

# Fast Start For Salespeople Management Training Tips

The screenshot shows the homepage of the Joe Verde's TrainingNetwork. At the top left is the logo with the text "Joe Verde's TrainingNetwork™ INTERACTIVE VIRTUAL TRAINING SYSTEM". To the right is "JVTN™ YOUR PERSONAL TRAINING CENTER". A navigation bar includes "HOME PAGE", "INTRODUCTION TO JOE VERDE TRAINING", "WHAT'S NEW", "SYSTEM REQUIREMENTS", and "CONTACT". The main content area features a large banner with a photo of Joe Verde and the text "Start your one on one sessions with Joe Verde!". Below this is the "Joe Verde Group THE TOP 500 DEALERS' CHOICE" logo. On the right side, there is a login form titled "ENTER ACCESS INFORMATION" with fields for "USER NAME:" and "PASSWORD:", and buttons for "FORGOT PASSWORD?" and "SUBMIT". Below the login form is a section for "24/7 ACCESS To The Best Sales Training In The Car Business Online Training and Testing". At the bottom, there are several buttons: "JVTN™ TOUR OF OUR INTERACTIVE TRAINING & TESTING", "CUSTOMER COMMENTS", "COURSE LIBRARY CLICK TO VIEW", and "JVTN™ TOUR VIDEO INTRODUCTION".

This screenshot shows a video player interface. The top navigation bar includes "MAIN MENU", "TRAINING CENTER MENU", and "SIGN OUT". The browser address bar shows "Fast Start For Salespeople > Fast Start For Salespeople > Welcome From Joe - (1 of 1)". The video content shows Joe Verde in a suit and tie, speaking. The "Joe Verde's TrainingNetwork™" logo is visible in the top right corner of the video frame.

A photograph of a computer monitor displaying the same website interface as the first screenshot. The monitor is a CRT style with a dark wood-grain base. The website content is clearly visible on the screen.

This screenshot shows a video player interface. The top navigation bar includes "MAIN MENU", "TRAINING CENTER MENU", and "SIGN OUT". The browser address bar shows "Fast Start For Salespeople > Fast Start For Salespeople > My Income Potential Selling Cars - (1 of 2)". The video content shows Joe Verde in a white shirt and tie, standing next to a whiteboard with "ZSK" written on it. To the right of the video is a text box that reads "Entry Level Professional Wages Start At \$75,000 Per Year". The "Joe Verde's TrainingNetwork™" logo is visible in the top right corner of the video frame. At the bottom of the video player, there are controls for "TRAINING VOLUME", "MUSIC VOLUME", and "SKIP VIDEO".



**Joe Verde Group**

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*Several references are made throughout the Management Tips and the Course Notes included in each Chapter, about other information in Series 1-4 your salespeople will need to review. Please make sure the workbooks for those courses are also available for everyone taking this Fast Start Course.*

## **Fast Start For Salespeople**

### **Management Training Tips**

**The Joe Verde Group**

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# Fast Start For Salespeople Management Training Tips

## Fast Start For Salespeople Management Training Tips

Welcome to our Fast Start Series for Salespeople. This program was created with two very specific goals:

1. Get new salespeople up to speed and ready to start selling in one week!

This program is not intended to replace the 3-Day Sales Workshop or any other training on JVTN™, it's specifically designed to do exactly what the title implies; give new people enough information on the foundational skills they'll need to begin their career on the right track and be productive immediately.

2. Get experienced salespeople back on track fast!

Your experienced salespeople are a goldmine of opportunity. They have the experience to apply everything they learn, or are reminded about, almost immediately. And that's why this Fast Start Series is a must for them, too.

Too many experienced salespeople have gotten so far off track from the Basics of Selling, they're tripping over sales every day that they, and your dealership, can start picking up immediately.

With those goals in mind, this Fast Start program is one of the most important series included with JVTN™.

