

Auto Manager's 52 Week Lesson Planbook

by Mike Whitty

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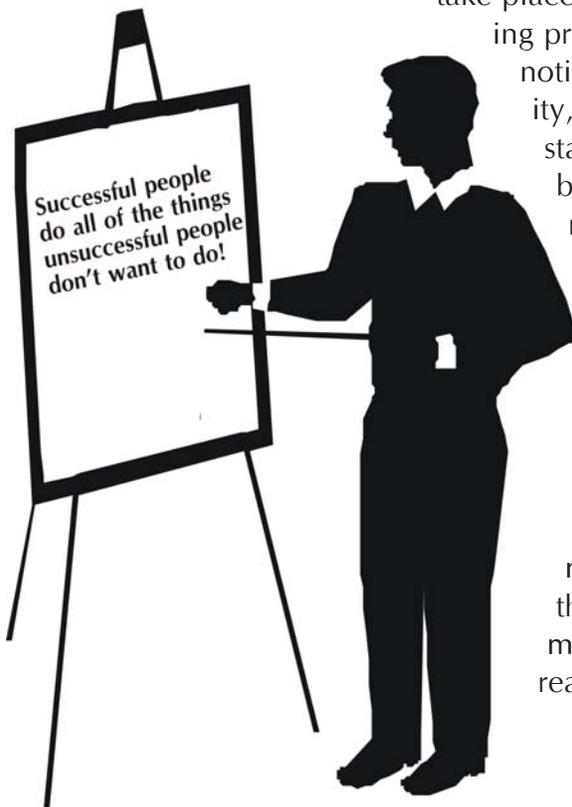
Auto Manager's 52 Week Lesson Planbook

The Auto Manager's 52 Week Lesson Planbook is a unique method for Sales Managers and Trainers who want to provide their salespeople with training on a weekly basis. This planbook provides you with all the material necessary to produce a half-hour training session during a normal sales meeting.

With the growing need for quality salespeople, it becomes vitally important that both management and staff work together to gain the skills necessary toward success in every dealership. By utilizing this program in its entirety, you can help create the type of well-rounded individual who will enhance both sales and profits.

Along with this, your direct involvement in the success of your staff will surely increase longevity and make for a happier organization.

This is not to say that this program is a cure-all for any problems that may take place within your dealership, but by providing proper and consistent training, you will notice a definite improvement in the quality, reliability and performance of your staff. The amount of improvement will be determined by your active involvement in training, and the consistent follow-up necessary to produce these results. And in this case, follow-up is the operative word.



By following the step-by-step method outlined in the instructions, your salespeople will receive a weekly dose of Selling Skills, Career Development and Human Development training that will last a lifetime. But the commitment starts with you. It's all here and ready to be used.

Good Luck!

Instructions

The **Auto Manager's 52 Week Lesson Planbook** is a series of half-hour lesson plans that allows a Sales Manager or Trainer to conduct an instructional session during a sales meeting, or during any other prescribed time. It is meant to be a guide, and can be personalized and adjusted according to the trainer's individual needs or beliefs.

These are not, or should not be the only lessons your salespeople receive. The format and ideas within this manual are just one person's opinion, and may not necessarily conform to those of the Trainer. Feel free to expand on any topic or add your own ideas to the planbook. The main concern is that your salespeople receive consistent instruction so as to further their careers.

The Planbook is divided into three sections:

- **Selling Skills**
- **Career Development**
- **Human Development**

Each lesson plan has a minimum of four pages depending on how many lessons are within each topic. These pages are:

Page 1 — An Introduction to the Lesson

This page familiarizes the Trainer with the lesson of the day.

Page 2 — A Complete Lesson Plan

Objective: The goal you're trying to attain.

Time Allotment: Approximate time to spend on each section.

Questions for Discussion: Questions to use to promote discussion.

Results: What you can expect, and suggestions for follow-up

Page 3 — Worksheet to Hand Out to the Staff

This is the exercise sheet that your salespeople will complete.

Page 4 — Worksheet with the Answers for the Trainer

The same worksheet with many possible answers.

In order to maximize the learning potential for each lesson, the instructor should familiarize himself/herself with the topic to be discussed, and if necessary, do some advanced study before presenting the lesson. Feel free to create your own lessons to add to this program.

