



MileOne Automotive

MileOne
STEPS
TO
SUCCESS

A background graphic of several overlapping, light gray tire tread patterns, suggesting a path or journey.

NEW HIRE SALES CLASS



NEW HIRE SALES CLASS

MileOne Mission

To create an unparalleled car buying, ownership and service experience that puts the customer's needs first and results in a lifetime relationship with us.

We will give our customers access to the car industry on their terms through empowered and well trained employees who reinforce our mission every day.



SALES INTEGRATION

Facilitating each individual shopper's sales process across all interactive touch-points

DEMAND CREATION

- _____
- _____
- _____

SALES NETWORK

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

LEAD TO SHOW

- _____
- _____

SHOW TO CLOSE: _____

ACCOUNT MANAGEMENT

- _____
- _____

SHOW TO CLOSE

L _____ → L _____ → B _____ → B _____

WU _____ → BV _____ → C _____

Y _____ → S _____ → C _____ → T _____

The salesperson's sales process is designed to _____

THE ELEMENTS TO THE CLOSE.....

1. _____
2. _____
3. _____
4. _____
5. _____

THE INTERNET AND THE VEHICLE PURCHASE PROCESS

- _____ % of consumers use the Internet while shopping for new and used vehicles.
- _____ % of vehicle buyers use the Internet to study vehicle pricing and compare models.
- _____ hours is the total time Internet using car buyers spend shopping.
- _____ % of that time is spent online, the rest spent at dealerships and other offline activities.
- _____ % of buyers establish initial contact by walking into the dealership.

DEALERSHIP PERFORMANCE ON PHONE LEADS

- _____ % of sales agents don't identify themselves on the call.
- _____ % of sales agents don't get the caller's contact information.
- _____ % of connected calls are "off-lined" for a call back.
- _____ % of calls end in an appointment.
- _____ % of appointments set have no firm appointment time.

SHOW TO CLOSE PERFORMANCE

- _____ % of the customers tell their salesperson they are "just looking/shopping" at the greeting.
- _____ % of the customers say they bought their vehicle because they liked, trusted and respected their salesperson.
- _____ % of the customers say their salesperson didn't control the process, build any rapport or interview for wants and needs.
- _____ % of the customers said they got a lousy presentation and demonstration.
- _____ % of the customers said they bought on the spot when they got what they felt was a good presentation and demonstration.
- _____ % of the customers didn't get a service walk as part of the sales process.
- _____ % of the customers who go out to look at a car or truck; buy one.
- _____ % of the customers made up their mind to purchase a vehicle before they left home.
- _____ % of the salespeople don't do any follow up whether the customer purchases or not.
- _____ % of the customers cannot remember the salesperson's name 1 year after their purchase.
- _____ % of the customers have a family member who will purchase a car in the next 90 days.

FIRST IMPRESSION: REVIEW SITES

____% of consumers changed their mind about a purchase after reading a negative review.

____% of shoppers say their decision to purchase was confirmed by a positive review.

____% say they find online channels a trustworthy source for product and service reviews.

The sales person, William, and the manager, James, both worked very hard to get me the car I wanted at a price I liked. The dealer had to stay open later than usual to get me in my car that same day and nobody seemed to mind, they were all great about it.

—sleal
Heritage Mazda Bel-Air

Mile ONE
AUTOMOTIVE

Choose Your Dealership:

Heritage Automotive Group values customer feedback and we want to make it easier than ever. Simply choose your dealership below. Then click on your favorite Review site and tell us what you think.

Select a Dealer

Choose Your Dealership:

Heritage Automotive Group values customer feedback and we want to make it easier than ever. Simply choose your dealership below. Then click on your favorite Review site and tell us what you think.

Heritage Honda Westminster

CLICK & REVIEW
YES it's that simple.

Rate Us on any of the sites below:

Google
DealerRater
yelp
edmunds.com



ASSIGNMENT

Get on Google, search for “Your Dealership Name Reviews”, study the search results page and decide how you’ll ask for reviews.



THREE QUESTIONS TO MASTER

QUESTION ONE: _____

- _____
- _____
- _____
- _____

QUESTION TWO: _____

- _____
- _____
- _____

QUESTION THREE: _____

- _____
- _____
- _____



FIRST IMPRESSION: PHONE UPS

GREETING

- IDENTIFY DEPARTMENT
- GIVE AND GET NAME
- HUMANIZE YOURSELF

INTERVIEW

- ANTICIPATE NEEDS
- CREATE URGENCY
- SOURCE THE CUSTOMER
- DISCOVER MOTIVATION

TRANSITION

- SET EXPECTATIONS
- GATHER CONTACT INFORMATION
- TEST FLEXIBILITY
- PAUSE

CLOSE

- CONFIRM STILL ON LINE
- GIVE AVAILABILITY AND CLOSE WITH CHOICES
- CONFIRM LOCATION
- CONFIRM YOUR NAME
- CONFIRM SPECIFIC TIME WITH CHOICES
- END CALL