### Time to Complete: About 40 Hours

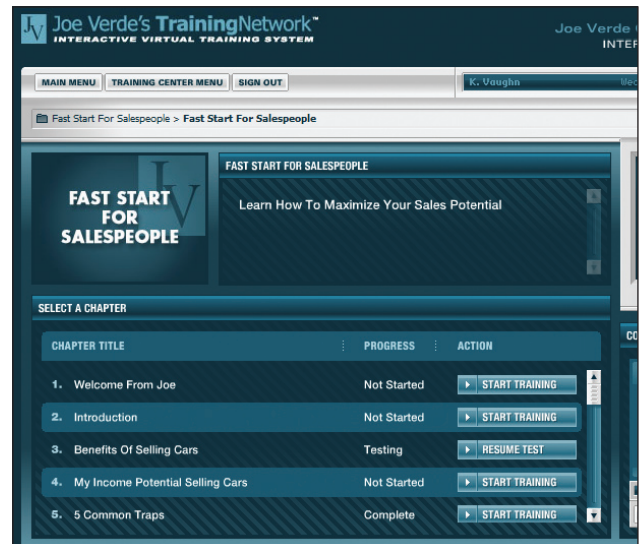
**The Series is designed to be completed in five 8-hour days. That may sound like a lot of time to complete 3 hours of video - trust me, it isn't.**

Your goal is to develop skills, not just watch videos. In fact, your salespeople won't develop any skills by *watching* these videos. For skill development, they'll need to write out the scripts or other things you want them to learn, they'll need to practice saying those out loud and it's critical they role play with you or other salespeople so when they talk to a customer, everything they're saying and doing, sounds completely natural. Can they complete this in five days? If you work hard.

### DAY ONE ... CHAPTERS 1 – 12

These chapters are about the potential, their job and their customers.

Whether you're having salespeople take the course individually, or in a group, you'll need to spend some time with them because they need feedback and someone to ask questions.



## Fast Start For Salespeople Management Training Tips

### Chapter 1 – Welcome From Joe

1. Discuss each person's level of commitment to selling and spending the time it takes to learn to earn professional wages.

### Chapter 2 – Introduction

1. Open discussion on each quiz question.
2. Discuss (ask) what they see are the benefits of selling cars.  
  
How do these benefits compare to other jobs they've had in the past?
3. Ask them how what they've learned differs from what they "thought" the potential would be in selling cars.

### Chapter 3 – Benefits of Selling Cars

1. Open discussion on each quiz question.
2. Discuss the real potential of selling cars (since everyone drives cars).
3. Using the graphical example on page 22 of their Series 3 Workbook, have them make a list of everyone they know in each of the 8 areas on that page.
4. Give each salesperson the assignment to gather all of the contact information they'll need for everyone on their list.



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### Chapter 4 – My Income Potential Selling Cars

1. Open discussion on each quiz question.
2. Have each salesperson write out:
  - a) How much money they want to earn their first 12 months in the car business.
  - b) How much additional time they're willing to spend in training on their own with JVTN™, on a daily basis to reach those goals.
3. Ask them again how what they've learned about the potential differs from what they "thought" the potential would be in selling cars.

### Chapter 5 – 5 Common Traps

1. Open discussion on each quiz question.
2. Ask each salesperson to explain "Professional Level Selling" and how that differs from just "Selling Cars".
3. Ask each salesperson to...
  - a) Describe the "Common Traps" they've already seen with other salespeople (or even themselves) in the dealership
  - b) Write out each "Trap", the negatives of falling into that trap and how they'll avoid each one in their career.

### Chapter 6 – About Our Buyers

1. Open discussion on each quiz question.
2. Ask the person, or the group, to explain why the Buying / Selling Process is true in selling any expensive product.
3. Ask each person to give you an example of something they wanted to buy, but didn't because they didn't like the salesperson and also give you an example of something they bought because they did like them.
4. Have each salesperson explain why the Pre-Presentation or Warm Up Phase; 1st Impression, Proper Greeting, Rapport and Investigation, are so important to complete before they move into the Presentation Steps of Selling.
5. Talk about the time it takes with the customer to build value and about how building value reduces the time in the negotiation and increase their chance overall of making the sale.
6. Remind them that "selling" is about what they do and say to create value, not about price, market or the competition.

### Chapter 7 – 99%

1. Open discussion on each quiz question.
2. If they have experience, using "78% buy", have each salesperson calculate their own missed sales opportunities each month.
3. Cut #2 in half and have each salesperson calculate their potential earnings on these potential sales. (Don't forget to include additional spiffs and bonuses for reaching higher levels in sales.)
4. Have each salesperson write out how they'll do a better job on the Basics to increase their unit sales.
5. Reinforce "71% buy because they like their salesperson" and that the only way they can accomplish this with a walk-in customer is to follow the Basics, every time, with every prospect they talk to.
6. On "like", if they have experience, discuss the 'easy' sales they've made in the past and relate those to being 'liked' by the customer and giving great presentations.

Remind them with Repeat, Referrals, Outside Prospects, Correctly Handled Incoming Sales Calls and Be-Backs, they've already established the "like" and their closing ratios are 5 times higher with these groups.

