



Auto Sales Training USA

Interactive Online Training Sessions For Automobile Salespeople

**Comprehensive 80-topics, 10 lessons
Online Training Course starting from an overview of the US automobile market to
the delivery of the vehicle with a special emphasis on
Prospecting, lead generation, referrals and follow-up**

Complete online training, lessons and tests for all Your salespeople throughout the year

(No Classroom, Books, Literature, Lectures, Audio tape or Training Managers)

What You Will Do

- Own a strong sales force
- Lower the number of drop-outs
- Minimize the number of blown-off deals
- Save your time on training salespeople
- Raise your dealership's closing ratio
- Eliminate your training investment
- Build up a solid customer base
- Motivate your salespeople and make them confident
- Raise your dealership's SSI and CSI scores
- Save your time and effort for training salespeople
- Generate your own traffic
- Sell more cars
- Earn more revenue

All without any effort and initiative from your part.

Complete online training, lessons and tests for all Your salespeople throughout the year

(No Classroom, Books, Literature, Lectures, Audio tape or Training Managers)

What We Will Do

- Issue and approve pass-code for the dealership
- Verify individuals, who applied for enrollment
- Set-up individual salesperson's accounts
- Provide access to online lessons
- Provide support for online tests
- Monitor the training progress
- Take care of individual's problems and questions
- Issue warnings to the participants when they attempt to "manipulate" the lessons and the tests
- Issue Online Completion Certificates
- Prepare monthly progress report reflecting
 - Enrollment with date
 - Score Achievement
 - Passed**
 - Failed**
 - Courses in progress
 - Drop outs
- Our special Monitoring and Vigilant System will also let you know if anybody had attempted to "manipulate" the lessons or the test scores

The Program Background

Auto sales training USA Test is a breakthrough, both in terms of content and its efficiency with more interactive features and fewer complications than any other similar programs. Our efforts aim at reaching out a group of young and energetic people who have the zeal, intention and aspiration to succeed in selling automobiles, but lack in proper training and guidance.

Auto sales training USA Resources is comprised of automobile sales staff with a combination of over 150 years of experience in the automobile business. Our experience is based on practice dealing with hundreds of thousands of customers and thousands of salespeople. This knowledge enabled them to learn about the customer's needs as well as the need of salespeople, both newcomers and seasoned professionals. The lengthy automobile business experience has taught them how to psychoanalyze a customer from the moment the customer steps into the dealership and also to evaluate the success or failure of the salespeople to handle him at each step in the buying process.

Ideally, an automobile dealership can close up to 40 per cent of the prospects. In many cases, the performance may be as low as 15 percent. Even if we consider a 30 percent closing ratio as standard, what happens with the 70 prospects out of every 100? Ultimately, over 90% of those 70 prospects end up buying a car somewhere within 72 hours. Hundreds of dollars are spent to bring in one prospect into the showroom; the salespeople greet the prospects and then let them leave the dealership with a business card. Unfortunately, those prospects seldom return to the dealership.

Before we created this program, vigorous research was conducted interviewing the non-buyers and the salespeople who handled them. In about 76 percent of the situations, the prospects complained about mishandling by the salesperson, poor demonstration and an unprofessional attitude as the main reasons for not buying the vehicle from a particular dealership. Of course, the main reason for such mishandling can be attributed to the lack of proper sales training.

Most of the automobile dealership managers we have talked to are aware of this situation. But they do not have proper tools to repair the problem. So, they have no choice but to run their day to day business operation with the help of untrained, poor-trained or half-trained sales force and eventually surrender to the reality of situation losing lots of deals.

