

Negotiating for Gross



Negotiation skills aren't instinctive, and without the right training, they can severely damage the sales process, the salesperson's confidence, and the dealership's profitability. This 1-hour class identifies the common negotiation pitfalls salespeople fall into and provides a proven plan to prevent lost gross and turn challenges into profitable opportunities. With our checklist, roadmap, and negotiation formula, your team will be equipped to build gross immediately. This training lays the foundation for a more confident, more effective team that is ready to inspire customers in a new and compelling way.

 **David Lewis**
& ASSOCIATES

Automotive Sales & Management Training Since 1986

For more information, call 321-435-6000

Or register online at: www.davidlewistrainingonline.com



Negotiating for Gross

This 1-hour class helps students master negotiation strategies that consistently produce higher gross. Through clear, repeatable techniques, students will gain the confidence and skills to hold value and close profitably.

Topics Will Include:

- 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
- Why Customers Object
- Catching Customers Pleasantly Off-Guard

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