FIRST IMPRESSION: INTERNET LEADS

SPEED

- _____
- _____

QUALITY

1. _____
2. _____
3. _____
4. _____

1. SUBJECT LINES

- _____
- _____
- _____
- _____

2. RELEVANCE

- _____
- _____
- _____

3. AVAILABILITY

- _____
- _____
- _____

4. QUESTIONS

- _____
- _____
- _____

FIRST IMPRESSION: AT YOUR DEALERSHIP

A _____

A _____

A _____

Your Lot _____

Your Showroom _____

Your Desk _____

You _____

SHOWROOM GREETING 101: ALIGNMENT AND CONTROL

S

W

I

Q

A

Greeting 201: Anticipate Objections

(Just Looking) _____

(Price) _____



REFLEX OBJECTIONS

TWO TYPES

- _____
- _____

Agree _____

Redirect _____

Just Looking _____

Not Buying Today _____

Only Have 10 Minutes _____



REFLEX OBJECTIONS

HANDLING PRICE

TWO MAIN GOALS IN THE WARM UP

- _____
- _____

Does focusing on price help you accomplish these goals?

Avoid Providing Your Customers with Any Information That.....

THREE STEPS TO HANDLING PRICE

1. _____
2. _____
3. _____



HANDLING PRICE

Bridges _____

WHAT'S YOUR BEST PRICE?

Agree: _____

Bridge: _____

Either/Or: _____

WHAT WILL PAYMENTS RUN ON THIS?

Agree: _____

Bridge: _____

Either/Or: _____

HANDLING PRICE

WHAT KIND OF DISCOUNT CAN YOU GIVE ME?

Agree: _____

Bridge: _____

Either/Or: _____

WHAT'S MY TRADE WORTH?

Agree: _____

Bridge: _____

Either/Or: _____



RAPPORT

How would you define rapport?

There are 2 types of rapport

- _____
- _____

What are the 3 parts of human communication? How much do each of them contribute to overall meaning?

1. _____
2. _____
3. _____

What conversation topics can you use to build rapport?

How can you use the 3 parts of communication to build rapport?

- A. _____
- B. _____
- C. _____

INTERVIEW

1. What are some topics around which you can build interview questions? Critical information you need in most deals?

2. What are the 2 question types you can use in the interview?

A. _____

B. _____

3. Write 3 questions by blending topics with question type A.

A. _____

B. _____

C. _____

4. Write 3 questions by blending topics with question type B.

A. _____

B. _____

C. _____

THREE QUESTIONS TO AVOID

1. _____

2. _____

3. _____

As a sales professional, my most important asset is _____

I will only ask questions that support _____

Avoid gathering information that



INTERVIEW POINTERS

1. Make it a conversation not _____ .
2. Increase focus and control by performing the Interview at your _____ .
3. Take copious and detailed _____ .
4. _____ the Interview to create agreement and confirm mutual understanding.
5. Offer a _____ while you go to check availability.

THE EVIDENCE MANUAL

The Evidence Manual sells 3 things.....

1. _____
2. _____
3. _____

Content to include in your Evidence Manual.....

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

VEHICLE SELECTION

Review Interview results with _____ .

Choose the least expensive vehicle that comes closest to what the customer wants.

Why?

- _____
- _____
- _____
- _____
- _____



SELECTION ALTERNATIVES

Why offer an Alternative?

What are some Alternatives you can offer?

1. _____
2. _____
3. _____
4. _____



SELECTION ALTERNATIVE STEPS

1. Get keys to originally intended vehicle, _____ and Dealer tag.
2. Take customer to _____ first.
3. If customer opts for the _____ , present and demonstrate it.
4. If customer turns down the _____ , show the originally intended.
5. Acceptance of the _____ is no more significant than its rejection.

Alternative Wordflow

CUSTOMER HOT BUTTONS

1. Feature Presentations increase your customer's perception of _____ .

2. Two requisites of a quality Presentation are.....

B. _____

A. _____

FAB STATEMENTS

F _____ A _____ B _____

S _____

P _____

A _____

C _____

E _____

D _____

THE WALK AROUND



THE DEMONSTRATION

Are a Test Drive and a Demonstration the same or are they different?

When should a salesperson go on the Demonstration?

Who drives first on a Demonstration?

What are some vehicle qualities you can demonstrate?

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



THE DEMONSTRATION

5 Steps to a Quality Demonstration

1. _____
2. _____
3. _____
4. _____
5. _____

Benefits of a Quality Demonstration

- _____
- _____
- _____
- _____
- _____



THREE TYPES OF VALUE

1. _____

2. _____

3. _____



CONFIRMING VEHICLE SELECTION

You'll perform 3 tests throughout the Presentation and Demonstration.....

1. _____

2. _____

3. _____

WORDFLOW

TRIAL CLOSING AND CLOSING

Are Trial Closing and Closing the same or are they different?

Define Trial Closing

Define Closing

It is useless to attempt closure without _____

If I out-write you, _____



SECONDARY QUESTION CLOSES

Use one of these per customer.