The Findings

- (1) Most automobile dealerships do not have a Training Department or a Training Manager. The salespeople depend on the sales training techniques casually offered to them by Sales Managers particularly during the weekly sales meetings.
- (2) The Sales Managers do not have enough time to train the salespeople frequently and in enough depth. Since the Sales Managers hold the major responsibility on the sales floor, they don't have the time and patience to conduct training lessons periodically.
- (3) Only a few salespeople have the interest and focus to participate in the training sessions. When the sales managers tell them about the basic selling techniques during the weekly sales meetings, the salespeople would rather want to no more about the "spiff" "incentive" or "cash bonuses".
- (4) The major portion of the training courses for certification offered by the automobile manufacturers is centered on product knowledge and product competition. Most of the certification courses have some sales training and motivation, but these are inadequate as compared to their actual training needs.
- (5) The salespeople are reluctant to learn, and they either want to skip the training schedule, or try to "manipulate" the courses. Instead of going through the training process, they often try to adopt "short cut" ways that will fulfill their certification requirements to obtain the "spins" and "spiffs", but they learn very little from the actual training lessons.

All these features were considered in formulating our training course. The lessons start from an overview of the automobile market in the United States and end with the delivery of the vehicle with a special emphasis on lead generation, prospecting and follow up procedures.

About 80 important selling topics have been compiled on 10 different lessons. Each of the topics discuss in detail the handlings and procedures of different phases of selling automobiles. In an ideal situation, the entire lesson can be completed in 6 hours. There is no CD or TAPE to listen or a BOOK to read. The participant has to go to the internet-enabled computer, login for the lessons and learn. They can also print the individual lessons to study at a convenient time. After studying every lesson, the participant has to take part in a test to refresh his memory.

The main objective of the program is not to issue a Completion Certificate, but instead, to push the participants to learn the basic automobile selling techniques. Every effort has been made so that the program is user-friendly, lessons are comprehensive and the tests are based on the points discussed in the lessons.

The Composition of Lessons

The Lessons and Topics compiled in the program are as follows:

Lesson One- An Overview of US Automobile Market

- Automobile market in the U.S.A**
- The drop outs**
- Why automobile is so important?**
- The best seasons**

Lesson Two- The Basic Themes

- Appearance**
- Performance**
- Comfort and convenience**
- Value**
- Safety**
- Be a smart person**
- Good listener**
- Product knowledge**

Lesson Three- Prospecting

- Friends and Family**
- Mailing lists**
- Service lists**
- Brand buyers**
- Lease-end buy-outs**
- Unsold customers**
- Commercial institutions**
- Fliers and business cards**
- Local newspaper/media**
- Ethnic groups and communities**
- No more staring at windows**

Lesson Four- Meeting the Customers

- When a customer steps in**
- Attire and appearance**
- Meet and greet**
- Take control**
- Sharp eye contact**
- Don't give up Price shoppers Phone ups**
- Advertisements and commercials**
- Internet customers**
- Be-backs and previous customers**

Lesson Five- Pick Out a Car

- What do the customers want?**
- Year, make and model**
- Type of vehicle**
- Color and trimming**
- Size**
- Mechanical features**
- Utility**
- Price**
- Terms of finance**
- Walk around**
- Where to start**
- Touch and feel**
- Features, options and benefits**
- Open everything that opens**
- Engineering**
- Warranties**

Lesson Six- Qualify

- When a customer comes**
- Level of confidence**
- How to qualify**
- Means of transportation**
- Important qualifying question**
- Qualifying for financing**

Lesson Seven- Test Drive

- Inevitable Hesitation**
- A proper evaluation**
- Who drives first?**
- Create an atmosphere**
- Drive and demonstrate**
- Remain with the customer**
- Final walk around**

Lesson Eight- Commitment

- The reasons customers don't want to commit**
- Sell yourself**
- Things that customers don't like**
- Are you ready now?**

Lesson Nine- Negotiations

**Who negotiates?
The money matter
Start high
Profit margin
Building up value
A prepared customer
Turn over**

Lesson Ten- Paperwork and Delivery

**Delivery papers
Checklist
Delivering the vehicle
Take a tour
Referrals
Who are the referrals?
Readymade customers
Easy to sell
How to get a referral
Follow up
Sources of follow up**

The main features of the Test

- (a) After every lesson the participant has to take a multiple choice test. There are 10 questions to answer, each with four possible answers.
- (b) The questions are selected randomly from a huge data base.
- (c) Every time the test is taken, questions will come randomly and in a random order.
- (d) After the test is taken for every lesson, the participant will know the score achieved for the lesson, but will not get the correct answers.
- (e) The participant cannot go to a lesson unless and until all the previous lesson(s) is/are finished.
- (f) At the end of the 10th lesson, the participant will receive a final score. He has to obtain at least 80% to receive a Completion Certificate.
- (g) If the participant does not pass, he must re-take the whole test from the beginning. Every time he takes a test, he will encounter randomly selected questions.
- (h) The participant has to finish the courses in 30 days. If the lessons are not finished in 30 days, the enrollment will be automatically cancelled.

