



# **Course Outline**

## **SALES**



## **SALES DEVELOPMENT PLAN**

### **THE ROAD TO A SALE**

*How to get a customer to want to buy from you..*

This cornerstone program combines all the traditional advantages of “The Road To A Sale” step-by-step game plan, and cutting edge sales approaches. Short-cutting veterans are reminded of the purpose behind each of the steps and “receive a call” to return to the path that is proven. The course takes a “non-confrontational” sales approach and focuses on selling to the customer the way they want to buy. The program also addresses the crucial element of “attitude” which underpins ongoing sales success. The program is designed to overview the sales process. The individual steps of the Road To A Sale are covered in more detail in other half-day courses.

#### **On completion of the program, participants will be able to:**

- Understand why it is crucial to have a proven game plan, and the dangers of short-cutting
- Recall the Steps to The Road To A Sale & explain why each step is so vital
- Understand why people buy
- Use non-business related greetings
- Probe like a “pro”
- Set goals for sales success

### **QUESTIONS THAT SELL**

This half-day program puts the second (and most important) step of the Road To A Sale under the microscope.

#### **On completion of the program, you will be able to:**

- Understand why counselling & qualifying is the most important but most neglected step in The Road To A Sale
- Take control of the sales process through asking questions
- Gain sensitive information from customers in a non- confrontational manner Identify customers’ hot buttons to tailor your presentation & sales approach



### **EFFECTIVE PRODUCT PRESENTATIONS**

This crucial step of the Road To A Sale goes under the microscope to ensure that we build maximum value to close more sales and maintain gross.

#### **On completion of the program, participants will be able to:**

- Combine product knowledge with powerful sales techniques
- Take a systematic approach to presenting the car
- Use benefit selling and powerful stories to build value
- Tailor product presentations based on customers' hot buttons and buying motives

### **OVERCOMING COMMON OBJECTIONS**

Take advantage of general approaches and specific word tracks to overcome common and seemingly insurmountable objections so you can progress smoothly to the completion of more sales.

#### **On completion of the program, participants will be able to:**

- Take measures early in the sales process to minimise subsequent objections
- Distinguish between real and fake objections
- Recall the "Feel Felt & Found" technique.

Use numerous proven word tracks for overcoming specific objections e.g.: trade in price, delaying purchase, think it over etc

### **CLOSING FORUM**

The Closing Forum will increase your repertoire of general approaches and specific techniques to give you more flexibility and options when closing. The workshop focuses on nonconfrontational approaches, and emphasises the role that expectations, negotiating, overcoming objections and following the Road To A Sale all play in gaining the ultimate close.

#### **On completion of the program, participants will be able to:**

- Memorise numerous trial close questions to gain small commitments
- Recognise that The Road To A Sale is the ultimate closing technique
- Understand that no 'magic line' will close a customer that hasn't been opened
- Use a large and varied range of closing techniques so that the most appropriate technique can be used in any situation, and a close can be attempted numerous times



### **SHINING FROM THE INSIDE OUT**

99% of sales training focuses on sales skills. That's fine, but the No. 1 reason salespeople don't consistently improve is lack of ego strength (bouncing back after rejection) and ego drive (how much we love to make a sale). Salespeople need to play the inner game of self-esteem and shine from the inside out.

#### **On completion of the program, participants will be able to:**

- Differentiate you "essential self" from your "relational self" and improve self esteem (The basis of all success)
- Re-program "old" negative tapes with more productive ones
- Use the 5 steps to improved Ego Strength & Ego Drive
- Have more fun while playing the 'game' of selling

### **INCOMING TELEPHONE SALES SEMINAR**

Ongoing field research shows that the average salesperson converts 1 in every 22 phone enquiries into a sale. The issues and strategies addressed in this program will show salespeople how to improve their telephone sales closing rate to 20%.

#### **On completion of the program, you will be able to:**

- Recall the six steps to taking control of an incoming call
- Wordtrack your own scripts to address each step of the incoming call
- Use effective techniques for appointing telephone customers
- Identify strategies to ensure most appointed customers actually turn up
- Use an effective game plan for re-appointing customers that do not show up

### **OVERCOMING COMMON TELEPHONE SALES OBJECTIONS**

80% of all incoming phone calls can be completed successfully by using Automotive Stars proven incoming game plan. However, what do we do with the 20% of callers that prove challenging and are not forthcoming with the information we require.