### Chapter 8 – Hot Buttons

1. Open discussion on each quiz question.
2. Ask each salesperson to write down the two most important features to them if they were buying a vehicle today. The goal: to make them realize they, too, are most concerned and will make a buying decision based on just 20% of the features on that vehicle.
3. Have each salesperson write out 7 features, advantages and benefits for each of the 6 customer buying motives (SPACED).
4. Remind them 80% of the buying and selling is done in the presentation steps of the sale. Remind them, too, they can't give effective presentations unless they effectively complete the Pre-Presentation steps.
5. If they have experience, have each of them list every sale they can remember from last month that a customer bought something 'other than' exactly what the customer initially said they had to have.

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### Chapter 9 – 4-Hours – 3-Days – 1-Week

1. Open discussion on each quiz question.
2. Answer their question “where do these stats come from?”. These are a combination of NADA and other industry related statistics.
3. People focus on the ‘negatives’, including salespeople, and especially when you talk about missing sales. The tough customer always gets the blame, yet they make up only about 10%.

Instead of allowing conversations to turn to tough customers, refocus the group back to their easiest customers last week, what made them easy, and how to duplicate that.

4. It's time to learn a proper greeting so they can start practicing. The greeting sets the stage for a step by step selling process and eliminates their first “just looking” objection from the prospect.

Have them write out this greeting and practice it *out loud* ten times each day.

*Welcome to \_\_\_\_\_, I'm \_\_\_\_\_, and you're....?*

### Chapter 10 – My Job Description

1. Open discussion on each quiz question.
2. Thoroughly discuss each part of the job description covered in this Chapter.
3. Critical on Pre-Qualifying: Make them understand up front, there is nothing in their job description about “qualifying” a prospect.

More sales are lost from not following the Basics than for any other reason. Logically, the biggest reason for not following the Basics, is that the salesperson *determined* the customer didn't really *want* the vehicle or *wouldn't qualify*.

Remind them of two things...

- a) Desire to purchase. The customer wouldn't be on the lot if they didn't *want* a vehicle. Their job is to assume they're there to purchase and follow the Basics with everyone.
- b) Determining ability to purchase. Determining the *can they buy* requires a credit app, a bureau, the Sales Manager, the Business Manager, the Lender and often their supervisor. That makes it completely unrealistic for any salesperson of any Level to assume they can possibly make those kinds of decisions and come out right just by asking a few question on the lot.

4. Price is also one of the biggest reasons salespeople don't follow the Basics. Remind them that you can't talk price and build value at the same time. Also remind them the salesperson down the street *only* focused on price which gives them a tremendous advantage.
5. Have each salesperson write out what they *think they heard* the trainer say was their responsibility in each area of their job. Then discuss and review this Chapter again.
6. Begin discussions on “Closing” the sale. Easy discussion, we'll get into “Closing and Objections” in later Chapters.

### Chapter 11 – S H A C

1. Open discussion on each quiz question.
2. Discuss and have each salesperson write out the different skills they'll need to develop in sales; minor and major skills.

Example: Minor skills: tagging the keys on trades, properly filling in an appraisal slip. Give them examples of, and explain why even those minor skills can make or break sales and cost them money.

Same with Major skills: getting the correct information on a customer statement, closing the sale and getting a solid commitment, bypassing price so they can build value. Same thing, give them examples and explain how each can make or break a sale.

3. Have each salesperson write out their daily plan of action. Include the activities they'll complete, when they are not talking to a prospect on the lot.

Ask how they will self-discipline themselves to make sure they're doing something productive their entire shift. Also let them know you're available anytime to help.

Refer to page 12, Series One Workbook and discuss.

4. Have them make a list of all the different areas their attitude will affect their performance and discuss how they'll develop and maintain a positive attitude in each area. Examples, their attitudes about: selling cars, your dealership, other salespeople, their customers, your management, your product, where they live, how far they drive, their friends.

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5. Their Choice of Customers. Remind them they'll either waste a career standing out front waiting for the dealership to provide them with a 'hard to close' walk-in prospect, or they'll build their business with easy to close people. The key word is "choice".

## Chapter 12 – Your Choice of Customers

1. Open discussion on each quiz question.
2. Have each salesperson get up in front of the group, or go over with you, the same example the trainer just covered.

Get them a flip chart and marker and have them explain the differences between each of the groups of customer types they'll be working with. Review the Chapter as many times as they need to complete this assignment.

