Workbook for New Sales Consultants

Introduction:
This workbook is specifically designed for new sales consultants. The workbook should be used in conjunction with viewing the sessions. Each workbook session is broken into 5 separate sections to maximize your results with the most efficient time investment.

Required Competencies: Before viewing the session, review the list of competencies that you want to master from the material. This will enable you to look for the highlights of the material and help prepare you to answer the questions in later sections.

Session Workbook: It is recommended that you view the complete session once to get an overview of the material covered (most sessions last about 20 minutes). During the second viewing, follow along and fill in the blanks in the workbook. The completed workbook pages may be used later as a study guide in preparation for the session tests. Don’t be concerned if you miss a blank because they will be reviewed with your facilitator at the end of the session for accuracy and completeness.

Discussion: After viewing the session completing the workbook blanks, you are encouraged to discuss the session with your facilitator using the discussion questions listed in this section. The intent is to open up an in-depth conversation regarding the content covered in the session.

Responses & Wordtracks: This section is an appendix of any word tracks or responses that you will need to master. This is a great reference source, and can be used to facilitate role playing and drill, practice and rehearsal.

Exercises: This section tests your understanding of the required competencies. It is advised that you do not move on to the next session prior to answering each question successfully to exhibit your command of the material.

Putting Your Best Foot Forward
Meet & Greet, Positive First Impressions

Required Competencies:
1. Know the 3 things required to be successful at selling cars.
2. Learn how to maintain the proper mind set.
3. Learn how to make a positive 1st impression.
4. Develop and master a proper Meet & Greet.
5. Understand the 3 V’s of communication.
Session 1 – Workbook for New Sales Consultants:

1. Three thing are necessary to be successful selling cars:
   a. Solid _______________
   b. Strong _______________
   c. ____________________sales process

2. What is the Buyers Plan?
   Come ___, get a ________, and __________ without _________ anything.

3. John Patterson founder of national Cash Register said:
   Every prospect we come in contact with is a _________ and we better treat
   them accordingly.

4. You only have _________________ to make a positive 1st impression.

5. We use a structured Meet and Greet.
   It___________________us from other sales consultants.
   It needs to be friendly but ________________
   It needs to come from the ________________.

6. A _________________ response is something prospects say automatically to a ________.

7. The predictable conditioned response to “Can I help you?” is; “ _______________”.

8. The 3 V’s of communication are:
   a. ___________; the words we use.
   b. ___________; the tonality we use.
   c. ___________; the body language we use when saying them.

9. It is very important that all 3 V’s are in ____________.

10. Social ________________ with a guest begins slightly farther apart and becomes closer as the
    relationship develops. We can decrease this distance by:
    a. Watch the _______ and ____________of your voice. Match ____________.
    b. Be very careful of your initial___________ positioning.
    c. Keep a close watch on your personal________________ all day long.
    d. Watch your__________________.
    e. Use your__________________.

11. It has been said that the first _____ words are more important than the next ____________.

Discussion:

1. Why is it critical that we view each customer as a “Probable Purchaser?”

2. Discuss conditioned responses.

3. How do the “3 V-s” of communication factor into our meet & greet?
Responses & Word Tracks:

Role play the meet & greet:

“Welcome to ABC Motors, my name is Foster, Kevin Foster…and you are?”
“John, welcome John.”
“Are you here for price information, product information or both?”

Exercises:

Explain the three requirements to be successful at selling cars.
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Explain the importance of a positive first impression.
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Explain the “PROBABLE PURCHASER” mind set.
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

What are the 3 V’s, and what % does each one contribute to communication.
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Role play and master a proper Meet & Greet.