#### **On completion of the program, participants will be able to:**

- Obtain names and numbers from reluctant customers
- Use numerous non-confrontational techniques to take control of the price shopper
- Recognise that the ultimate strategy for handling objections is to follow the incoming call game plan

Recall generic objection handling techniques to effectively respond to any objection



### **OUTBOUND TELEPHONE SALES WORKSHOP**

Master strategies and techniques for making outgoing calls to improve your sales results from follow-up and prospecting. Participants divide their time between classroom style tuition and “hands on” customer calling. Attendees are set a minimum target of achieving 5 referrals and 5 appointments by the end of this program.

#### **On completion of the program, participants will be able to:**

- Develop the habit of ongoing follow-up & prospecting
- Ask for referrals in a non-confrontational manner
- Re-appoint missed appointments
- Effectively follow up unsold current customers
- Appoint old owners and other leads

### **USING YOUR PHONE TO SELL**

Competitive forces, shrinking margins and improved product quality are forcing service and parts staff to complement their expert knowledge with soft sales skills. This program enables frontline staff to combine their personal approach with proven, non-confrontational sales technique to increase bookings, and the average value of invoices and repair orders.

#### **On completion of the program, participants will be able to:**

- Distinguish between an order taker and an order creator
- Take control of a price enquiry to produce a sale
- Recall the six steps to handling an incoming call
- Ask for the order/appointment
- Sell the benefits of products and services

### **PROFESSIONAL TELEPHONE SKILLS**

Thousands of “moments of truth” occur between staff and customers on the telephone every day. Ensure that these encounters are as professional as possible to project the desired image of your firm.

#### **On completion of the program, participants will be able to:**

- Project a professional image & first impression of the firm
- Greet and place customers on hold professionally
- Take and relay messages accurately
- Apply the LTS standards of telephone professionalism



### **HOW TO SELL TO WOMEN**

The marketplace is no longer consistently white, English-speaking and male. So called “minority” groups, including women, are becoming responsible for, or strongly influencing, most buying decisions. This program builds on fundamental sales skills by emphasising the danger of stereotyping and the need for an altered approach in the age of diversity.

#### **On completion of the program, participants will be able to:**

- Recognise the role women play in purchasing decisions
- Understand the danger of stereotyping

Be more acutely aware of the need to tailor presentations to the specific needs of any customer

### **POWER SELLING**

Rethinking sales tactics is long overdue. Outmoded or traditional sales approaches (while having a “place” in sales) are not up-to-date enough to meet the challenges of today’s business environment and educated consumer who has ‘wised up” to the usual approaches and has a variety of choice and the power of information (from sources like the Internet). You will learn up-to-date sales approaches that are not “the same old tactics” and have a better game plan than the customer

#### **On completion of the program, participants will be able to:**

Learn to establish expectation, probe for hot buttons and mutually close sales

### **INTRODUCTION TO INTERNET SELLING**

Can we afford not to get a head start on the technology that is creating the biggest impact on society since the printing press? We need to start now and create a follow-up process to maximise these sales opportunities.

#### **On completion of the program, participants will be able to:**

- Recognise the top 12 criteria for an “effective” web site
- Determine how to network with other web sites and search engines
- Promptly respond to Internet enquiries
- Log and follow up Internet opportunities

Develop Internet enquiries into phone calls and solid appointments



### **GROSSING FORUM**

As price competition increases and customers gain access to more information via telephone, fax and Internet, the industry is suffering an epidemic of shrinking margins. Participants are exposed to numerous broad-based strategies for building gross back into “deals” and are encouraged to brainstorm additional techniques of their own. Your staff cannot afford to miss out on the direct profit- generating benefits of this revolutionary program.

#### **On completion of the program, participants will be able to:**

- Display more positive expectation about obtaining substantial gross
- Understand why every step in the Road To A Sale is essential for building gross, not just negotiating.
- Work their customers for more gross, rather than working their manager for less.
- Utilise the 27 tactics for building gross throughout the sales process

### **AFTERMARKET SALES IMPROVEMENT FORUM**

This program is designed to assist aftermarket consultants enhance both penetration rates and the dollar amount of their average sale. Participants discuss a proven step-by-step game plan for selling and key attributes required for sales success.

