

ENTRY LEVEL AUTOMOTIVE SALES



A three-day (4 hours daily) Entry Level Sales course designed for the individual just entering a career in automobile auto sales. Students will be exposed to what customers are thinking, and what it takes to be successful in auto sales. They will learn a comprehensive outline of the steps of the sale, as well as powerful thought tracks to overcome common customer obstacles. Students will also be equipped to remove customer Defenses and Fears, and create a customer experience that is second to none.

 **David Lewis**
& ASSOCIATES

Automotive Sales & Management Training Since 1986

For more information, call 321-435-6000

Or register online at: www.davidlewistrainingonline.com



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Scenario based situations will be covered as well as a thorough segment on presenting the vehicle. Each participant will learn everything they need to hit the ground running.

DAY 1

- Customer/Salesperson Perceptions
- Buyers Motivating Factors
- Industry Myths
- The 4 Rules to Sales
- The DLA Road to the Sale
- The True Goal of Each Step
- Meet & Greet Obstacles
- Why Inspiration Selling is Necessary
- The Right Qualification Structure & Questions
- Qualification Obstacles
- The Inventory Walk Structure, Characteristics & Rules
- Inventory Walk Obstacles

DAY 2

- Understanding Personality Types
- Vehicle Selection Characteristics & Rules
- Vehicle Selection Obstacles
- How to Build Credibility
- The Demo Drive Transitional Phrase
- Demo Drive Obstacles
- The Demo Drive Route
- 2 Critical External Presentation Mistakes to Avoid
- The 6-Point Walk Around
- Presenting Safety & Vehicle Options
- The Service Walk Transitional Phrase
- The "Myth" of Trial Closes
- Common Mistakes Salespeople Make

DAY 3

- Why Customers Object
- The DLA 4-Step Objection Process
- Catching Customers Pleasantly Off-Guard
- Overcoming:
 - The Payment / Price is Too High
 - You're Not Giving Me Enough for My Trade
 - I'd Like to Go Home and Think About It
- Common Mistakes to Avoid
- What is Negotiations?
- Negotiations vs. Closing
- Understanding the Pendulum Effect
- Cement vs. Sand Objections
- Understanding the Plateau Number
- 12 Prerequisites for High Gross
- How You Lose at Negotiating
- 7 Mistakes to Avoid When Negotiating

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