SELLING SKILLS

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Greeting

Have you ever encountered sales clerks or cashiers who were unpleasant or who ignored customers? I know I have. Each time this has happened to me, I've wondered why such individuals were hired into jobs that require courteous treatment of customers. By retaining such personnel, the store will surely lose business. Therefore, greeting the customer correctly should be the single most important point to learn.

A customer not only wants, but deserves to feel special. Just remember, you need customers more than they need you. They are going to determine whether the salesperson gets paid for his/her time.

The greeting begins before the salesperson even approaches the customer. It starts the moment he lays eyes on him. How he responds the instant he comes in contact with the customer will determine the outcome of his relationship with him. It's at this time when the salesperson and the customer will either form a like or dislike for each other.

Your main goal in this session is to determine the importance of a proper greeting and what the salesperson can do to make a good first impression.

GREETING



OBJECTIVE:

To have your salespeople determine what would be considered a proper greeting, and the ways to make the greeting memorable.

TIME ALLOTMENT:

5 minutes - Brief description of a greeting without getting too involved in the worksheet.

10 minutes - Pass out the worksheet and have salespeople fill in as many answers as they can in the time allotted.

15 minutes - Group discussion to review the different types of greetings and why they are important.

(Time for each of these can be altered depending on how much time is available. If you have more time, concentrate on the last segment involving them in discussion. Remember: they will believe it more if they say it.)

QUESTIONS TO ASK FOR DISCUSSION:

- What type of greeting do you feel most comfortable?
- What are some ways by which you can make your greeting a memorable one?

RESULTS:

Take notice of your salespeople as they greet the customer. Are they cheerful, enthusiastic, and do they set the tone for the upcoming presentation?

GREETING



The **"Greeting"** is the time when:

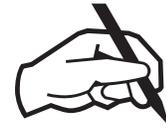
- Value judgments are made.
- Trust is formed.
- The mood of the sale is created.

Write down in your own words the greeting you feel most comfortable using.

What are some ways to enhance your, or any greeting?

- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---

GREETING



The **"Greeting"** is the time when:

- Value judgments are made.
- Trust is formed.
- The mood of the sale is created.

Write down in your own words the greeting you feel most comfortable using.

What are some ways to enhance your, or any greeting?

- Smile - Be friendly
- Show a lot of enthusiasm
- Use hand gestures
- Make friends with the customer
- Be yourself, not a salesperson
- Hand out your business card
- Remember the customer's name
- Thank them for coming in
- Make them feel important
- Rush out to meet the customer

Qualifying Questions

Qualifying — if ever there was a word that got so many salespeople into trouble, this is the one. In other words, qualifying does not mean that the salesperson tries to determine whether or not a customer can afford to buy their product.

Qualifying is defined as “the information gathering technique that is necessary to learn, in order to achieve a successful sale, and simultaneously guide the customer into the right vehicle”

A salesperson should use Qualifying Questions to try to create a selling presentation, as compared to merely a telling presentation. By utilizing this type of questioning, the salesperson can gather all the information necessary to give him/her a better than average chance to sell the vehicle. The information gathered will then allow the salesperson to skillfully sell a car or truck, instead of just hoping the sale happens.

These questions should be planned in advance, so that the process doesn't just happen off-the-cuff. Qualifying Questions will allow the salesperson to trial-close throughout the presentation, placing more emphasis on the areas that are important to the customer. And that is the operative word — **Important!** Many times a salesperson will simply divulge information that is important to him, which does not make for a selling presentation.

Your goal is convince your salespeople that the quality of their questions will determine their chances for making more sales.

QUALIFYING QUESTIONS



OBJECTIVE:

To create a list of qualifying questions that will help the salesperson create a selling presentation.

TIME ALLOTMENT:

5 minutes - Brief discussion on the difference between qualifying a customer on whether or not he can afford to buy a car or truck, and qualifying questions in order to create a selling presentation.

10 minutes - Pass out the worksheet.

15 minutes - Discuss the answers trying to determine the types of questions needing to be asked to create a selling presentation.

(Your salespeople will need to understand that the only way to give themselves a better than average chance for making a sale is to become very proficient at asking quality questions.)

QUESTIONS TO ASK FOR DISCUSSION:

- What are qualifying questions?
- When should they be asked?
- Should these questions be prepared ahead of time?
- Why should we ask qualifying questions?