#### **Participants will discuss....**

- The Benefits of having a selling game plan
- Building Value & Benefit Selling
- Overcoming Common Objections
- Asking For The Order
- Building constructive relationships with dealership staff and management

Other topics of general concern.



## **THE POWER OF INFLUENCE**

We live in an age where we need portable influence skills whether we are managers, in sales, service or administration or in any of the professions. Automotive Stars base this program on one main assumption:

Every interaction between 2 or more people is a process of influence- it's not neutral. Therefore, we all need to become students of influence. Whether it is to persuade others, change people's minds, argue our case or even get a pay rise - the implications of influence are broad.

### **On completion of the program, you will be able to:**

- Understand the 21 techniques of influence
- Use the power of suggestion (logical & emotional)
- Recognise when influence tactics are being used on you
- Create win-win outcomes

## **PLAYING POKER & NEGOTIATING TO WIN**

Salespeople can be holding all the "cards" (i.e. great car, price etc) and still show their hand too soon and lose gross and sales. Customers can "bluff" salespeople into losing gross just by saying "I'm not sure" or "I want to think it over" or "I can get it cheaper if I look around". Are you ready to learn the rules and traits of the great, friendly poker player and win in your negotiations?

### **On completion of the program, participants will be able to:**

- Use the Top 20 Negotiation Tactics to gain win/win outcomes
- Determine the Top 10 hidden rules of great poker players and how it relates to selling

Improve sales by using the skills you learned (and forgot) from childhood when negotiating with your parents



## **INTRODUCTION TO ONE PRICE SELLING**

For decades, the sales process has always been adversarial and somewhat unpleasant for customers and even salespeople. Who really likes the “back and forth” or meeting “Rambo” or not knowing if you paid too much (a common fear of customers)? Imagine what it will be like to work in a Dealership that focuses on customer service, customer retention and high staff morale with low turnover.

### **On completion of the program, participants will be able to:**

- Recognise the seven key processes that differentiate one price selling from negotiation
- Determine the pro’s and con’s of one price selling
- Implement fundamental management processes that reinforce the one price sales process (An Australian perspective)
- Influence customers to buy from a one price store

## **USING HUMOUR TO SELL**

The No. 1 human trait that distinguishes the high achievers is their ability to be spontaneous and break the ice with humour. By humour, we don’t mean telling jokes! But the use of spontaneous responses that reduce confrontation, take the pressure off , gain trust and break down the “tough customers” and minimise objections and deadlocks in negotiating. Selling is a game and its a game where customers and salespeople both need to have a little fun. “Would you buy more from a person you liked and give them more referrals and perhaps even give them more gross?”

### **On completion of the program, participants will be able to:**

- Use “spontaneous” responses to tough or special circumstances that will break tension
- Use the 5 rules of creating humour
- Recognise opportunities to use spontaneous humour



### **CUSTOMERS FOR LIFE**

In a competitive market, where many players offer similar products and prices to ourselves, the only true way we can differentiate our company is through the level of service we offer. In order to retain our customers, every frontline staff member must offer increasingly better standards of customer service & professionalism.

#### **On completion of the program, participants will be able to:**

- Identify the common needs of customers
- Recognise the importance of meeting and exceeding customers' expectations
- Understand the traits of excellent service providers
- Determine current levels of competency in key customer service skill areas
- Develop a personal action plan for ongoing customer service development

Generate "value-added" ideas

### **BODY LANGUAGE - THE HIDDEN ADVANTAGE**

55% of what we communicate comes through non-verbal channels. However, very few of us are consciously aware of our own, or other peoples' body language.

#### **On completion of the program, you will be able to:**

- Understand the importance of body language in communication
- Enhance your credibility by matching your verbal & non-verbal message
- More readily recognise unspoken feelings and agendas of customers or colleagues (others)
- Make a favourable first impression

Use your body language & tone more deliberately for the outcome you want



### **HOW TO BE AN EFFECTIVE LISTENER**

We are born with the ability to hear, but we must learn to listen. In today's society of self-centred individuals, it is uncommon to find a capable listener. Listening is the key to empathy, influencing others and avoiding misunderstanding. Listening builds rapport and trust with customers, creating a platform for more sales and repeat customers. It also leads to better performing teams, more constructive meetings & higher morale within organisations.

