

# OVERVIEW OF 10 MODULES FOR AUTO DEALERSHIP SALES TEAMS



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## 1. An Introduction to Sales Enablement

**Objective:** Equip sales professionals with tools, training, and content to improve sales processes and effectiveness.

**Modules:**

1. **Defining Sales Enablement**
  - Key components: tools, training, and content alignment.
  - The evolution of sales enablement and its role in modern sales.
2. **Why Sales Enablement Matters**
  - The changing buyer's journey and the need for alignment.
  - Examples of sales enablement in action.
3. **Creating Effective Resources for Sales Teams**
  - Developing battle cards for handling objections.
  - Collaborating with marketing to create relevant materials.
4. **Using Technology for Enablement**
  - Overview of CRM systems and sales enablement platforms.
5. **Assessment:**
  - Knowledge check on the principles and tools of sales enablement.

## 2. Closing the Car Sale: Negotiation Strategies to Increase Sales

**Objective:** Master negotiation skills to effectively close car sales.

**Modules:**

1. **Introduction to Negotiation Principles**
  - The role of negotiation in car sales.
  - Establishing goals and a win-win mindset.
2. **The 5 Stages of Negotiation**
  - Preparation, rule-setting, presentation, bargaining, and closure.
3. **Handling Common Objections**
  - Techniques for addressing price concerns and competitive offers.
4. **Advanced Negotiation Tactics**

- Using anchoring, mirroring, and tactical empathy to reach agreements.
- 5. **Post-Negotiation Follow-Up**
  - Ensuring customer satisfaction and future referrals.
- 6. **Quiz:**
  - Practical scenarios to apply negotiation techniques.

### 3. Compliance Essentials for Salespeople in the Auto Dealership Industry

**Objective:** Ensure sales professionals understand and adhere to ethical and legal standards.

**Modules:**

1. **Introduction to Compliance in Sales**
  - Importance of ethical sales practices.
  - Overview of relevant laws and regulations (e.g., FTC, GLBA).
2. **Truth in Advertising and Full Disclosure**
  - Avoiding misleading claims and complying with advertising regulations.
3. **Data Privacy and Security**
  - Protecting customer data and handling sensitive information responsibly.
4. **Prohibited Practices and Consequences**
  - Examples of unethical behavior and associated penalties.
5. **Complaint Resolution and Dispute Management**
  - Steps to handle customer complaints effectively.
6. **Assessment:**
  - Evaluating understanding of compliance scenarios.

### 4. Diversity Basics in the Auto Dealership Industry

**Objective:** Foster an inclusive and equitable workplace culture.

**Modules:**

1. **The Importance of Diversity, Equity, and Inclusion (DEI)**
  - Benefits of a diverse workforce.
  - Definitions of DEI concepts.
2. **Unconscious Bias and Its Impact**
  - Identifying personal biases and their workplace effects.
3. **Intersectionality in the Workplace**
  - Understanding how overlapping identities shape experiences.
4. **Practical Strategies for Inclusion**
  - Promoting open communication and equitable practices.
5. **Action Planning for DEI Initiatives**
  - Creating goals for improving workplace diversity and inclusion.
6. **Quiz:**
  - Reflection on DEI principles and application.

### 5. Expert Strategies for Overcoming Car Sales Objections

**Objective:** Teach sales professionals how to effectively address and overcome objections.

**Modules:**

1. **Understanding the Psychology of Objections**
  - Common buyer concerns and why they arise.
2. **The 5 Most Common Sales Objections**
  - Price, trust, need, timing, and competition.
3. **The 5-Step Objection-Handling Framework**
  - Listening, clarifying, addressing, confirming, and redirecting.
4. **Avoiding Common Mistakes**
  - Recognizing behaviors that escalate objections.
5. **Practical Application Scenarios**
  - Real-world role-play activities for objection handling.
6. **Quiz:**
  - Assessment of objection management techniques.

## 6. Mastering Auto Sales

**Objective:** Teach advanced strategies to improve sales outcomes in the auto industry.

**Modules:**

1. **Building Rapport with Customers**
  - Techniques for trust-building and effective communication.
2. **Advanced Product Knowledge**
  - Understanding features, benefits, and differentiation of vehicles.
3. **The 4-Square Technique**
  - Negotiating price, trade-ins, down payments, and monthly payments.
4. **Handling Complex Sales Scenarios**
  - Strategies for navigating multi-decision-maker situations.
5. **Helping Customers with Financing**
  - Presenting financing options and overcoming objections.
6. **Quiz:**
  - Case-based scenarios on advanced selling techniques.

## 7. Online Security Fundamentals at Our Auto Dealership

**Objective:** Equip employees with cybersecurity knowledge to protect sensitive data.

**Modules:**

1. **Introduction to Cybersecurity**
  - Types of cyber threats and their consequences.
2. **Best Practices for Online Safety**
  - Safe browsing habits, secure passwords, and avoiding phishing.
3. **Public Wi-Fi and Social Media Security**
  - Tips for secure usage outside of the workplace.
4. **Handling a Cybersecurity Breach**

- Incident response steps to minimize damage.
- 5. **Cybersecurity Tools**
  - Overview of antivirus software, MFA, and secure backups.
- 6. **Assessment:**
  - Interactive scenarios to test cybersecurity knowledge.

## 8. Providing Exceptional Customer Service at Our Auto Dealership

**Objective:** Enhance customer service skills to foster loyalty and satisfaction.

**Modules:**

1. **Mastering the Art of Engagement**
  - Creating positive first impressions and personalized experiences.
2. **Active Listening and Communication**
  - Building rapport through empathy and effective questioning.
3. **Turning Conversations into Sales**
  - Identifying opportunities to upsell and cross-sell.
4. **Dealing with Difficult Customers**
  - Strategies for managing complaints and conflict resolution.
5. **Maintaining Professionalism and a Positive Culture**
  - Reinforcing respect and inclusivity in customer interactions.
6. **Quiz:**
  - Reflection on customer service scenarios.

## 9. Sales Fundamentals at Our Auto Dealership

**Objective:** Provide a foundational understanding of sales principles, ethics, and tools.

**Modules:**

1. **Introduction to Sales**
  - What sales is and isn't.
  - Relationship-building as the core of sales success.
2. **The Importance of Ethics in Sales**
  - Adhering to ethical practices and building trust.
3. **Basic Communication Skills for Sales**
  - Active listening and effective messaging.
4. **Understanding the Sales Pipeline**
  - Aligning sales stages with the buyer's journey.
5. **Introduction to Sales Tools**
  - CRM systems and other essential tools.
6. **Quiz:**
  - Testing knowledge of sales fundamentals.

## 10. Sexual Harassment Prevention at Our Auto Dealership

**Objective:** Create a workplace free of harassment and discrimination.

**Modules:**

1. **Defining Harassment and Discrimination**
  - Legal definitions and examples.
2. **Recognizing Sexual Harassment**
  - Types of harassment: quid pro quo and hostile work environments.
3. **Prohibited Behaviors and Consequences**
  - Examples of unwelcome behaviors and their impacts.
4. **Steps to Address Sexual Harassment**
  - Reporting incidents and protecting against retaliation.
5. **Building a Respectful Workplace**
  - Promoting inclusivity, respect, and accountability.
6. **Assessment:**
  - Scenario-based exercises to identify and respond to harassment.