

Week 1 – Point of Contact

Objective: The key objective at the end of this 2 week plan is that all sales staff can deliver (consistently) an agreed upon Greeting to the customer and handle at minimum 3 point of contact objections prior to transitioning into the next step of the transaction.

All Content for this week can be found in the *Training Center* under the *Road to the Sale* category inside *The Greeting* content.

Day 1 -

Meeting/Discussion Segment (10 mins total)

Road to the Sale – The Greeting – The Purpose of the Greeting

Role Play/Practical (15 mins total)

Introduce Management approved Greeting/Introduction

Ex.

“Welcome to Cardone Motors, my name is John – what can we get you information on today?”

Day 2 -

Meeting/Discussion (10 mins total)

Road to the Sale – The Greeting – Your Introduction

Role Play/Practical (15 mins total)

Reinforce Management approved Greeting from Day 1 and ensure consistent duplication among staff. While it may seem like moving on passed delivering the greeting, stay on it one more day... repetition is what will install the skill.

Day 3 -

Meeting/Discussion (10 mins total)

Road to the Sale – The Greeting – Putting the Buyer at Ease

Role Play/Practical (15 mins total)

Final day of role play delivering the greeting. ALL sales staff should be able to duplicate the greeting prior to moving on.

Day 4 -

Meeting/Discussion (10 mins total)

Road to the Sale – The Greeting – Handling the RDR

Role/Play Practical (15 mins total)

If duplication of Greeting is 100% by all sales staff continue on to introduce point of contact objections. You want to focus on the 3 most common objections received by customers at the Greeting. These can be found from the Main Menu at *Quick Fix Solutions* under the *Objections* module on the carousel. Today introduce the most common point of contact objection and select a word track from Quick Fix to handle.

Ex.

“Just Looking – Excellent – and thank you for choosing our dealership to look, we will give you all the time you need, tell me, are you looking for something bigger or smaller than you own right now?”

Day 5 –

Meeting/Discussion (10 mins total)

Road to the Sale – The Greeting – Using Information 1 & 2

Role Play/Practical (15 mins total)

Continue role play of 1st introduced objection from previous day to ensure all Sales staff can execute. Add greeting, so staff should role play their intro in addition to handling the initial objection covered.

Day 6 –

Meeting/Discussion (10 mins total)

Road to the Sale – The Greeting – Information gets you information

Role Play/Practical (15 mins total)

Introduce 2nd most common point of contact objection today focus only on role playing the introduced objection for today.

Day 7 –

Meeting/Discussion (10 mins total)

Road to the Sale – The Greeting – Dress and Posture

Role Play/Practical (15 mins total)

Today role play should be focused on delivering the rehearsed greeting in addition to the 1st two point of contact objections. Staff should alternate the objections delivered to their partner.

Day 8 –

Meeting/Discussion (10 mins total)

Road to the Sale – The Greeting – Tips on the Greeting & Biggest Mistakes in the Greeting

Role Play/Practical (15 mins total)

3rd and final point of contact objection/word track should be introduced today and be practiced/rehearsed.

Day 9 -

Meeting/Discussion (10 mins total)

Road to the Sale - The Greeting - Great Greetings & Terrible Greetings

Role Play/Practical (15 mins total)

Staff should practice role playing the greeting and handling all 3 of the introduced point of contact objections/word tracks that were introduced.

Day 10 -

Final Day - Point of Contact Contest!!

Sales people should be required to get up and role play with the manager the greeting and be able to handle the 3 rehearsed point of contact objections/word tracks.