#### **On completion of the program, you will be able to:**

- Identify the traits of poor listeners
- Understand the complexity of the communication process
- Evaluate your ability to listen effectively

Respond more appropriately for the outcome you want

### **HOW TO HANDLE DIFFICULT CUSTOMERS**

It has often been said that a person's true customer service skill can be determined by their ability to satisfy upset or difficult customers. This program covers key attitudes, techniques and procedures required to skilfully convert upset and angry customers into loyal patrons.

#### **On completion of the program, participants will be able to:**

- Distinguish between an upset and difficult customer
- Identify behaviours that can aggravate upset customers
- Break the cycle of antagonism
- Use the 6 Step Method for taking control of upset customers
- Appropriately handle an angry or emotional customer



# **Course Outline**

## **MANAGEMENT**

### **PRIORITISE YOUR TIME**

As corporate evolution continues, one thing remains certain - we will always be required to do more with less. Learn how to produce more results without expending any more effort by becoming more aware of the way you spend your time and by prioritising your day.

#### **On completion of the program, you will be able to:**

- Identify your Key Result Activities
- Complete a time log to identify your time wasters
- Use a “to do” list
- Plan your staff’s and your own time more effectively

### **HOW TO RUN EFFECTIVE SALES TEAM MEETINGS**

Running a team meeting is the single most effective activity a sales manager can engage in to enhance the accountability, performance and motivation of staff. This program shows how to run impactful sales meetings, as opposed to house keeping meetings.

#### **On completion of this program, participants will be able to:**

- Use an opportunity board to provide timely feedback on performance
- Engage team members to brainstorm solutions to performance problems identified by statistics
- Effectively reward team members

Run quick role play sessions to rehearse vital sales skills on an ongoing basis

### **SITUATIONAL LEADERSHIP**

Situational leadership is built around a practical four quadrant framework to enable Managers and Supervisors to provide the most appropriate style of leadership in any given situation. The course helps leaders recognise the productivity gains and staff morale benefits available through the correct matching of Leadership Style to the situation at hand. Flexibility Management enables Managers and Supervisors to become more effective coaches, motivators, delegators and counsellors.

#### **On completion of the program, you will be able to:**

- Recognise types of over supervisors and under supervisors
- Identify your preferred style of leadership
- Analyse your effectiveness in matching leadership style to followers’ needs
- Correctly diagnose follower readiness
- Manage flexibly and appropriately depending upon the needs of each individual and the situation at hand

*See Also- General Programs*



## **HOW TO HIRE WINNERS**

It is a well-known fact that the traditional employment interview is one of the poorest predictors of job success. This course addresses a special type of interview - a behaviourally based interview, which greatly enhances the predictability of candidates' job success. The program also covers a number of related issues to assist in staffing the organisation with high performance employees.

### **On completion of the program, you will be able to:**

- Determine characteristics that predict true job success in any vacant position
- Accurately measure whether candidates possess the above characteristics
- Ask behaviourally based questions to avoid the pitfalls of traditional job interview

Implement strategies to develop winners and reduce staff turnover

## **7 KEYS TO RUNNING A SALES OPPORTUNITY FLOOR**

With so many factors affecting the sales success in dealerships, LTS have identified 7 particular managerial strategies that truly have a major impact on the sales board.

### **On completion of the program, participants will be able to:**

- Conduct effective daily team meetings (not house-keeping meetings)
- Manage by walking around
- Co-determine each salesperson's daily activities and use a "To Do" list
- Set scheduled time each day for staff to conduct their follow-up
- Use the Double Closing Checklist prior to double closing
- Conduct 'Post-Mortems' using constructive feedback

Do something value-added each day

## **ESSENTIAL SUPERVISORY SKILLS**

This program recognises that the transition from team member to supervisor/manager requires a brand new set of skills for success. Technical competence is no longer enough- a supervisor needs to draw high performance out of a team of people. This program is perfect for "newish" supervisors and employees targeted in succession planning.

