



**SAMPSON
UNIVERSITY**
AUTOMOTIVE SUCCESS FOR OVER 35 YEARS

ROAD TO THE SALE

OVER 35 YEARS OF AUTOMOTIVE
MANAGEMENT & MARKETING SUCCESS

THE 3 KEYS TO SUCCESS



LISTEN



FOLLOW-INSTRUCTION

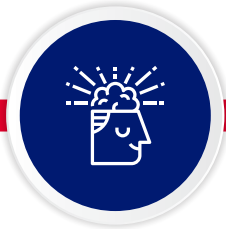


PUT FORTH THE EFFORT

IT'S WAY BETTER TO

Sweat in Training Then to Bleed in Battle

1



START WITH THE RIGHT MIND-SET!

2



MEET & GREET

3



DISCOVERY

6



THE BEST TEST DRIVE

5



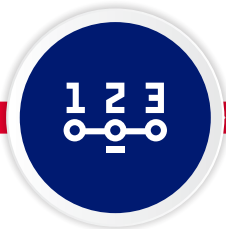
THE GREAT WALK AROUND

4



CHOOSING A GREAT VEHICLE

7



PRESENTING NUMBERS

8



OVERCOMING OBJECTIONS

9



CLOSING YOUR CUSTOMER

12



THE CUSTOMER FOR LIFE FOLLOW UP

11



BEST DELIVERY EVER

10



BUSINESS DEPARTMENT INTRO

01

START WITH THE RIGHT MIND-SET!

02

MEET & GREET

03

DISCOVERY

04

CHOOSING A GREAT VEHICLE

05

THE GREAT WALK AROUND

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THE BEST TEST DRIVE

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BEST DELIVERY EVER

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THE CUSTOMER FOR LIFE FOLLOW UP

I'M PREPARED TO TAKE THE CALL



1 Hello this is _____ May I ask who do I have the pleasure of speaking with? (1-5)

This is where you get their info. Or if they refuse (For some reason) to give it to you then no problem. Move forward.

FIRST _____ LAST _____
CONTACT _____ OTHER _____

(Their Name)

Do you have something handy to write with?
(if not, I'll be happy to wait)

Great (Their Name) .

My name is _____

2 Thank you for calling (Name)___ How may I be of assistance for you today!



This is where the shopping customer tells you what they are interested in & begins asking you questions.



Answer the shoppers questions to the best and shortest way possible with replying after each questions with asking them what time today works best for them to come into the Dealership.



Set the Appointment: Customer Shoppers are on time 65% greater when setting the time on the quarter hour



Appointment Set for
DAY _____
TIME _____

Overall: How did I perform with this call 1-2-3-4-5 5 being super great!

Did I set the appointment

YES
NO

Added into my CRM

YES
NO

INTEREST - QUESTIONS - NOTES



With having the opportunity in taking an incoming sales call (Sales Opportunity) the sales person must understand what is expected in order to achieve awesome appointment success. Our dealership prides ourselves on customer professionalism.



Showing our future & previous customers that your Dealership understands how to roll out the red carpet to our customers!



With a clear understanding that nothing replaces common courtesy.

THINGS TO REMEMBER

Use the customers name often. Always try to be as polite as possible. If you're not sure how to be polite then please stop and (Google it). Not using words like yeah.

Also, 64% of customers will show up on time when the appointment is made on the quarter hour.

Questions that deflates the customers excitement & decreases your appointments showing up.

How is your credit?

Who is your lender (Bank) ?

How many miles are on your vehicle?

How much money can you put down / do you have a down payment?

How much is your payoff?

Do you have a co-signer?

QUESTIONS & NOTES

I HAVE READ AND FULLY UNDERSTAND THE CORRECT PROFESSIONAL WAY IN TAKING THE INCOMING SALES CALL.

WHEN YOU'RE GREEN YOU'RE GROWING...
WHEN YOU'RE RIPE YOU'RE ROTTEN...



**FOR QUESTIONS CALL SUPPORT AT
888-338-3661**



Over 35 years of Automotive Success. Management & Marketing



5 Stores Best Ever Results



#1 in 20 Group for 15 years.

NOTES:

I have attended 30 years of NADA , Multiple dealership sales, fixed training, and a 20 group leader for over 15 years. It all comes down to daily management performance.

All out Sales Meetings

Sales Call Training

Steps to the Sale

New Hire Boot-Camps

100% Guarantee

I'M NOT THE GUY WHO MAKES THE BEST HAMBURGER, I'M THE GUY WHO IS ALWAYS LEARNING HOW TO MAKE A BETTER BURGER!



SAMPSON DIRECT
AUTOMOTIVE SUCCESS FOR OVER 35 YEARS



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SALES PRO!

Your greatest investment is to invest in yourself!

The customer will purchase from you if they know you or they like you! So if they don't know you, make sure they like you!

It is always best to have your customer in front of you! Nothing gets sold until your customer is in front of you!

Say your customers name often. People like to hear their name and its very professional.

Meeting in Person

Mr./Mrs _____ Its great to meet you. The vehicle we talked about I just learned it has been sold, many times we don't know that the vehicle was in the process of being sold until the person actually drives out of the dealership with it. But I did find two very similar vehicles Mr./Mrs_____ I would like to show you.

5 Q. & A.

Q.1

Is this vehicle on the lot? A. Yes it is _____. What is the best time today for you to come in?

Q.2

Do I need to have good credit? A. Not at all _____. We have over 20 lenders that approve customers with lower scores. What time today works best for you?

Q.3

Can I come in tomorrow at 10am? A. Absolutely _____! I'll set your appointment for 9:45 just in case you arrive a little early!

Q.4

Do I need any money down? A. No __not at all. Over 80% of my customers drive out with no money down. What time today works best for you?

Q.5

Does my co-signer need to come with me A. Not at all _____ Will I need a co-signer?

How to increase your closing skills & habits. Self education

Notes then Google it!
