Duane Marino Training

Duane Marino's comprehensive training program includes, online, onsite training. The purpose of the training is to educate and up skill existing and new employees/hires.

Online Training- MarinoTV

MarinoTV is a web based comprehensive interactive training and communications platform designed to up skill virtually everyone in a dealership. Daily training is required and the courses are comprised of a series of video web ware, questions, and practical exercises and tests that are designed to get the trainee to properly apply and understand the concepts in each course. Videos are updated daily to ensure trainees remain current in today's market. MarinoTV is a web based platform accessible anytime and anywhere on any smart platform including mobile, computers or tablets. There are usage reports available so that management can gage the training activity for accountability and measurability. In addition, these reports encourage trainees to communicate with managers.

Training Breakdown

Trainees are provided courses and are fully supplemented with workbooks to help ensure their understanding of each course. There are two mandatory function that every users must perform – primary point (summary of training video) and self-analysis of skills being executed. Certificates are provided at the end of courses.

Course Summary- Certificates Provided

Our training program is collection of training materials organized by certification courses, and areas of expertise that effectively train virtually all members of a dealership.
These Curriculum areas include:

- The 10% Edge Tips for Seasoned Sales People
- FLOW Selling a Template For Success
- New Hire Training- Building a Solid Foundation
- Selling to a Luxury Car Market
- Selling to Competitive Urban Clientele
- Selling to Small Town Rural Buyers
- Ethnic Difference You Need to Know
- Best Practices for Internet Leads
- Lead Generation and Pipeline Building
- How to Find 1,000 Prospects
- Best Practices for Booking Appointments
- Creative Ways to Sell Truck Buyers
- 250 Closing Techniques
- Negotiating- Creating a Win-Win Scenario
- How to Build and Manager 20-40 Car Months
- Body Language How to Read a Customer
- Using the Science of Modelling to Make Sales
- Phones and BDC
- Decrease Transaction Times while Increasing Profit
- Digging out of a Sales Slump
- Motivation- Attitude creates Altitude

Sales Champion Training- Onsite and Online
The 20 Car A Month Road Map – Certificates Provided

Sales Champion Training is live training where trainees such as new hires will learn all the tools and techniques to ensure their success in the industry. The following is the curriculum for the **Sales Champion Training - The 20 Car a Month Road Map**

- Pre-class assignment review- Understanding the automotive industry
- Better understanding your customer and your job
- How Victims and Victors in sales differ
- Identifying different selling styles
- How to turn in-coming sales calls into appointments
- Dealing with people who won't give their contact information
- Confirming appointments
- Turning no-shows into appointments that stick
- Following up unclosed prospect so the be-back comes back
- Disarming the customer at the greeting
- Profiling – questions to ask and those to avoid
- Selecting vehicles from stock
- Skills needed to sell from stock
- Homework review – Needs to be completed for certification
- Customer centered vehicle presentations
- Making the demonstration drive exciting
- Understanding buying signals
- When and how to use lot closes
- Trial closing
- Processing objections during selling
- How to use a worksheet to close more sales
- Test review- Needs to be completed for course certification
- Presenting proposals and getting offers for both volume and gross profit
- Overcoming objections
- Exit strategies to turn a 'no' into 'maybe' and a 'maybe' into 'yes'
- Sales Manager turnovers
- How to follow-up unclosed prospects
- How to pursue and attract business at incredible levels
- How to get to an appointment a day within 6 months
- Business office role and turnovers
- Vehicle delivery
- How to be favorably memorable and guarantee maximum repeats and referrals

An emphasis is placed on skills building and objection handling through mentor based role-play at every step in the process. Extensive feedback to sales management provided. Showroom support tools are presented.

Finance and Insurance and Sales FLOW Selling Mastery – The 20 Minute $2000+ Per Car Process – Onsite and Online Certificates Provided

FLOW selling is the trademarked modern successor to both exhausting old school step selling and menu selling. Every part of the process flows into the next, making the implementation of each element and product depend on both the previous and next steps. It's the only process which guarantees 100% product presentation, turn overs of under 25 minutes, sales people that will endorse great CSI and huge per car averages.