### DAY ONE WRAP UP

#### They've covered a lot today...

- General Information On Selling Cars
- Benefits And Income Potential Selling Cars
- The Common Traps They Need To Avoid
- Their Basic Job Description
- Statistics About Our Buyers
- Their Hot Buttons And How To Find Them
- The 4 Secrets To Success In Sales
- Their Choice Of Customers

#### Next...

Half hour discussion on everything above.

Homework tonight...

1. Write out everything they learned today.
2. Review any of the first 12 Chapters again.
3. Write out everything they want to accomplish in sales; units, income, status, growth, type of customer they want to do business with, etc.
4. Circle the 5 most important things they want to accomplish and write a plan of action for each. What they'll do, how they'll do it, when they'll complete it, what else they'll need to learn, any help they'll need to reach those goals?
5. Review all of their notes at the end of the day.

The screenshot shows a web-based training interface. At the top, it says 'Joe Verde's TrainingNetwork' and 'INTERACTIVE VIRTUAL TRAINING SYSTEM'. Below that, there's a navigation bar with 'MAIN MENU', 'TRAINING CENTER MENU', and 'SIGN OUT'. The main content area is divided into several sections: 'TEST RESULTS' showing 'Answers (Correct/Total) 5 / 6', 'Percentage Correct 83%', and 'Test Result Pass'; 'COURSE INFORMATION' showing 'Current Course Name Fast Start For Salespeople', 'Current Chapter Name My Income Potential Selling Cars', and 'Next Chapter Name 5 Common Traps'; 'TEST INSTRUCTIONS' with a cartoon character and text about recording results; and a 'TEST # INFORMATION' box showing 'CHAPTER: 25' and 'STATUS: IN PROGRESS 1/25'. There are also buttons for 'COURSE MENU' and 'NEXT CHAPTER (START TRAINING)'.

*A score of 80% will pass the quiz, but making the sale will normally require a score of 100% plus!*

### DAY TWO - CHAPTERS 13 - 15

#### First...

- Recap Day One completely - open discussion for one or two hours. Why? Because they've been overwhelmed with information and asked to change their thinking in many areas. Today they'll have more questions than yesterday. Review their Course Notes from day one and just go through almost everything we've covered again today.
- Congratulate them on everything they learned and encourage them to review any Chapters they may still be having trouble with.
- Go through their homework from yesterday.
- Practice (role play) their Greeting, the Open and Either / Or questions they learned yesterday. Just work your way around the room and have them practice Building Rapport and Investigating.
- Practice their Yes questions from yesterday. Using the information they just talked about in Building Rapport and Investigating, have them practice their "Yes" question (tie-downs) to start building value in their presentations.
- Example: *Didn't* you say safety was one of your main concerns? (Yes) Well, since Cindy will be driving quite a bit, *isn't it* nice to know she's completely surrounded by front and side airbags just in case she's in an accident?
- Again, slow down, this isn't a race. Now we have to start turning what they're learning, into skills they can use on the lot.

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### DAY TWO - CHAPTERS 13 - 15

#### Chapter 13 – Ask Your Way To A Sale

1. Watch the Chapter again.
2. Open discussion on each quiz question.
3. Discuss what they learned about why “telling” isn’t as effective as “asking” in selling.
4. Around the room - have them ask “Open End” Rapport Building questions and “Either / Or” Investigative questions.

#### Chapter 14 – 45 + 45 = 75

1. Watch the Chapter again.
2. Open discussion on each quiz question.
3. Around the room, practice Yes questions. Practice using them at the beginning, the middle and at the end of sentences to turn statements into questions that require a “yes” response.
4. Practice the Open, Either / Or and these Yes questions every day for at least 15 minutes.

#### Chapter 15 – Your 1st Two Steps

1. Watch the Chapter again.
2. Open discussion on each quiz question.
3. Recap the Basics.
4. Discuss L A S T. Go through any procedures in the dealership about how to dress professionally, go over any policies about acceptable and non-acceptable behavior at work and how it affects the prospect and the sale.

Discuss how to become Professionally Neutral in how we act and what we say around prospects. Get them talking about why they have to learn how to talk to both; a worker on the factory floor and to the CEO of the company that owns the factory.

The nose ring may help make a sale with a worker who also has one, and it’s almost guaranteed to cost them a sale with the CEO.

That’s why we always teach neutrality in sales; Dark suit, long sleeve white shirt and basic business tie.

Why? Because you can easily ‘dress down’ for some people just by leaving the jacket in the office and loosening your tie. And you’re already dressed properly for the CEO if he or she comes in to get a new car.

