

DEALERSHIP P.R.O.



PROFESSIONAL RETAIL OPERATION

Summer 2008

Sales: Master the Art of Selling
by Tom Hopkins

Management: Zapp
by William Byham

Personal Development: 7 Habits of Highly Effective People
by Stephen Covey

Health: The Abs Diet
by David Zincenko

Recommended Reads



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JUST RELEASED! *New Content, New Graphics, Progress Bar, and Much More!*

Phone Skills Second Edition

For your sales team

Our brand new Phone Skills course has just been released. Each lesson is less than 30 minutes and, of course, available 24/7 by simply logging in to: www.dealershipuniversity.com.

Lesson 1. Enthusiasm

You spend a lot of money to make the phone ring in your dealership, and we only have one chance to make a first impression. In this lesson, we cover how customers may have called other dealerships before calling yours. We'll show your sales team how properly handling incoming calls and promoting appointments can help them sell an additional seven units per month on top of their regular business.

Lesson 2. Introduction

Did you know that up to 75% of incoming callers make a purchase within a week? Another interesting fact is that the majority of sales people never even get the customer's name when talking to them. In this lesson, we cover how to interview customers, develop rapport, and get the vital information required to follow up and make more sales!

Lesson 3. Phone Number

Although the customers on the showroom floor must remain your top priority, the phone can be greatly responsible for increasing floor traffic. In this lesson, we will teach your sales people how to get each caller's phone number, and how making outbound follow-up calls will allow them to sell more units and make more money.

Lesson 4. Interview

It is often called the "Inner-View" because, with less than 30 seconds to capture the customer's key information on the telephone, it is crucial that we know which questions we need to ask and how to ask them. We'll teach your sales team to have a plan going into every call that will result in more kept appointments.

Lesson 5. Worksheet

We've been taught the importance of utilizing a worksheet with walk-ins, so why don't we track phone-ups with a worksheet too? Keeping key customer information ensures there are no miscommunications, increases customer satisfaction, helps when reviewing deals with management, and is invaluable to assist with proper follow-up.

Lesson 6. Call Back

Your sales team has down time during the day. What should they do? Read the paper, clean the restrooms, or generate more sales leads? There are several key ways your sales team can utilize the phone for outbound calls to create more activities and generate more appointments.

Lesson 7. Appointment

Closing ratios jump to over 50% with kept appointments. In this extensive course, we will cover the specific word tracts that can be used to secure an appointment and make more sales. +



Phone Skills



- Did you know that as much as 90% of your business depends on how your sales team works the phones?
- When was the last time you mystery-shopped your sales team?
- Do they answer the phones with enthusiasm?
- Have they been trained on how to get the customer's name and number?
- Are they bypassing price and trying to sell the appointment?