

THE AUTO ACADEMY



Powered By:



The Auto Academy New Car Sales Coaching System Overview

Programme Modules Outline

Introduction

- Welcome Ian Parker/IPMG – Your Top Gun Coach
- How to get the most out of this Program
- Let's Set your Activity Targets and Goals
- How to Accelerate Your Learning and get results Faster

1. Designing Your Future Success

- How Will you measure Your Future Success?
- 7 Steps To Create Your Better Future
- Why Set goals?
- 6 Reasons to Set Goals
- The Wheel of Life
- Designing Your Own Wheel of Life
- What Goals should we Set for a Balanced Life?
- A 7 Step Plan to Achieve your Goals

2. How to Become a Top Sales Achiever

- What do Top Sales Performers Do?
- The 10 Characteristics of Top Sales Performers
- How to Develop a Winning Edge in Selling
- The Importance of Practice, Practice, Practice in the Motor Industry
- Developing a Winning Attitude in the Motor Industry
- What is Selling?
- A new model for Selling
- Introduction to Time Management for Sales Professionals
- 20 Keys to Effective Time Management for Sales

3. Consultative Relationship Selling

- 5 Generations of Sales People
- How to Become a Doctor of Sales
- When to introduce your sales Manager
- How to build customer relationships
- Why do we Ask Questions?
- The Dual Purpose of Asking Questions
- What Questions should we Ask?
- Diagnosis Questions

The Auto Academy

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- Demonstration of Diagnosis Questions for the Motor Industry
- How to sell against the Competition in the motor industry

4. Prospecting For New Business

- What does a Top Prospector Do?
- Top Strategies for Prospecting
- Psychological Preparation for Prospecting
- What Physical Preparation Should We do for Telephone Prospecting?
- Physical Preparation for Prospecting
- The 10 Golden Rules of Telephone Prospecting
- The 8 Key Principles For Prospecting
- A Proven Script for Telephone Prospecting
- How to Handle Telephone Objections
- Referral Prospecting
- How to Prospect in the Motor Industry

5. How To Turn Inquires Into Sales

- Why Performance Standards Are So important
- Performance Standards to Professionally Handle Telephone Inquiries
- How to Take the Order By Phone
- When should We Ask For a Face to Face Meeting?
- How to Get a Face to Face with a Prospect

6. How to Make Powerful Sales Presentations Everytime

- Introduction
- Why People Buy
- Preparation for a Powerful Sales Presentation
- Personal Presentation in the Motor Industry
- Psychological and Physical Preparation
- 10 Steps To A Powerful Sales Presentation
- How to Make Your Presentations Persuasive
- Introduction to Power Selling Statements
- Demonstration of Power Selling Statement in the Motor Industry

7. Closing The Sale Without Pressure or Stress

- Introduction to Closing The Sale
- Buying Signals and Trial Closing
- Order Asking Questions

8. How To Handle Objections That Stop 90% of Sales People

- Why do Prospects Bring Up Objections?
- The Major Reasons Why Objections Come Up
- 7 Proven Steps for Handling Objections
- Handle the "Trade-In" objection
- The Stair Step Method for Handling Objections



- Demonstration of the Stair Step Method for the Motor Industry

9. How to Sell to Different Behavioural Styles

- Introduction to Behavioural Styles
- Understanding the Different Behavioural Styles
- How to Deal with The Different Behavioural Styles

10. Negotiating

- What Negotiations Do You Get Involved In?
- Why Become a Great Negotiator?
- Structure and Phases Of A Negotiation
- 10 Strategies For Effective Negotiating
- How to Negotiate the "Trade-In"
- How to reduce the Changeover to weekly repayments
- How to maximise profits in the Motor Industry
- 20 sources of Power
- Ploys, Gambits and Dirty Tricks

11. End of Phase Assessment