### DAY TWO - WRAP UP

**Don’t confuse only covering 3 Chapters on Day Two with requiring any less work than Day One. In fact, now the work really begins.**

Day One was more of an *information* day where we talked about the car business, the potential, the customers and the Basics of their position in sales.

If you’ve been to our 2-Day Team Leadership Workshop, our 3-Day Sales School and to our Train the Trainer Course, you’ll definitely have the advantage throughout the rest of this program.

These last few Chapters have moved into the *skills* they’ll have to develop in sales if they’re going to actually Start Fast and if they’re going to advance to Professional Level Sales.

And now your own sales skills, your leadership and your training skills will help them develop these critical skills at a much faster pace.

#### Today...

1. If they didn’t, stop here and watch each Chapter covered today again.
2. Open the discussion on everything we’ve covered up to this point. All the way back to Chapter One and walk your way back through. This may take an hour or even two and it’s critical. Why?
  - Memory: we forget 60% of what we heard just 20 minutes ago.
  - Repetition: we learn from the repetition of seeing, hearing and doing things over and over again.
  - Every Chapter we’re covering builds on the basic foundations we covered in the previous chapters and the more they recap and review, the more they’ll retain.
3. In your meeting - write out 30 questions that begin, end or have a “yes” question in the middle of the question (statement). Go for 12 in the beginning, 12 at the end and 6 questions in the middle of a statement.
4. Around the room - practice their Greeting and after their customer responds, add “so who’s the lucky one, who gets the new car this time \_\_\_\_, you or \_\_\_\_.” (or you or someone else?)
5. Go over how important First Impressions are to the sale and discuss L A S T once more.



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### DAY THREE - CHAPTERS 16 - 19

#### Chapter 16 – Rapport & Investigation

1. Watch the Chapter again.
2. Open discussion on each quiz question.
3. Write out 15 more Open and 15 more Either / Or questions to Build Rapport and Investigate.
4. Around the room - have them ask “Open End” Rapport Building questions and “Either / Or” Investigative questions. Focus on SPACED.

#### Chapter 17 - Presenting Your Product

1. Watch the Chapter again.
2. Open discussion on each quiz question.
3. Recap FAB - how many they need to know.
4. Demonstration:
  - How to get more people behind the wheel
  - 5 Steps of an Effective Driving Presentation
  - Go over your Demo route
    - Overall Route
    - Mid-Point Switch
    - Mid-Point Presentation Focus
    - When to start closing on the return

#### Chapter 18 - Sell Service & Prove Your Case

1. Watch the Chapter again.
2. Open discussion on each quiz question.
3. Do a walk through Service, Parts, the shop, the cashier and reception and show them how to make this critical sale to each prospect.
4. Get the materials you’ll need and help each person build their Evidence Manual.

#### Chapter 19 - Bypass Price To Build Value

1. Watch the Chapter again *twice*.
2. Open discussion on each quiz question.
3. Discuss the most common price questions they can expect to hear.
4. Write out and practice responses using the “bypass” guidelines to each common objection they can expect to hear on the lot.

Tip: Role playing is all about winning, not tripping someone up with impossible customers. The goal is continuous improvement so do not allow anyone in any meeting to create impossible situations.

### DAY THREE - WRAP UP

#### Practice - Practice - Practice - Practice - Practice

Everything now is about practicing what they’re learning in each Chapter.

Again, if you’ve been to our 2-Day Team Leadership Workshop, our 3-Day Sales School and to our Train the Trainer Course, you’ll definitely have the advantage with these sessions.

#### Today...

1. If they haven’t already, stop here and watch each Chapter again. And for even more results, watch each Chapter three or four times. They’ll learn something new every time they review that session.
2. Same as yesterday, open the discussion on everything we’ve covered up to this point. All the way back to Chapter One and walk your way back through. An hour or two is fine, they have the time. Remember...
  - We forget 60% of what we heard just 20 minutes ago. Review = Retention.
  - Practice makes perfect. We learn from the repetition of seeing, hearing and doing things over and over again.
3. In class - practice those 30 questions they wrote yesterday that begin, end or have a “Yes” question in the middle.
4. We talked about First Impressions yesterday, now actually take a LOOK at your salespeople. If they don’t LOOK like professionals, it’s time to address this today.
5. Practice their Greeting, and then practice Building Rapport *and* Investigating.
6. Practice their Price Bypass scripts. This is the point in the selling process where they’ll need them, if not sooner.
7. You take them, or send them in teams to practice their Demonstrations and Walk-Around Presentations.
8. You take them, or send them in teams to practice their Service presentations.
9. Don’t leave the building today until they have completed their Evidence Manuals.
10. Get ready for tomorrow - we’ll learn some new ways to close the sale and handle their most common objections.



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## DAY FOUR - CHAPTERS 20 - 22

### Chapter 20 – How To Close The Sale

1. Watch the Chapter again a couple times.
2. Open discussion on each quiz question.
3. Discuss the purpose of Closing (move the sale forward or flush out the objections).
4. Write out 3 Assumptive Closes and role play Assumptive Closing.
5. Discuss a Summary Close and write out a Summary Close, using 3 Yes Questions, followed by a Positive Statement and then an Either / Or Closing question.
6. Discuss a Sold Line Close. Write out a Sold Line Close. Use #5 above and after the Positive Statement, substitute a Sold Line Close, then follow it with an Either / Or Closing question.
7. Write out 10 more ways to get commitments (Action Closes) after you get your first commitment to purchase the vehicle.

### Chapter 21 - Closing On Objections

1. Watch the Chapter again a couple times.
2. Open discussion on each quiz question.
3. Around the room - role play a Summary, Assumptive and Sold Line Close.
4. Around the room - add an easy objection and role play CRIC.
5. Continue to add *easy* objections to #4 and continue to role play with CRIC.
6. Remember that 80% of all sales are made after the 5th attempt at closing which means you have to know 6 ways to ask for the order, handle the objection and close again.

### Chapter 22 - Two Quick Tips

1. Watch the Chapter again a couple of times.
2. Open discussion on each quiz question.
3. Role play Assumptive, Sold Line Closing and after the first objection, do not start with CRIC, use the "Seriously Now" close first. (If a salesperson has done a good job of Building Rapport and Value, this should always be the first objection method.)
4. Role play how to turn a customer and explain the timeline. Don't wait until it's 'completely lost', get help from management before that point.

## DAY FOUR - WRAP UP

### More Practice - Practice - Practice Practice - Practice

Recap everything up to this point. Go back through the potential, their job in sales, their customer statistics, the two phases of the Basics, then go through each step of the Basics, recap and role play the 3 Types of questions, Bypassing price, Closing and Handling Objections.

*Completing the paragraph above  
should take a couple of hours.*

Seem like a lot of time just rehashing everything? Of course it is, but try to remember that we're taking a new person and actually turning them into a productive salesperson in just 5 days.

With this Series we aren't relying on luck, hope or their natural ability. We're teaching them about selling, teaching them how to sell and then practicing with them so they can actually walk out on the lot and do what they've been taught.

And if you've had your experienced salespeople in this class, same thing, they're very likely learning for the first time what their job in sales is all about.

In fact, if you've been following these management tips every day, you're already seeing these changes happen on a daily basis.

You watched them sit through confusion and lots of questions the first few Chapters and now you're watching them see how it all comes together. They've gone from being timid, shy and uncertain to gaining the confidence they need to succeed in one of the toughest, and most lucrative sales jobs in the world.

Congratulations - you're developing a salesperson and that sure works better than hiring a "bunch" next time and hoping one or two will work out.

Let's finish today by getting them ready for tomorrow with an effective routine in sales and a final recap of what we've been learning.

***If they haven't been to our workshop yet,  
it's time to sign them up and really get them  
on board by attending a full 3-Day Course  
on how to succeed in sales.***

# Fast Start For Salespeople Management Training Tips

## DAY FIVE - CHAPTERS 23 - 25

### Chapter 23 – Your Daily Routine

1. Watch the Chapter again a couple times.
2. Open discussion on each quiz question. Really go through the quiz questions with them in this section (and the others, too.)
3. Have each person write out a plan of action (again) on how they'll stay busy doing something all day that has to do with selling a vehicle right now, or at some point in the future.
4. Nothing we've covered will matter at all if they waste their day.

Give each person a 3x5 card (or use their business card) and write...

#### ***Am I doing the most productive thing possible right now?***

Have each person carry that card with them at all times and keep it where they can see it or remember what it says. Tape it to the phone, put it in their pocket or program the computer screen savers to display that message.

### Chapter 24 - Recap & Close

1. Watch the Chapter again a couple times.
2. The quiz with this Chapter is their Course Quiz. It's longer and the answers are not all True like they've been in the other sections.

Turn this Chapter into the review it's intended to be and turn the quiz into a real Final Exam on what they've learned about...

- Selling Cars
- Their Job
- Their Potential In Sales
- Their Prospects
- The Selling Process
- Avoiding Price On The Lot
- Closing The Sale
- Handling Objections
- Developing A Success Routine

### Chapter 25 - A Note From Joe

1. Get to the 3-Day within 30-60 days.
2. Go through Series 1-4 right away.
3. Use JVTN™ to learn more every day.

## Congratulations!

Congratulations are in order for you and your salespeople for completing this course and for continuing their education in sales.

Please thank them for me for taking an interest in becoming a professional in sales. We all need to realize that new guy who just started has the opportunity to become a dealer at some point in his or her career. They'll need lots of training and good management and you're providing both.

I'd congratulate your organization for stepping up and taking action, especially in the turmoil of today's changing market. Three areas will separate the winning and losing dealerships of the future...

### Being Management Driven

The dealerships who are most successful today, and especially in the future are those who have made the change from being market driven and relying on "good times" to being management driven.

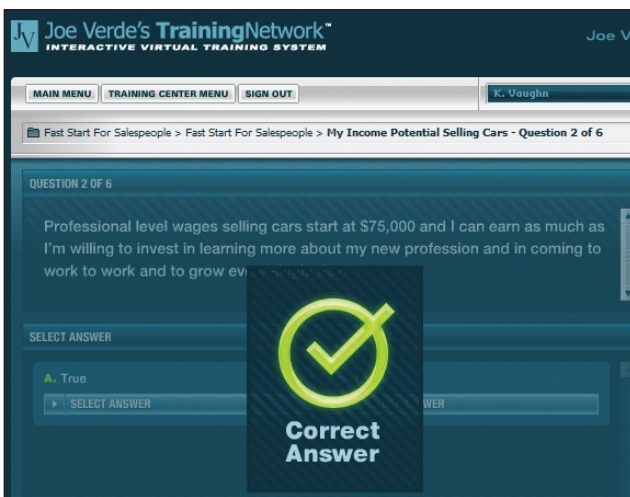
### Providing Continuing Education

Continuing education on a regular (daily) basis is a requirement if salespeople and their dealership's are to continue to grow today and in the future.

### Effective Leadership

Most important, congratulations on being the kind of leader and manager your salespeople need to help them fully develop the potential that each of them has, so they can learn how to earn Professional Level wages in this business.

Have a great year!



# JOE VERDE TRAINING PROGRAMS

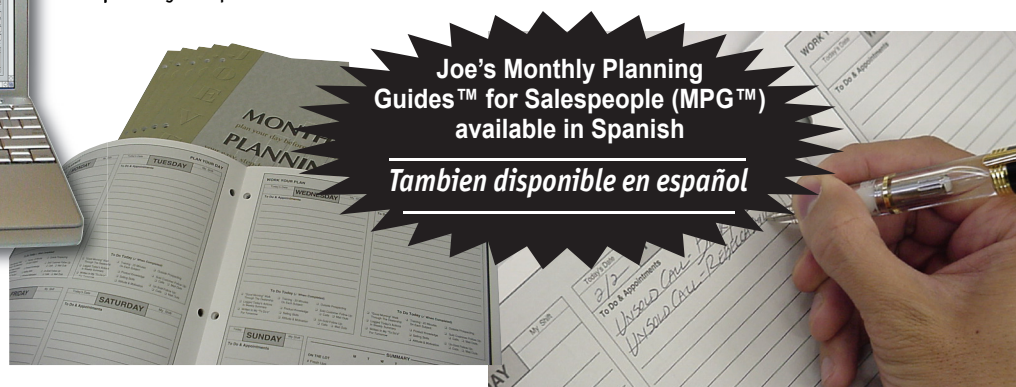
## PLANNING & TRACKING SYSTEMS:

If your salespeople came to work to work, had a plan and were organized, could your dealership sell more cars? And wouldn't organized salespeople with a clear game plan come to work to work and get more done in less time? For your dealership, that means more units every single month with fewer management headaches. It's easy to manage your salespeople's activities with Joe's Monthly Planning Guides™. This is the most effective tool available for daily sales management. Our MPG™ is that "assistant coach" that every busy manager needs.

**Management:** *Joe's Monthly Planning Guides™ for Managers (MMPG™)* – Take charge in your dealership with Joe's Manager's Monthly Planning Guides™. Every successful coach has a great playbook! Your MMPG™ works with your sales team's MPGs, to focus your entire team on the right activities. Increase sales & profits and take your dealership to your next level!