RESULTS:

You should see your salespeople spending more time at the beginning of their presentations, doing all the prep work necessary to create a selling presentation.

QUALIFYING QUESTIONS



Qualifying Questions is a series of questions we ask our customer, in order to gather information, so that we can create a “selling” presentation, as compared to merely a “telling” presentation.

List 6 qualifying questions to be asked about the vehicle being sold

- _____
- _____
- _____
- _____
- _____
- _____

List 6 qualifying questions to be asked regarding the trade-in

- _____
- _____
- _____
- _____
- _____
- _____

QUALIFYING QUESTIONS

Qualifying Questions is a series of questions we ask our customer, in order to gather information, so that we can create a “selling” presentation, as compared to merely a “telling” presentation.



List 6 qualifying questions to be asked about the vehicle being sold

- How will the vehicle be used?
- What options are you interested in?
- What monthly payment will fit into your budget?
- If your conditions are met, when would you take delivery?
- What’s important to you about buying this vehicle?
- What’s important to you about the whole buying process?

List 6 qualifying questions to be asked regarding the trade-in

- Did you purchase this vehicle new or used?
- What do you like about it?
- What do you dislike about it?
- Did you pay cash or finance?
- Is there any money owing on it?
- Why are you trading it in?

Product Presentation

Many times a salesperson will conduct a product presentation acting as if the customer knows everything there is to know about the vehicle he/she is looking at. The salesperson will just stand there and hardly say anything while the customer looks over the car or truck. This is no way to sell a vehicle! She is supposed to be a salesperson, not a tour guide. Her job is to sell the product to the best of her ability, the operative word always being "sell." And the way to sell successfully is to have an organized plan for demonstrating all aspects of the vehicle.

The salesperson should realize these important points:

- She should always know more about the product than the customer, and have a good grasp of her competitor's product.
- She should be able to identify all models sitting on the lot, and be able to answer technical questions about them.
- She should make accurate notations about features and accessories her customer is interested in, so she can emphasize them during the demonstration.

Your main goal is to have your salespeople do more "selling" during the presentation, as compared to merely "telling."

PRODUCT PRESENTATION



OBJECTIVE:

To have your salespeople do more “selling” during the presentation, as compared to merely “telling.”

TIME ALLOTMENT:

5 minutes - Brief discussion on the difference between qualifying a customer on whether or not he can afford to buy the vehicle, and qualifying questions in order to create a selling presentation.

10 minutes - Pass out the worksheet.

15 minutes - Discuss the answers trying to determine the types of questions needing to be asked to create a selling presentation.

(Your salespeople will need to understand that the only way to give themselves a better than average chance for making a sale is to become very proficient at asking quality questions.)

QUESTIONS TO ASK FOR DISCUSSION:

- What are qualifying questions?
- When should they be asked?
- Should these questions be prepared ahead of time?
- Why should we ask qualifying questions?

RESULTS:

You should see your salespeople spending more time at the beginning of their presentations, doing all the prep work necessary to create a selling presentation.

PRODUCT PRESENTATION

When presenting a vehicle, you should never talk about a feature without giving a benefit to the customer. The customer wants to know what that feature will do for him.

On the worksheet below, choose a vehicle within your dealership, and then write a feature and a benefit for each of the buying motives.

Vehicle Model: _____

Buying Motive	Feature	Benefit
Safety		
Style		
Performance		
Comfort		
Reliability		
Economy		



PRODUCT PRESENTATION

TRIAL-CLOSES



A “Trial-Close” is a form of questioning the salesperson uses in order to get the prospect to commit to the vehicle before the negotiation begins. With a trial close, you can:

- Sell the prospect on a feature that is important to him
- Give the prospect a feeling of ownership
- Try to increase the number of “yes” responses

The more “yes” responses you can get from your prospect throughout the presentation on issues that are important to him, the easier it will be to get a “yes” at the end when you’re closing the sale.

Example of a Trial-Close:

“Mr. Customer, remember when you said that one of things you wanted in your next vehicle was a powerful engine? Can you see how the power of our engine will get you on and off expressways and in and out of traffic quickly, which is actually a safety feature?”

Scenario:

During the interviewing process, your customer stated that the three most important things he wanted in his next vehicle was:

- a power seat
- a large trunk
- substantial rear leg room

Choose one of the important features above and write a trial-close using the example above:
