

2017 Young Coe Sales Certification Requirements

Sales Professionals will be required to do the Following

Complete the Young Coe Customer Service Training in full
Complete Young Coe ASE Sales Training Monday Modules

ALL phone Scripts are to be passed off with the BDC Director **Jennifer Zorko**

All Roleplays and Sales Process Requirements to be completed by **Oliver Young, Ty Johnston, JD Bradley** or **Select Sales Mangers yet to be Determined.**

Sales Process Requirements

1st Impression

- Be able to discuss what factors are important when making a First Impression.
- Explain in detail why an impression that will L.A.S.T. is a key component in sales.

Meet and Greet

- Perform an effective Meet and Greet and explain the importance of The Handshake, the Customers Name, a quick "Yes", and Either or Questions.

Build Rapport and Investigate

- Be able to build rapport using Open-Ended Rapport Questions
- Either/Or Investigative Questions
- The Rapport Pattern / So tell me..." Repeat after me..." Returning to practical"
- Mirroring /Emotional, Posture, Tone and Tempo of Speech, and Pace.

Bypassing

- Successfully be able to **Acknowledge, Bridge, and Control** on Several reflex questions such as ... Price, Payments, Down payment, Interest Rate, Price Match, Trade and Discount.

Presentation Demo

- Effectively Demonstrate a Feature, Advantage, Benefit, Presentation Focusing on Hot Buttons using S.P.A.C.E.D. and Tie Downs as your Basis for the Presentation. Explain the 80 / 20 Rule about Features.

- Be able to successfully transition to the Demo Explain the rules for an Effective Demo
- Is the vehicle ready to present and demonstrate?
- If there are multiple drivers, switch in a quiet place where you won't be interrupted.
- Plan your route.

Closing

- Demonstrate Effective Demo Tie Downs and Demo Trial Closes. Role play what a Landmark Summary Close and Sold line Close is and the appropriate time to use them.
- Demonstrate a Strive for 5,6 or 7...
- Role play the Closing Word track ***“Mr. Customer, I guess my basic question is, do you like the car well enough to own it, if I can get the numbers right?”***
- ***“Great. Follow me, and my manager is going to send you home in it right now. Can I get you a water or soda while we wrap this up?”***
- Close on Registration, Refreshments, or Accessories.

Objections

- Successfully Handle multiple objections using.
- Zero -Step
- Two-Step
- C.R.I.C. / Be able to use C.R.I.C. on back to back to back objection transitioning each time. Isolating all objections to Budget, Decision and Deal.
- Proceed to Roleplay closing on Registration, Refreshments, Accessories.

Trade in / Tour

- In Conjunction with your Strive for 5,6,7 Perform an effective Customer Walk Around silently noting over all condition, mileage, aftermarket Accessories and the VIN.
- Demonstrate How to use TIM, KBB, or the trade devaluation form / whichever your Dealership uses to transfer notes and information about the trade.
- Walk through entering a customer into Vin Solutions including adding the Customer on the showroom Floor and successfully adding the trade as well.
- Role play a dealership tour including Showroom, Service, Parts, Waiting room, Restrooms.

Pencil

- Present a first and second Pencil overcoming objections such as Payment, Trade, Term, Cash Deal and financed Amount. This Might be Store Specific so come ready with your stores Pencil Script to prove how your store handles it.

Delivery

- Discuss the Delivery in detail including What your responsibilities are while your customer is in the finance office.

- As Customer exits the Finance Office where do we go from here.
- What do you review with the customer
- How do you deliver the vehicle
- Explain what the Customer Satisfaction is and the importance of CSI.

Phone Scripts

- Memorize the following Phone Scripts
- New Car | General Phone | Phone-Up Format
- Pre-Owned Phone-Up Format
- Super Specific | Internet Phone-Up Format
- Trade Script Format
- “Dirty Thirty” | Referral Script
- Overcoming objections pages 43-48 in the ADAPT manual .