



## Sales

In this training, you'll learn how to become a Top Producer in Sales. This informative and interactive training will prepare you to close more sales and make more money.

### Quick Start To High Performance Selling

This course is about understanding the key components to becoming a Top Producer. Learn about today's buyers, the "4 Factors" for maximum performance, and why this is the best time to be in the automotive business.

- Chapter 1** Opportunity Abounds In Today's Auto Industry
- Chapter 2** Four Factors for Maximum Performance
- Chapter 3** Your Future - Do You Feel Lucky?
- Chapter 4** Lottery Mindset – Job or Career?
- Chapter 5** What Separates High Producers From Everyone Else
- Chapter 6** Understanding Today's Buyer
- Chapter 7** The Buyer's Quadrant
- Chapter 8** The Sales Quadrant
- Chapter 9** High Performance Selling Skills
- Chapter 10** How To Turn Knowledge Into Skill
- Chapter 11** Plan It - Execute It - Win It
- Chapter 12** Controllable vs. Uncontrollable Activities
- Chapter 13** You're In Business For Yourself
- Chapter 14** The Circle Of Success

### Quick Start To High Performance Selling

Exceptional Selling Skills separate Top Producers from everyone else. This course will provide your foundation to become a Top Producer and give you the tools you'll need to succeed as a professional sales person.

- Chapter 1** What You Can Expect
- Chapter 2** Turning Knowledge into Skills
- Chapter 3** The Power of Positive Mental Attitude
- Chapter 4** Communication Skills That Close More Sales
- Chapter 5** Deal Makers and Deal Breakers
- Chapter 6** Minor Commitments Lead to Major Sales
- Chapter 7** Either/Or Investigative Questions
- Chapter 8** Either/Or Closing Questions
- Chapter 9** Either/Or Appointment Setting Questions
- Chapter 10** Building Rapport with Open-Ended Question
- Chapter 11** Investigating with Open-Ended Questions
- Chapter 12** How to Create Mental Ownership
- Chapter 13** How to Maintain Control of the Sale
- Chapter 14** How to Use Fear of Loss to Create Urgency
- Chapter 15** How to Have a High Impact Presentation
- Chapter 16** Why Talking Price is Killing Your Sales
- Chapter 17** How to Bypass Price and Raise Your Gross



## High Performance Selling: Quadrant #1 Setting the Stage

Understanding the Sales Quadrant is critical to becoming a Top Producer. We'll break down the elements of Sales Quadrant #1 so you can start creating positive momentum and move the sale forward.

- Chapter 1** Setting the Stage to Close More Sales
- Chapter 2** The Buyers Quadrant
- Chapter 3** The Sales Quadrant
- Chapter 4** Shoppers or Buyers, Why Customers Walk on the Lot
- Chapter 5** Traits Customers Don't Want in a Sales Person
- Chapter 6** Traits Customers Want in a Sales Person
- Chapter 7** Skills for Top Performance
- Chapter 8** Attitude: The #1 Secret to Closing More Sales
- Chapter 9** What You See is What You Get
- Chapter 10** Make or Break the Sale: The Greeting
- Chapter 11** Selling Above the Competition: Building Value in You & Your Dealership
- Chapter 12** Turning an Interrogation into a Conversation
- Chapter 13** Discovering Wants, Needs and Hot Buttons
- Chapter 14** Using the Trade to Move the Sale Forward
- Chapter 15** Using the Guest Sheet to Gather Information
- Chapter 16** Transitioning to Quadrant 2

## High Performance Selling: Quadrant #2 High Impact Presentations

Selling is about getting the value higher than the price and creating mental ownership. Sales Quadrant #2 is all about "making the car the star" and executing a High Impact Presentation/Demonstration.

