

How to Master the Telephone & Close the Sale

Today's consumer is more sophisticated in the manner in which they gather information prior to purchasing a vehicle, better educated in what to look for when purchasing their next vehicle and more demanding than ever before. Because of this, to be consistently successful, today's Automotive Salesperson needs to operate more professionally than at any time in the history of Automotive Retailing. Combine the foregoing with the fact that there are more car companies offering consumers more choices than ever before and it quickly becomes apparent why not only your success but your very survival will depend on how effectively you can compete in Today's highly competitive market.

We live in the "information" era, however the incoming telephone sales enquiry is the most poorly handled opportunity to do business in our industry.

Statistically salespeople mishandle an incoming telephone sales enquiry 7.2 times per day in a typical 100 sales per month store.

Statistics prove that the telephone (not the internet) is still the preferred way to shop. In fact, in most instances as many opportunities to do business arrive via the telephone as walk in every day. A significant number of vehicle sales are made or lost each day based on how incoming sales calls are handled. The sales consultant who approaches the "telephone opportunity to do business" with an effective game plan will have a definite and distinct advantage over the competition!



Here's what you will learn:

- Understand how to leverage the phone to your advantage
- The telephone's real role in the sales process.
- The four questions every caller will ask and how to respond...not react.
- How to turn a telephone enquiry into a sale.
- "Age old" questions and modern day answers on handling objections and closing the sale.
- How to handle the tough objections.