Finance

The Turnover To Finance

All your hard work is about to pay off as you hand your customer over to finance to finalize the details and maximize the profitability of your deal.

Lesson Elements

- 18 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 14 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Explain the role of the F&I Manager.
- Summarize the primary duties of the F&I Manager.
- Explain why you should never take on the role of an automotive finance specialist during the sales process.
- Discuss the proper way to turn your customer over to F&I.

Lesson Content

- What The F&I Manager Does
- What Is The F&I Manager's Expertise?
- The Competent, Strong, & Professional F&I Manager
- How The F&I Manager Helps Your Customer
- Do Your Job Not The F&I Manager's Job
- A Closing Expert
- An APR & Payment Expert
- A Finance & Insurance Expert
- How The F&I Manager Helps You
- The F&I Manager Has A Relationship With The Lenders
- How YOU Can Help The F&I Manager
- Introducing The F&I Manager
- The Smooth Transition To Finance
- Now It's Time For The Digitized & Active Delivery

The Digitized & Active Delivery

The delivery of the vehicle you sold is another chance to build trust and rapport, and to make certain that this exciting moment is flawless for the customer.

Lesson Elements

- 24 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 13 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Summarize the responsibilities of a delivery coordinator.
- Explain what a delivery checklist is.
- Provide an exceptional delivery experience and earn a perfect survey score.
- Describe what you can do to ensure you deliver a clean, defect-free new vehicle.
- Summarize why it's important to go over all defects on a used vehicle during the sales process.
- List the tasks that you must complete before your customer leaves the dealership.
- Outline things you can do to save time during the delivery process and get customer buy-in.
- Discuss the importance of following up with your customer after they take delivery of their new vehicle.

Lesson Content

- The Digitized & Active Delivery
- The Delivery Coordinator
- The Delivery Checklist
- Touring The Service Department
- The First Service Visit
- Touring The Dealership
- The Remote Delivery
- Preparing For The Remote Delivery
- Review All Key Documents
- Delivering A Defect-Free New Vehicle
- Conducting A Thorough Inspection
- Delivering A Preowned Vehicle
- Presenting The Vehicle For The Delivery
- Explaining Vehicle Features
- The "Re-Delivery" Process
- Delivery Satisfaction
- Sharing The Experience On Social
- Getting An Online Review
- The Customer Drives Away In A New Car
- Follow-Up After Delivery

Follow-Up After The Sale

You'll learn why you need to stay in touch with customers, when to follow up, and how to do it - and that a successful salesperson is always setting the stage for another sale.

Lesson Elements

- 36 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 11 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Explain how each newly sold customer can add to your book of business.
- Describe how you can use Facebook and other social media channels as a tool for selling.
- List the time intervals that you should follow-up with each sold customer.
- Give examples of some questions you can ask during your follow-up calls that show your customer you still care about them – even though the sale is complete.
- Describe how you should remind your customer about the impending manufacturer's survey.
- Discuss how you can start the referrals conversation with a customer.
- Explain the process of following up on customer referrals.
- Summarize the reasons why referrals can be more profitable and quicker sales.
- Outline ways that the CRM can help you to follow-up with your customers.

Lesson Content

- A Lucrative Career
- Following Up With Sold Customers
- Following Up, Referrals, Prospecting
- The Sale Isn't Over
- A Truly Great Salesperson
- Connecting On Social
- Get Started On Social
- Share The Fun
- First Contact After Delivery
- Many Ways To Stay In Touch
- Don't Wait Too Long
- Show You Care
- Offer Help
- Follow Through
- Get Help
- Just Checking In
- Build On Your Rapport & Trust
- Mention The Survey
- Showing Off
- Now Is The Time
- The Chain Reaction
- Follow-Up 10 Days After Delivery
- Follow-Up After 30 Days
- The Time To Ask For Referrals
- Don't Be Afraid To Ask
- The Greeting
- Get To The Point
- New Vehicle In Inventory
- Bird Dog Program
- Referrals Sell Faster & Build Your Business
- Using The CRM For Follow-Up
- Sold-Service Customers & The CRM

Why You Fail To Sell A Car

We'll look at why a customer chooses not to buy a car from you and what you can do during the sales process to make sure that a sale happens.

Lesson Elements

- 31 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 9 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Explain the importance of fully identifying customer fears and concerns.
- Give examples of ways you can demonstrate that the vehicle you are selling solves the customer's problems.
- Describe what you can do when a customer is concerned about not getting a good deal, and what you can do to show they are getting the "best deal".
- Practice ways that you can win over a customer who feels unsure and indecisive.
- Discuss what you can do to move a customer toward the purchase who has no sense of urgency.
- Describe ways you can reassure customers who are sensitive to what others may think.
- Summarize ways that you can show your customers that you are looking out for their best interests.

Lesson Content

- Why They Choose Not To Buy
- The Two Basic Reasons People Don't Buy
- Changing Their Minds
- Identifying Customer Fears & Objections
- Fear Of Buying The Wrong Vehicle
- Solve The Customer's Problems
- Reliable Vehicle
- Underlying Issues
- Presentation & Test Drive
- Fear Of A Bad Deal
- Unsure & Indecisive
- No Sense Of Urgency
- Fear Of Perceptions
- Lack Of Trust
- There's A Better Deal At Another Dealer
- Ask More Questions

Automotive Telephone Fundamentals

Learn the fundamentals of inbound call handling, how to make a great impression, and how to properly answer an inbound sales call, turning it into an appointment.