- Chapter 1** High Impact Presentations
- Chapter 2** The Buyers Quadrant
- Chapter 3** The Sales Quadrant
- Chapter 4** Important Questions on Building Value
- Chapter 5** Dozen Rules Before Your High Impact Presentation
- Chapter 6** 7 Reasons Rapport Sets Up Your Presentation
- Chapter 7** 7 Reasons Investigating Sets Up Your Presentation
- Chapter 8** A Dozen Traps that Prevent a High Impact Presentation
- Chapter 9** Why Emotions Impact Your Presentation?
- Chapter 10** 5 Rules to a High Impact Presentation
- Chapter 11** What's Most Important to Your Customers?
- Chapter 12** Value or Cost: FAB Presentations
- Chapter 13** The 5 Point Walk-Around Presentation
- Chapter 14** Dozen Mistakes with the Demonstration
- Chapter 15** Strategies for the Driving Portion of the Presentation
- Chapter 16** Transitioning to Quadrant 3



## High Performance Selling: Quadrant #3 Closing & Objections

Closing is a process and not a single step! This course gives you the knowledge and confidence you need to close the sale, overcome objections and set up a win/win negotiation. You'll develop a "Closer's Mindset" and become a Top

- Chapter 1** Thrive or Survive: Closing More Sales Today
- Chapter 2** Closing or Losing: The Buying and Selling Quadrants
- Chapter 3** The Set Up to Closing The Sale
- Chapter 4** What's Killing your Closing
- Chapter 5** The 10 Least Effective Closes
- Chapter 6** 11 Tips to Close More Sales
- Chapter 7** Closing Questions That Get Results
- Chapter 8** The Assumptive Summary Sold Row Close
- Chapter 9** Transitioning the Customer to the Negotiation
- Chapter 10** Steps for Turning Objections into Another Opportunity to Close the Sale
- Chapter 11** The Reflex Objection Close
- Chapter 12** The Confirmation Close
- Chapter 13** The 4-C's for Overcoming Objections
- Chapter 14** The Ben Franklin Close
- Chapter 15** The Hesitation Close
- Chapter 16** The Sleep on it Close
- Chapter 17** Re-Demo the Customer to Close the Sale
- Chapter 18** Total Cost of Ownership Close
- Chapter 19** The Customer with the Internet Report
- Chapter 20** Customers Objection: "What will my payments be" or "It Depends on the Payments"
- Chapter 21** Customers Objection: "We Need to Pray About it"
- Chapter 22** The Role Reversal Close
- Chapter 23** The Kitchen Table Close
- Chapter 24** The Major Benefit Close
- Chapter 25** Customers Objection: "I need to talk to my spouse"
- Chapter 26** Your Time is Money Close
- Chapter 27** The Long Term Satisfaction Close
- Chapter 28** The Future Market Value Close
- Chapter 29** The Lost Key Close
- Chapter 30** Too Much Pressure Close
- Chapter 31** The Take Away Close
- Chapter 32** The Cheese Burger Close
- Chapter 33** The Whole World Close



## High Performance Selling: Quadrant #4 Tips on Negotiating

Learn the fundamentals of Quadrant #4 and how to maximize every negotiation. This course will give you the negotiating tips you need to have win/win transactions so you can sell more and hold more gross.

- Chapter 1** Turning Fear into Fun: Executing a Successful Negotiation
- Chapter 2** The Buy/Sell Quadrant
- Chapter 3** Maximizing the Negotiation: Closing vs. Negotiating
- Chapter 4** Rules for a Win/Win Negotiation
- Chapter 5** Benefits of a Consistent Negotiation Process
- Chapter 6** Tracking and Measuring for Success
- Chapter 7** Common Mistakes with the Negotiation
- Chapter 8** Tips for an Effective Negotiation
- Chapter 9** Tips for an Effective Negotiation (Continued)
- Chapter 10** The Gas Savings Close
- Chapter 11** The Maintenance Close
- Chapter 12** The Total Cost of Ownership Close
- Chapter 13** The Reduce it to the Ridiculous Close
- Chapter 14** Silence is Consent
- Chapter 15** The \$100 Bill Close
- Chapter 16** The 99.9% Quality Car Close
- Chapter 17** The Shake and Bump Close
- Chapter 18** The One Sided Split Close