Sales Process is called FLOW and powerful modern presentation skills that is designed to up skill trainees. The Following is the curriculum for the **Finance & Insurance and Sales Flow Selling Mastery- The 20 Minute $2000+ Per Car Finance and Insurance and Sales Process:**

- Pre-class assignment review
- Industry and business office facts
- What does the internet, your customers and your sales people really think about F&I and why
- The job of the business manager
- Exactly what is FLOW and how does it compare to Step and Menu Selling
- How "Conversational Selling" can transform the customer experience and your results
- Why do customers and sales people love FLOW?
- Making sales people raving fans of F&I
- Adjusting your sales approach according to the customer's social style
- Getting to 100% turn-over and proper turn-over etiquette
- Disclosing objectives to the customer
- Using the customer statement as profiling tools
- How to "Warm up" a buyer with the sales person
- Sales presentation standardization
- Assign homework
- Homework Review
- Utilizing the waiver
- Understanding the 'singular presentation'
- Dealer plan financing benefits and conversion
- Improving relationships with your suppliers and providers
- Understanding buying signals
- Insurance statistics
- Credit life insurance presentations
- Utilizing different closing techniques
- Common mistakes of business managers that still use Step or Menu Selling
- Disability insurance presentations
- Presenting product prices
- How to disclose and be 100% compliant
- What to say when they only want one or two products
- What to do when they say they don't want any products
- Assign Homework
- Test Review
- Extended service agreement presentations
- Processing objections

- Chemical application presentations
- Wrap up of the turn over
- Ensuring a smooth delivery
- How to increase your sales on delivery
- Follow-up of customers for additional product sales after the turn-over or delivery
- Additional profit building tips and ideas
- Implementation and Integration of accelerated payments
- How to conclude with the customer
- ** Mastering the FLOW **
- Advanced Selling Competency, using proven selling methods and procedures. Establishing the demeanor, attitude, and selling skills of a highly polished, professional Financial Manager. This will include a heavy emphasis on selling intangible products.
- Maximize Unit Sales from the sales of Finance and Leasing options while maximizing profitability from product sales in the F&I Department.
- Learn Sales Methods to best assist customers in selecting suitable finance packages, lease programs and aftermarket products
- Develop full-disclosure skills for Selling Parts and Labor Agreements, (Vehicle Service Contracts), with high penetration and high profitability while reducing cancellations and charge backs
- Develop skills and techniques for selling insurances with high penetration and reduced charge backs. This involves value-oriented sales processes, overcoming customer fears and objections with full legal disclosure.
- Learn how to manage and motivate the sales force to insure that the F&I Manager receives a quality introduction to every customer turnover at the point-of-sale
- The heart of this course is unique “Word Tracks”, things to say to the customer and overcome objections without confrontation. Duane’s unique, proprietary presentations and closes are high-powered, persuasive and effective.
- High-Profitability, Efficiency, Legal and Ethical Compliance, proven professional techniques to improve product sales and profitability
- Learn full disclosure procedures designed to create a pleasant, positive, and stress-free buying experience for the customer while still maximizing profit opportunities, a thorough review of practical, real-world compliance steps to protect the dealership
- How to Interview Consumers to get more deals approved with better conditions and more approvals.
- Tangible, permanent real-world results you will be able to quantify and measure immediately

Managing the Sales Process – Onsite and Online -Certificates Provided

Using |the dealerships sales team's current performance trends, usable approaches are outlined to increase profits, reduce turnover and improve each salespersons personal performance. The following is the curriculum for the **Managing the Sales Process**

- There are only 4 ways to sell more cars and make more money
- Understanding the trends of the industry and how they affect our business
- Identifying the 6 Selling Styles on your sales floor
- Breaking down your volume based on Level 1, 2 or 3 sales modes
- Rampant Training Fibs that you are probably building your business plan around
- 30+ high performance showroom sales and profit boosters
- Start measuring the #1 sales metric that will improve your sales immediately
- How to start being a high functioning team of Closers instead of dysfunctional Losers
- The role of F&I can play in helping you sell more cars
- Understanding the difference between Victims and Victors in today's car business
- 59 productive things your sales people can do in between traffic to pursue and attract business in today's market place
- Identifying and stopping your top 3 time wasters that currently cost you 1-2 hours a day everyday
- How to finally set and execute an effective goal setting process that doesn't involve tracking and charting your sales teams every move
- Separating Talent and Effort and what that means for your floor
- Productive quarterly reviews that get results
- Learn a Sales Managers most critical responsibilities
- What it means to be a Leader vs a Pleader
- How to appeal to your sales people's individual communication and decision making styles
- Effectively plan and forecast strategies with action plans that stick
- Use the three phases of staff, personal and company growth
- How to get your sales team positively addicted to their careers
- How to train newbies vs veterans
- Make dealership goals individual goals
- Learn everyone's individual motivator sets and styles
- Recruit, interview, hire, motivate, counsel, coach and terminate
- Calculate your teams Success Index / probability of attaining their goals