Lesson Elements

- 36 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 8 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Discuss the importance of using a friendly, professional tone on the telephone.
- Explain how smiling affects the tone of your voice when on a call.
- Describe how to properly answer an inbound sales call.
- List the key pieces of information you should get from every inbound caller.
- Summarize the reasons it's important to enter all caller information and notes into the CRM.
- Outline the proper process for putting callers on hold and transferring calls.
- Describe best practices for returning customer calls.

Lesson Content

- The First Impression Can Make You Or Break You
- Telephone Ups Convert To A Sale More Often Than Any Other Up Type
- The First Few Seconds...
- A Proper Greeting Sets The Tone For An Appointment
- A Friendly Welcome
- Use a Friendly, Professional Tone
- Greetings To Avoid
- Calls Don't Always End Up Where Intended
- Be Sure To Smile
- Be Professional
- Keep Your Cool
- How May I Help You?
- Immediately Get The Caller's First Name
- Get Right To The Point
- Hold Please...
- Log Every Call In The CRM With Notes
- Politeness Really Does Count
- Listen Carefully & Inform
- Just In Case...
- Directing Calls to the Right Party
- The Bounce Back
- Returning Calls
- What Was It That You Wanted?
- Preparing For The Call

Call Tracking & Telephone Performance

You will learn about the importance of telephone call tracking software, how it functions, and how you can use it to refine your telephone skills.

Lesson Elements

- 24 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 7 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Discuss why it's important to track inbound sales calls.
- Summarize how call tracking software tracks and reports on telephone opportunities from different lead providers and advertising sources.
- Describe how the CRM records and tracks telephone opportunities.
- Discuss how you can use telephone recordings to improve your telephone call handling skills.

Lesson Content

- The Importance Of Tracking Inbound Sales Calls
- Before Call Tracking
- There's Deals In Telephone Ups
- Tracking Phone Ups From Lead Providers & Advertising Sources
- How Call Tracking Happens
- 3rd Party Lead Providers & Call Tracking
- Call Tracking Reporting
- The Details In Call Tracking Reporting
- Call Tracking Integration With Your CRM
- Recording & Reviewing Internet Lead Calls
- Measurement & Continuous Improvement

Scheduling & Confirming Appointments

Learn how to set sales appointments that show, ensure they are confirmed, and how to make sure your customer experiences a seamless transition when they arrive.

Lesson Elements

- 28 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 14 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification



Learning Objectives

- Discuss why it's important to schedule appointments with customers to come to the dealership.
- Create a sense of urgency when setting sales appointments.
- Explain the importance of having a valuable conversation before asking for the appointment.
- Define east and west appointment scheduling.
- Set sales appointments that show up.
- Explain why it's crucial that a sales manager confirm your appointments.
- Describe the appointment confirmation process.
- Discuss what you can do to prepare for an upcoming appointment.
- Effectively follow up on missed appointments.
- Schedule be-back appointments that come back to the dealership.

Lesson Content

- Most Car Buyers Want Face-To-Face Interaction
- The Appointment Is Exciting
- When To Ask For The Appointment
- A Valuable Conversation Sets The Stage
- What Is A Valuable Conversation?
- Too Much Information
- "It's Based On Your Credit"
- Don't Try To Qualify Customers Over The Phone
- Monthly Payments
- It's Available
- Don't Fact-Find Over The Phone
- When Can You Come In Or When Can You Stop By?
- Engagement Quality Is The Differentiator
- The Immediate Goal Versus The End Goal
- Asking For The Appointment
- East & West Scheduling
- Create A Sense Of Urgency
- The Appointment That's Important Enough To Keep
- If You Need To Reschedule...
- Appointment Objections
- Recapping The Appointment Commitment
- The Appointment Confirmation Call
- Be Prepared For The Appointment
- The Missed Appointment Call
- The Be-Back Appointment

Handling Credit-Related Questions & Objections

You will learn how to respond to the most common credit-related questions and objections that you will hear from car shoppers.

Lesson Elements

- 25 Interactive Modules
- Downloadable Workbook
- Key Lesson Takeaways
- Checklist Of Action Items
- 14 Quizzes | Knowledge Checks
- Resources | Glossary
- Certification

Learning Objectives

- Summarize why telephone ups are so important to the dealership.
- Explain why it's crucial that you not qualify customers over the telephone.
- Discuss the importance of giving your desk or F&I manager the opportunity to work bad credit car deals.
- List the most common credit-related questions and objections.
- Recite responses to the most common credit-related questions and objections.
- Convert more telephone ups into solid appointments.

Lesson Content

- Why Telephone Ups Are So Important
- Telephone Ups Are Golden Sales Opportunities
- Salespeople Are Sales Professionals NOT F&I Experts
- Your F&I Manager Has Lender Relationships That You Don't
- Is The Customer Going To Be A Waste Of My Time?
- Customers Will Save Face & Go Elsewhere
- Are Credit Problems Really Credit Problems?
- Put The Customer At Ease
- Some Exceptions
- The Most Common Credit-Related Questions & Objections
- My Credit Is Bad, Or I Have A Low Credit Score
- Can I Buy A Certain Make Or Model?
- I Have Negative Equity, Or I'm Upside-Down In My Trade
- How Much Money Do I Need To Put Down?
- What's The Interest Rate?
- How Much Is The Payment?
- How Much Am I Approved For?
- Do I Need A Co-Signer?
- It's Based On Your Credit
- The #1 Rule: Never Lie To A Customer
- Customers Will Find A Way

In Development

- Driving Conversions With Live Chat
- The Power Of Personalized Videos
- Essential Tactics For Internet Sales Success
- Internet Sales KPIs
- Managing Internet Leads
- Understanding Internet Lead Sources

