

4 DAY ADVANCED SALES PROGRAM



COURSE GOAL:

To develop within the experienced Salesperson an understanding of the Customers thought process when shopping and purchasing a car. To train the Salesperson on a sales process that will be unique and different from what the Customer will expect, which will set that Salesperson apart from all the other Salespeople the Customer has or will speak with during their shopping process.

 **David Lewis**
& Associates, Inc.

Automotive Sales & Management Training Since 1986

DLA Philadelphia Training Center 500 North Gulph Road • Suite 450 King of Prussia, PA 19406

For more information please call 800-374-3314 ext. 215

Or register online at: www.davidlewis.com



4 DAY ADVANCED SALES PROGRAM

EXPECTED RESULTS:

This four day course typically yields an increase of between 4-6 units per month in volume and an increase of \$200-\$400 in profit per sold unit.

DAY 1

- Sales Process
- Rules for Change
- Customer Perceptions
- Four Basic Buyer Questions
- Communication Skills
- Myths
- Steps to the Sale

DAY 2

- Objections
- Why Customers Object
- The Basic Four Steps to Overcome Objections
- The Objection Conversion Technique
- How to handle the Interest Rate Questions

DAY 3

- Leasing / Prospecting / Follow-Up
- The Basics of Leasing
- Customer Lease Perceptions
- Salesperson's Lease Perceptions
- Answering Customer Leasing Questions
- Lease Presentations
- Why Prospecting is Important
- New Prospecting Ideas
- The Importance of Unsold Follow-Up
- The Importance of Sold Follow-Up
- Sold / Un-Sold Follow-Up Ideas

DAY 4

- Phone-Ups
- Why Customers Call
- The Four Phone-Up Steps to the Sale
- How to Handle Persistent Callers

 **David Lewis**
& Associates, Inc.

Automotive Sales & Management Training Since 1986

\$895 PER ATTENDEE

Discounted Room Rates Available!

DLA Philadelphia Training Center 500 North Gulph Road • Suite 450 King of Prussia, PA 19406

For more information please call 800-374-3314 ext. 215

Or register online at: www.davidlewis.com

