



## Consulting and Training Packages

**Sales Process Training:** Our sales process packages will help all sales professionals, from the new recruit to the seasoned veteran. Automotive dealership sales processes tend to be very similar and generally the real differences are in the manager's skill level and the execution of the process by their sales staff in developing a relationship with your clients. We focus our efforts on helping your staff on becoming effective communicators, by teaching them how to listen to the client and gather the information necessary to close the deal more often, with higher grosses and CSI.

**New Recruit Training Basic and Plus Packages:** We have geared this package to work with your dealerships newly hired sales representatives. We will take them through the basics, teaching them your sales processes "steps to the sales", by actually demonstrating every step in a situational based learning environment. Prior to delivery of this package, we will conduct a dealer conference call to review your current sales process and expectations for your new hires. The plus package includes a total of 5 days of on-site training with a 3-day initial training session and a 2-day follow-up visit, while the basic only includes the 3-day initial training session.

- ✓ Sales process step by step training-
- ✓ Effective communication skills - How to listen for the sale
- ✓ Building a relationship with the client
- ✓ Landing on the right vehicle
- ✓ Confirming the customers vehicle selection before negotiating
- ✓ Credit worthiness assessment - Prime vs. Sub-Prime
- ✓ How to gather trade-in information
- ✓ How to effectively ask for a down payment
- ✓ Understanding what information the desk manager needs for the 1<sup>st</sup> pencil
- ✓ Presenting the lease option
- ✓ Closing the deal - over coming objections
- ✓ Setting up F&I and the delivery process
- ✓ Unsold customer follow-up contact techniques to create a be-backs
- ✓ Sales process step by step training
- ✓ Effective communication skills - How to listen for the sale
- ✓ Building a relationship with the client

**The Veteran Sales Training Package:** We have geared this package to work with your dealerships veteran sales representatives. We will take them through them your sales processes "steps to the sales", reviewing techniques to make them more effective communicators, which will minimize the likelihood of short cutting your sales process. Prior to delivery of this package, we will conduct a dealer conference call to review your current sales process and expectations for your veteran sales representatives. This package includes a total of 2 days of on-site training.

- ✓ Turning telephone contacts into showroom appointments
- ✓ Sales process step by step review - Are we short cutting the process?
- ✓ Handling today's educated buyer from vehicle selection to trade appraisal.
- ✓ Understanding the internet effect and how to use it to their advantage
- ✓ Effective communication skills - Listening for the sale
- ✓ Building a relationship with the client, helping them buy a vehicle from you
- ✓ The Trade-In - building trust with the client
- ✓ 1<sup>st</sup> pencil- presenting options to the customer
- ✓ Closing the deal - gaining agreement
- ✓ Setting up F&I and the delivery process
- ✓ Unsold customer follow-up contact techniques to create a be-backs
- ✓ Sold follow-up - turning buyers into life long customers

Mayo Automotive, Inc

(866) 529-1499 \* Fax (866) 603-7125 e-mail \* [jerry@mayoautomotive.com](mailto:jerry@mayoautomotive.com)

**Please contact us for customized training and consulting pricing to fit your specific needs.**



## *Consulting and Training Packages*

**Sales Management Training Package:** We have geared this package to work with your dealership's sales management team. We will work on turning your managers into coaches and become leaders of your sales process, closing more deals and reducing sales representative turn over. Prior to delivery of this package, we will conduct a dealer conference call to review your current sales process and expectations for your sales management team. This package includes a total of 2 days of on-site training.

- ✓ Holding effective sales meetings - setting expectations
- ✓ Sales manager's challenges - holding your people accountable
- ✓ Handling the veteran vs. the new hire sales representative
- ✓ Asking the right questions before the 1<sup>st</sup> pencil
- ✓ 1<sup>st</sup> pencil- presenting all the options to the customer
- ✓ Negotiating payment and down payment first
- ✓ Closing the deal - gaining agreement through your sales people
- ✓ Setting up F&I - communicating the details
- ✓ Unsold customer follow-up contact techniques to create a be-backs

**Lease Renewal Training and Renewal Events Package:** Retention of your lease portfolio is critical to the overall sales growth and profitability of your dealership. We will work with your management staff on effective lease renewal concepts and presentations to improve your lease customer retention rate. This package includes 3-days of onsite training and event participation, Appointment scripts, 4 hours of event remote preparation and conference calls.

- ✓ Event Invitation Preparation (Printing and Postage at Dealer Expense)
- ✓ Appointment setting calls to event client list
- ✓ Appointment confirmation calls
- ✓ Onsite training of designated presentation staff
- ✓ Event Presentation materials
- ✓ Hands on event participation with renewal clients
- ✓ Salesperson training on handling a renewal event customer
- ✓ Sales Management training on desking the renewal event customer
- ✓ Retention and Gross analysis report

**Inbound and Outbound Phone Process Training:** When most of us started selling cars over 20 years ago, our goal was to get a name, phone number and provide little or no information to the customer. As I am sure you are aware, this tactic is not very effective in the 21<sup>st</sup> century. Today's customers have more information available than ever before and only require some basic details from your staff. Our phone process training begins with understanding your customers' goals during inbound and outbound calls and how best to maximize each contact by recognizing each client's distinctive motivation in their shopping goals. We will work with your staff on phone skills implemented by successful dealers around the country that turn phone calls into showroom appointments to sell more vehicles. . This package includes a 2-day launch plus one 2-day follow up visits over a three month period.

- ✓ Mystery shop skills assessment of current phone handling
- ✓ Strategy Meetings with key managers and staff members
- ✓ Inbound and outbound process documentation
- ✓ Lead Management Tool review
- ✓ Lead Management follow-up contact schedules review
- ✓ Inbound and outbound script training
- ✓ Showroom sales staff meetings reviewing today's phone client
- ✓ One monthly mystery shop call per sales person and results report for three months.
- ✓ Prospecting strategy development, mining your database for sales opportunities
- ✓ Unsold customer follow up script training
- ✓ Two monthly manager conference calls reviewing staff progress

Mayo Automotive, Inc

(866) 529-1499 \* Fax (866) 603-7125 e-mail \* [jerry@mayoautomotive.com](mailto:jerry@mayoautomotive.com)

**Please contact us for customized training and consulting pricing to fit your specific needs.**



## *Consulting and Training Packages*

### **Maintenance Training Packages:**

**Basic Maintenance Package:** This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 8 days of onsite visits per year (2-days/Quarter), plus four hours of remote contact schedule, e-mail template & script review plus quarterly conference calls in-between visits to review performance and metrics.

**Pro Maintenance Package:** This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 12 days of onsite visits per year (Six 2-day visits) plus six hours of remote contact schedule, e-mail template & script review plus bi-monthly conference calls in-between visits to review performance and metrics.

**Per Diem Consulting and Training Rates:** You may also engage us on a per diem basis for the skill set of your choosing.

Call us for a quote of our daily rate for on-site work including all expenses or on a plus travel expense basis.

\*Note: Two-day minimum for all onsite visits.

**Hourly Remote Consulting and Training Rates:** You may also engage us on an hourly basis to maintain or modify your web-site, CRM tool schedules, e-mail templates, scripts, menus or any other scope of work which can be performed remotely. Call us for a quote for your particular needs.

Mayo Automotive, Inc

(866) 529-1499 \* Fax (866) 603-7125 e-mail \* [jerry@mayoautomotive.com](mailto:jerry@mayoautomotive.com)

**Please contact us for customized training and consulting pricing to fit your specific needs.**