**Sales:** *Joe's Monthly Planning Guides™ for Salespeople (MPG™)* – If salespeople & managers learn to use these *easy-to-use* daily planning guides, your dealership will solve 75% of it's daily sales management problems, will sell more vehicles, hold more gross, build your customer base and stop your turnover in sales.  
*(Tambien disponible en español)*

**Sales Software:** *Joe Verde Personal Sales Assistant® Individual Salesperson Software (PSA®)* – You use your Monthly Planning Guide™ everyday to set goals, track what you're doing and manage your working prospects. Get our ultimate personal software package to compliment your monthly planners. Automate the math for your tracking, follow up customers on your Master List and own the most complete, individual software package ever created for a salesperson in the car business. Download your free Joe Verde PSA® Demo today – [www.joeverde.com](http://www.joeverde.com) or call our **PSA® Order Hotline now!** – (888) 332-9724 – Improve your unit sales – Improve your personal income!



## MONTHLY NEWSLETTERS:

See why over 4,000 other top dealerships around the world have been depending on Joe for his insights into the business and for his tips, articles and ongoing support since 1985.

**Management:** *"For Sales Managers Only™"* – Since 1989 Joe has been providing managers with these monthly tips, reminders and specific training on what it takes to successfully manage a sales force in today's market. No fluff - just good stuff.

**Sales:** *"Selling Cars Today™"* – Since 1985 Joe has been giving salespeople the tips, reminders & training they need to turn "pro" in sales and saving managers the preparation time by utilizing this monthly newsletter for their sales meetings.

**Get your entire team organized and on track so they can sell more cars and make more money!**

***For More Info - Call Now! 1-888-471-3677***



# LIVE Workshops

## Developing Professionals In Sales

### Professional Selling Skills Workshop

- Develop The Skills, Habits And Attitudes Of Sales Professionals
- Get More Organized & Go To Work To Work
- Track Sales Activities And Results With Joe's Monthly Planning Guide
- Set Realistic Goals And Create A Plan
- Master The Fundamentals Of Selling
- Eliminate Buying Resistance By Learning How To Work With People
- Develop Non-Confrontational Selling Skills
- Ask For, And Get Referrals Every Time
- Follow Up & Build A Customer Base
- Prospect In Person, By Mail & By Phone

### Advanced Phone Skills

- Turn Incoming Sales Calls Into Appointments That Show
- Make More Effective Follow-Up Calls
- Turn Orphan Owners Into Current Customers
- Ask For And Get Referrals On Every Call
- Build A Solid Customer Base For Your Long Term Success
- Get Unsold Prospects Back On The Lot Quickly
- Get Easy Referrals From Your Service Drive
- Plus...Learn How To Get 33% Of Those Lost Sales Everyday Back On The Lot

### Advanced Closing Clinic

- Reach Your Potential In Professional Sales
- Understand Your Customers
- Develop Your Selling Skills
- Getting Ready To Close
- Handle Objections
- Ask The Questions Pros Ask
- Use The Secrets From The Pros On Objections
- 10 Ways To Get A Commitment
- Turn "No" On The Lot Into "Yes"
- Transitioning To The Paperwork
- Use The Paperwork To Help Close The Sale

## Developing Professionals In Management

### 2-Day Team Leadership Workshop

- Identify Your Most Critical Sales Responsibilities
- Manage Your Time And Daily Activities Efficiently
- Set New Rules That Increase Sales
- Track Your Selling Activities And Results
- Set Realistic Goals And Create A Plan To Achieve Them
- Turn Your Dealership's Goals Into Your Salespeople's Goals
- Motivate, Not Demotivate Your Salespeople

### Advanced Leadership Workshop

- How To Develop Your Business Strategies For More Success
- The "How To" On Daily Sales Tracking And Daily Sales Planning
- How To Establish Effective Sales And Sales Management Procedures
- How To Hold Effective Daily One-On-Ones With Each Salesperson
- How To Keep Your Sales Staff Motivated And How To Use Rewards Effectively
- Problem Solving, Time Management, Effective Meetings And Much More

### Train The Trainer Workshop

- Make Your Meetings Interesting, Informative And Valuable
- Identify Your Dealership's Most Pressing Training Needs
- Role Play In Training Classes To Maximize Overall Results
- Effectively Use Audio And Visual Aids To Improve Retention
- Develop A Customized Training Program For Your Store
- Track And Evaluate The Results Of Your Training
- Structure Your Training Program To Improve CSI And Increase Sales

**Seating Is Limited! Call Our Toll-Free Workshop HOTLINE Today – (888) 471-3677**

*For more information on our other products and workshops, visit us at [joeverde.com](http://joeverde.com)*