### **On completion of the program, you will be able to:**

- Identify the issues that people face when first promoted to supervisory roles
- Define the scope of a supervisor's role
- Recognise the key skills required for effective supervision

Delegate effectively



### **MANAGING PRESSURE AT WORK**

As society progresses, individuals are facing increasing pressure within and outside the workplace. Apart from moving to Byron Bay and lying on the beach, we cannot escape pressure. However, we can learn to cope more effectively. Coping skills are a must for those who want to perform well at work in the decades ahead.

#### **On completion of the program, you will be able to:**

- Recognise the difference between pressure and stress
- Identify your causes of stress
- Gauge your current levels of stress
- Design a personal action plan for coping effectively
- Operate more effectively under pressure

### **HOW TO HANDLE DIFFICULT EMPLOYEES**

Nothing causes more ‘headache’ for a manager than problem employees. This course goes beyond the scope of conventional management courses to determine what to do with nonperforming staff when traditional management principles don’t work.

#### **On completion of the program, participants will be able to:**

- Determine how management can exacerbate performance problems
- Use a practical 4 quadrant model to determine the cause of performance problems and appropriate solutions
- Identify the 10 types of difficult employees and specific strategies for dealing with each

Effectively counsel staff when necessary



# **Course Outline**

## **GENERAL STAFF**



### **BIG PICTURE & SERVICE QUALITY**

This programme demonstrates how every person's job impacts on quality. It also focuses on the damage caused by the "them" and "us" attitudes between departments and ways of overcoming these divisions. Discover who your customers are and what you can do to ensure your own, and the Dealership's success.

#### **On completion of the program, you will be able to:**

- Understand why "them" and "us" occurs in Dealerships
- Recognise the needs of other departments & internal customers

Meet the needs of our internal customers

### **HOW TO RELATE FLEXIBLY IN SALES, SERVICE AND MANAGEMENT FOR MAXIMUM RESULTS THROUGH PEOPLE**

It is a fundamental human flaw to assume that everyone likes to be served and managed in the same way as yourself. This assumption leads us to deal with everyone in our preferred style, regardless of its appropriateness. Using personality type helps us understand our own uniqueness, identify the preferences of others, and adapt our behaviour in any given situation for improved outcomes.

#### **On completion of the program, you will be able to:**

- Identify your own personality type
- Recognise how your personality type impacts your behaviour
- Identify others' personality type
- Appreciate the strengths and weaknesses of your colleagues

Adapt your approach in sales, service and management situations to obtain a desired outcome



## **MEMORY POWER**

You can't use it if you can't remember it!

Researchers say that a poor memory impacts our ability to learn and use vital information, get along with others, pass exams or use key skills in our jobs, and even impact on our self-esteem. In the information age and the age of multiskilling, improved memory is a key to success.

### **On completion of the program, participants will be able to:**

- Double your memory power by using tried and tested techniques
- Remember peoples' names and relevant personal details
- Use the powers of visualisation and association

Become familiar with 12 ways to improve memory from mind mapping to special 'diets' for the brain

## **HOW TO LISTEN & GET THROUGH TO PEOPLE**

We are born with the ability to hear, but we must learn to listen. In today's society of self-centred individuals, it is uncommon to find a capable listener. Listening is the key to empathy, influencing others and avoiding misunderstanding. Listening builds rapport and trust with customers, creating a platform for more sales and repeat customers. It also leads to better performing teams, more constructive meetings & higher morale within organisations.

### **On completion of the program, you will be able to:**

- Identify the traits of poor listeners
- Understand the complexity of the communication process
- Evaluate your ability to listen effectively
- Respond more appropriately for the outcome you want

## **BODY LANGUAGE - THE HIDDEN ADVANTAGE**

55% of what we communicate comes through non-verbal channels. However, very few of us are consciously aware of our own, or other peoples' body language.

### **On completion of the program, you will be able to:**

- Understand the importance of body language in communication
- Enhance your credibility by matching your verbal & non-verbal message
- More readily recognise unspoken feelings and agendas of customers or colleagues (others)
- Make a favourable first impression

Use your body language & tone more deliberately for the outcome you want



### **IMAGE & SELF PROJECTION**

This program examines aspects of physical appearance to ensure that a positive, professional first impression is made. It also looks at internal image issues, such as self esteem and self-limiting beliefs which prevent people from reaching their potential.