Manipulating the Lesson and the Test

Although frustrating, it has been observed that most of the lessons and tests designed so far are vulnerable to manipulating or “cheating” by the participants. We have experienced examples of manipulation in most of the ongoing automobile training tests. Usually in a car dealership, a group of two or more salespeople combined take the lesson and the tests and “collect” all the right answers for the test programs. When all right answers are “collected” they either pass them on to other participants just to “click” on the right answers or even one person takes the tests for everybody in the dealership. As a result, the salespeople are “certified” fulfilling their test requirements, but learn practically nothing of the lessons.

It will not be surprising to find a large number of “certified” salespeople on different “levels” who have fulfilled the test requirements, but they will not be able to remember or describe anything about the lessons or the tests.

In order to overcome this situation we have introduced a Monitoring and Vigilant Program in our system. The following measures will suffice to minimize the risk of being manipulated.

- (1) The test questions and answers are taken from the main text lessons, but were made more difficult by having the answers be only slightly varied from one another.
- (2) Every time the tests are taken, randomly selected questions will come up from a large data base of questions in a random order.
- (3) The right answers are never displayed. So, the participant has to take the test a numerous times to collect the real answers and will ultimately give up and will go through the normal procedure.
- (4) We have detected about 9 ways of manipulation, and we have been able to intercept almost all of them. Even if the participant takes the test and passes, the system now will be able to detect that the tests were manipulated. If there is any manipulation, at the end of the final result the participant will receive a warning letter saying that the results were manipulated and the tests have to be re-taken in a genuine manner.
- (5) As soon as a manipulation is detected, the participant will be automatically sent a mail cautioning That there was an attempt to manipulate the test.

Our Responsibility

Our system will help the dealership virtually eliminate the in-house training procedures. We will also take the responsibility of monitoring the progress of taking the lessons and the tests. Since the training lessons are covering almost every aspect of basic selling techniques, the dealership can only work out the procedure of motivating the salespeople and concentrate on educating the salespeople only on the specific techniques often adopted in accordance to the dealership policies.

At the end of every month, we will prepare a comprehensive report for the dealership management showing the participants who are enrolled so far; the participants who have taken the lessons, tests and have passed; the participants who have taken the lessons, tests and have failed and the participants who were enrolled and the lessons and tests are in progress. We will also inform the dealership management about the participants who have attempted to “manipulate” the test results.

The Sign up Procedure

In order to enroll with the program, the dealer principal and/or the dealer representative has to sign up with a Dealership Continuous Enrollment Form. As soon as the sign up form is received, the system will generate a randomly selected dealer-code and a password for the dealership management. The password and the userId will be automatically sent to the dealership representative's e-mail address and will be activated after the receipt of the fees for the enrollment.

The dealership management will distribute the pass-code to the individual salespeople. The individual salespeople will then enroll with the system free as an individual participant with that particular dealer code.

After each individual enrollment, the dealership will receive an automatically generated e-mail documenting the individual enrollment. Upon receiving a confirmation from the dealer representative about the authenticity of the participant, the individual participant can login the system with the personal login and user Id approved for him, and will be able to go through the lesson and the tests.

Free Enrollment

In order to have the practical demonstration of our program you are welcome to visit our program web site at www.autosalestrainingusa.com . Please take the advantage of our Free Enrollment Offer, click on Dealership Continuous Enrollment, and fill out the form and register free of cost. You will be issued a dealer code. With the dealer code you can enroll free as an individual and can move around the lessons and test in their entirety to assess the programs value for your dealership's needs.