1. _____

2. _____

3. _____



A DOZEN ACTION CLOSES

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

COMPLEX OBJECTION HANDLING

1. Clarify

A. Seriously now _____

B. 0 Step _____

C. 1 Step _____

D. 2 Step _____

E. 3 Ms _____

F. Obviously _____

2. Rephrase _____

A. _____

B. _____

C. _____

3. Isolate _____

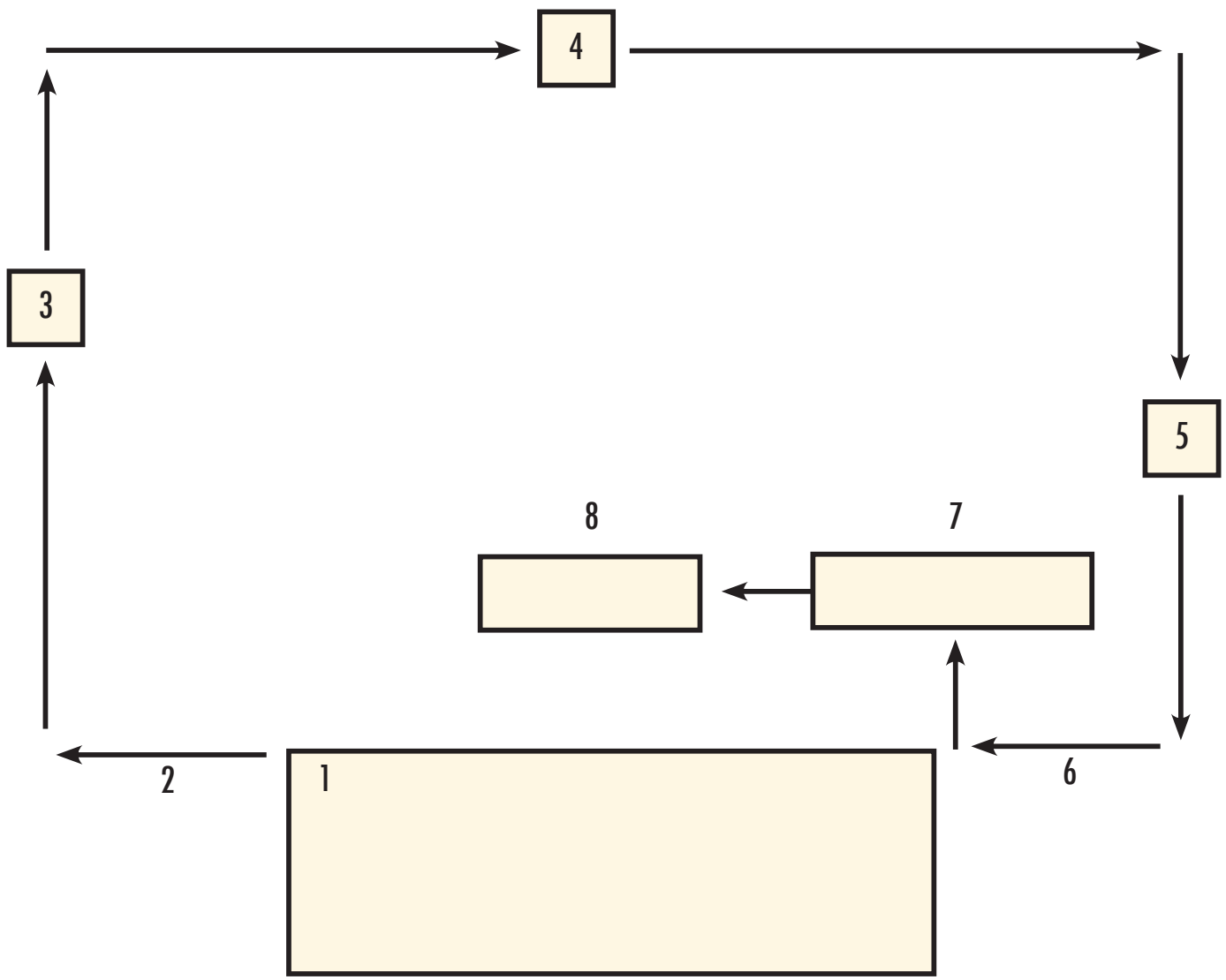
4. Close _____

1. Close on the _____ first.

2. Then close on _____ .

3. And finally close on _____ .

FOLLOW 8 STEPS EVERY TIME



DAY ONE HOMEWORK:



- A. Shop another dealership and be ready to tell your story.
- B. Practice the greeting at least 10 times.
- C. Write out and practice responses in agree and redirect form for the five reflex objections practiced in class.

Just looking

Not buying today

I only have 10 minutes

I've got prices from other dealerships

What's your best price?

DAY TWO HOMEWORK:



Write out bypasses for the objections below. Be sure to acknowledge the question, bridge to the interview and ask at least one Alternate Choice question in each bypass.

What's your best price?

What kind of discount can I get?

What will payments run on this?

What kind of rate can I get?

What's my trade worth?

DAY TWO HOMEWORK:



Review the rapport and interview topics and write out 15 interview-based Alternate Choice questions.

DAY TWO HOMEWORK:



Write out 15 rapport building open end questions.

OPEN END

DAY TWO HOMEWORK:



Write out 5 inverted tie-downs.

INVERTED TIE-DOWNS

15 horizontal lines for writing.

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