#### **On completion of the program, participants will be able to:**

- Dress for success and a positive first impression
- Understand how the self-image cycle works, and how to harness its power
- Communicate assertively

Understand the importance of having positive expectations about desired outcomes

### **HOW TO THRIVE (in business and in Life)**

This behaviour-changing program explores the traits of successful people, and how these traits can be emulated. It provides practical technologies, which enable participants to set goals, review key attitudes and make positive change in desired aspects of their work and home life. The program enables participants to become life long students of continuous improvement.

#### **On completion of the program, participants will be able to:**

- Discover how the laws of the universe can make success effortless
- Understand the power of goal setting
- Set meaningful, effective goals
- Identify barriers to success and desired change
- Identify unproductive beliefs and attitudes
- Re-program unproductive beliefs, to break stifling habits
- Persist in the face of adversity
- Take regular motivational showers

*This is a life- changing program!*



## **MANAGING PRESSURE AT WORK**

As society progresses, individuals are facing increasing pressure within and outside the workplace. Apart from moving to Byron Bay and lying on the beach, we cannot escape pressure. However, we can learn to cope more effectively. Coping skills are a must for those who want to perform well at work in the decades ahead.

### **On completion of the program, you will be able to:**

- Recognise the difference between pressure and stress
- Identify your causes of stress
- Gauge your current levels of stress
- Design a personal action plan for coping effectively

Operate more effectively under pressure

## **PRIORITY MANAGEMENT**

As corporate evolution continues, one thing remains certain - we will always be required to do more with less. Learn how to produce more results without expending any more effort by becoming more aware of the way you spend your time and by prioritising your day. Remember - *You can't manage others till you learn to manage yourself.*

### **On completion of the program, you will be able to:**

- Use your time management tools more strategically
- Identify your Key Result Activities
- Plan your staff's and your own time more effectively
- Complete a time log to identify your time wasters
- Use a "to do" list
- Avoid the activity trap
- Leverage your effort and activities
- Spend more time on proactive tasks, and less time in crisis mode

Achieve more with less stress



# **Course Outline**

## **SALES PARTS AND SERVICE**



## **HOW TO SELL YOUR PRODUCT WITH PRIDE AND PASSION AGAINST THE OPPOSITION**

This is a crucial step which salespeople tend to shortcut or do poorly. Understanding and having good knowledge of your product, your competition and your customer's buying motives are a must for a professional salesperson. How you use that knowledge strategically in what is a very competitive environment will determine whether you maintain gross and close more sales.

## **HOW TO STOP A SHOPPER**

### **Overall Aim and Description**

To Increase/improve closing rates C.S.I/CVP/NPS and to maximise the return from the advertising effort by:

Reducing: The "Customers Resistance" and 'The salespersons bias' to pre-judge.

Due to the increasing customer diversity, more choice of dealers and products, higher education, readily available information, and customers who may be at the different stages in the buying cycle – it is becoming more important for salespeople to learn how to deal with these issues.

### **Desired Outcomes**

By the end of training, participants will be able to:

Reinforce the material with 3 repeat sessions with a minimum standard achieved by participants.

### **Eg:**

- "No time, best price, first dealership" etc. Salespeople will learn how to avoid being stereotyped and create the right first impressions.
- How to increase trust and establish expectations.
- How to use the "trade drive" to deal with assertive customers and slow them down.
- How to become more flexible with their selling styles to adapt and customize the sale.



### **Questioning Techniques**

How you interact with customers, what you say and how you say what you say will determine your control of the sales process. The main purpose of asking questions is to: determine the customer's needs and wants, uncover any potential objections to buying, discover where the customer is in the decision making cycle, help gather information to help the customer sell him/herself and build value rather than just talking price.

- How to Measure Sales Skills for Managers & 2IC's
- Qualifying Customers for Parts & Service
- How to Convert an Enquiry into A Service Booking or Parts Sale
- Handling Customer Complaints for Parts & Service
- Handling Difficult Customers for Parts & Service
- Qualifying Customers for Parts & Service
- Telephone Skills for Parts & Service
- Meet, Greet & Qualify for Parts & Service

Customers come into your place of business with the sole purpose of gathering information to help them make an informed decision or to purchase your products or services. How you meet and greet the customer and create a good first impression will go a long way towards achieving your goal of selling them your product or service. Greeted promptly and professionally a customer is more likely to allow you to ask relevant need discovering questions which can then result in a part sale or service booking.