

# 5 Day Sample Curriculum for Automotive Salespeople, either new to the business or as a refresher!

Day 1	Day 2	Day 3	Day 4	Day 5
<b>Morning Class</b>	<b>Morning Class</b>	<b>Morning Class</b>	<b>Morning Class</b>	<b>Morning Class</b>
Introduction & Agenda New Hire Paperwork Our Dealership/Corporate Product Knowledge	Dealership Orientation Walk 12 Steps to Successful Selling Recap steps 1 & 2 Step 3 Select a Vehicle Step 4 Demonstration Step 5 Service Tour	Practice Product Presentation Social Media Step 6 Setting the Stage Trade Appraisal - System Step 7 StartYour Write Up Step 8 Call/Approach Desk	Mystery Shop Review Practice Product Presentation Step 10 Manager No One Walks Step 11 Log in your efforts Step 12 Persist - Follow up Telephone Skills	Recap & Answer Questions Walk Around Contest Sales Process Show Evidence Manual
<b>Lunch Break</b>	<b>Lunch Break</b>	<b>Lunch Break</b>	<b>Lunch Break</b>	<b>Lunch Break</b>
Section I Introduction to the Selling Procedure Goal Setting 12 Steps to Successful Selling Step 1 Greeting Step 2 Fact Find	Step 5 Trade Walk Walk Around Video Prospecting Product Knowledge  Setting Goals <b>Homework</b> Product Knowledge	Step 9 Negotiate Offer Present the Figures Handling Objections TO to Sales Manager TO to F&I Manager  <b>Homework</b> Mystery Shop	Delivery Process CSI 24 hour Follow-up Customer for Life Daily Game Plan Start an Evidence Manual Setting Goals  <b>Homework</b>	Recap the Week  <b>Graduation</b>
<b>* Each Day is Started with Video Rehearsing of the Greeting Process</b>				

Road to a Sale

**STEP 1: MEET AND GREET**

*Approach – Greet, Smile, Enthusiasm, Energy, Eye Contact*

**STEP 2: DISCOVERY - FACT FIND - NEEDS ASSESSMENT**

*CRM- Establish empathy – Listen Establish Trust Account, Never prejudice*

**STEP 3: SELECT A VEHICLE**

*Based on Fact Finding, Building Rapport.*

**STEP 4: DEMONSTRATION DRIVE**

*Salesperson drives First, use a pre-determined route.*

**STEP 5: SERVICE DRIVE - TRADE WALK -WRITE – UP**

*TRADE WALK - Tour Service Drive*

**STEP 6: NEGOTIATION**

*Demonstrate on your feet, Close on your seat!*

**STEP 7: DELIVERY**

*Show Time!*

**STEP 8: FOLLOW UP**

*Sold and UnSold Guests*



Fully Customizable !!

To your Process and your Dealership!

**Topics to Consider**

- SMS Business Card Exchange
- Internet Lead Handling
- Social Media
- Automotive Terminology
- Service Drive Intro

Here is a sample 5 Day Sample Curriculum for Automotive Salespeople, either new to the business or as a refresher!



**Practice, Drill and Rehearse**