

THE AUTO ACADEMY



Powered By:



The Auto Academy Service Advisors 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
- Developing a Winning Attitude in the Motor Industry
- Why buy from Me?
- 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
- 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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- 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

- 5. How To Turn Inquires Into Sales**
 - Why Performance Standards Are So important
 - Performance Standards to Professionally Handle Telephone Inquiries
 - How to handle incoming phone calls
 - 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

- 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
 - The Stair Step Method for Handling Objections
 - Demonstration of the Stair Step Method for Business Managers



- 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
 - 20 Sources of Power
 - Ploys, Gambits and Dirty Tricks
- 11. End of Phase Assessment**