



3 SALES PERFORMANCE

Your team will learn the Key Performance Indicators(KPIs) they need to measure and monitor the activities that drive growth and success in your dealership.

2 SALES INTELLIGENCE

Your team will master the negotiation skills required in the car business to increase their average presentation to deal ratio by a minimum of 40%.

1 SALES SUCCESS

Your team will discover the triggers and influence mechanisms that help shoppers make the decision to purchase immediately. Learning these success-skills early will close more first-visit with better gross per deal profit.



GET ON TRACK TO EARN \$100,000+ THIS YEAR!



DYNAMIX
BUYER ODYSSEY



8-STEPS
TO SUCCESS



PRESENTATION
SECRETS



PROSPECT-HARVESTING
PIPELINE



CLOSING
ABERRATION



MASTERING
NEGOTIATION



DREAM-JOB
SALESMAN IN A BOX



\$6-FIGURE INCOME
BLUEPRINT



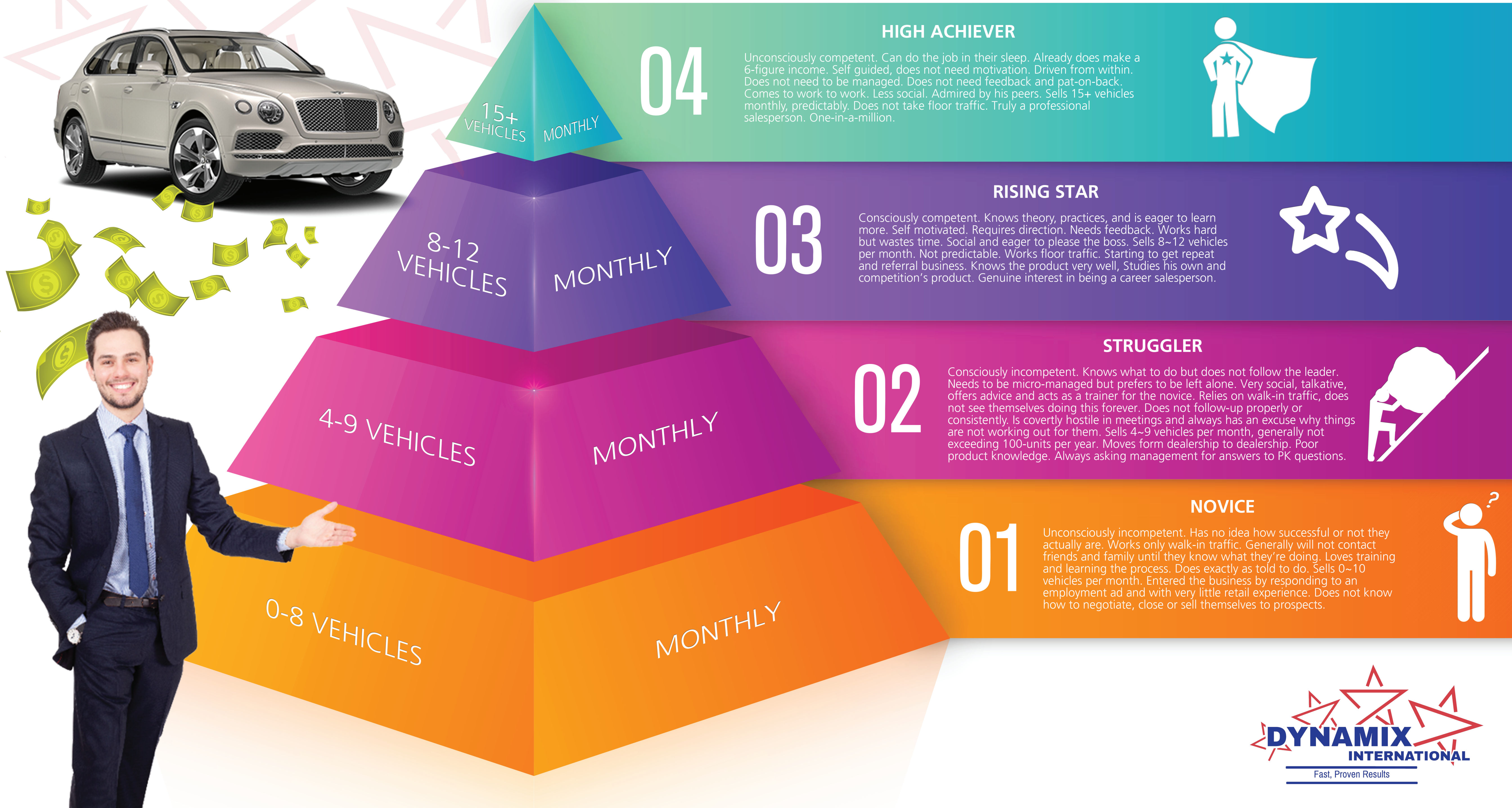
LEVERAGING APPS
AND TECHNOLOGY

SALES SUCCESS

SALES INTELLIGENCE

SALES PERFORMANCE

WHERE DO YOU RANK ON THE PROFIT PYRAMID?



HIGH ACHIEVER

04

Unconsciously competent. Can do the job in their sleep. Already does make a 6-figure income. Self guided, does not need motivation. Driven from within. Does not need to be managed. Does not need feedback and pat-on-back. Comes to work to work. Less social. Admired by his peers. Sells 15+ vehicles monthly, predictably. Does not take floor traffic. Truly a professional salesperson. One-in-a-million.



RISING STAR

03

Consciously competent. Knows theory, practices, and is eager to learn more. Self motivated. Requires direction. Needs feedback. Works hard but wastes time. Social and eager to please the boss. Sells 8~12 vehicles per month. Not predictable. Works floor traffic. Starting to get repeat and referral business. Knows the product very well, Studies his own and competition's product. Genuine interest in being a career salesperson.



STRUGGLER

02

Consciously incompetent. Knows what to do but does not follow the leader. Needs to be micro-managed but prefers to be left alone. Very social, talkative, offers advice and acts as a trainer for the novice. Relies on walk-in traffic, does not see themselves doing this forever. Does not follow-up properly or consistently. Is covertly hostile in meetings and always has an excuse why things are not working out for them. Sells 4~9 vehicles per month, generally not exceeding 100-units per year. Moves form dealership to dealership. Poor product knowledge. Always asking management for answers to PK questions.



NOVICE

01

Unconsciously incompetent. Has no idea how successful or not they actually are. Works only walk-in traffic. Generally will not contact friends and family until they know what they're doing. Loves training and learning the process. Does exactly as told to do. Sells 0~10 vehicles per month. Entered the business by responding to an employment ad and with very little retail experience. Does not know how to negotiate, close or sell themselves to prospects.