Managers who attend this course will gain a true understanding of what the most successful dealerships do to properly manage, train, and keep their employees. Reducing costs and increasing gross at the same time

Service Advisors Sales Training – Onsite and Online -Certificates Provided

Turn your service, parts and body shop ‘counter people’ into better ‘sales people’. This training is primarily focused on providing the tools necessary to help your service advisors become more comfortable with selling more hours per work order, as well as parts available. The curriculum for the **Service Advisors Sales Training** is as follows:

- How to set goals that will actually be obtained
- The compressed shopping process of the service customer
- How to maintain a competitive edge against your competition
- How to quickly identify and mirror your customer based on ‘social styles’
- The urgency of handling a telephone or counter inquiry
- Attitudes that turn customers away and those that bring them back
- The power of words and body language – statements to avoid
- Creating a positive first and last impression
- Feature, benefit and advantage selling your people, procedures and parts
- How to isolate and close on concerns using six classic service closes
- Procedure review
- The Art of the ‘Service Advisor Walkaround’
- Observation and coaching checklist for service advisors
- We provide unique and easy to use ‘Communication Pads’ which improve diagnostic conversations and help prevent come-backs
- Back to basics over view of the appointment process, advisor consulting procedures, your repair/shop process, after-service delivery and after-service follow-up process
- Workstation support guides which assist your people day to day
- Attention is paid to the skills necessary to improve customer relations & ‘upsells’, increase retention and reduce come-backs

An emphasis is placed on uncovering needs, word tracks, relationship selling, benefit presentations and closing techniques. We then combine them with process and procedure guidelines.

FLOW Integration – Onsite and Online - Certificates Provided

FLOW Selling is a trademarked process which will enhance and replace parts of the dealer's current sales system to help them sell more cars, make more money and reduce their stress levels immediately. It closes the gaps present in other sales systems and dealership sales processes that prevent them from really moving the needle. We know the buyer has evolved, but has their processes kept pace with them? When installed properly it is a buttoned-down complete selling system for the entire sales team, Sales Manager's desking / closing systems and the F&I Specialists turn over procedures through to vehicle delivery coordination. No rock is left unturned. When they really get things FLOWing they will have a consistent process that will leave you wondering how they ever did business before FLOW. It would be realistic to expect an overnight improvement of about 30% in all the important metrics and results of your showroom. It requires a minimum of 2 weeks of combined in-class training with live showroom coaching. It is also fully supported with MarinoTV on-line. Each Trainee receives a certificate of completion once the On-site training is complete. The curriculum for **On-Site training is as follows**

Power Selling Course - 6 Strategies to Unlock Your Sales Potential-

How to be ready, willing & able to sell well, daily, use the phone and email to get new business & keep more of the customers you already have, the most effective and modern sales techniques, sure ways to improve gross and commissions, how to become an appointment based professional, understand body language like a mind reader.

Appointment Based Selling- Reduce or eliminate your reliance on walk-in traffic and increase your sales and income, regardless of your brand, location, market conditions or time in the business

Why appointments are a necessity and not a luxury, important market facts and trends, how the internet can help or hurt your sales efforts, the shopping patterns of today's buyers differentiating between a contact and a quality contact, determining exactly how many contacts you need to make, who to contact and why, how to start building a massive pipeline of prospects, contact types and techniques, the 'real' follow-up sales cycle, how 'changing channels' can boost your sales, when to stop following up, modern and explosive appointment booking techniques, what to do when they don't show.

Closing Skills- Close More First Time Traffic Today

- Closing facts, emotional shifts a customer must experience to be closed, challenging your views of your customers, yourself and your management
- Why a phone-up show-up is very close-able
- How to handle questions over the phone and get control of the call
- Closing the in-coming sales call on an appointment

Selling Skills – Required to Close During the Sale:

- Common selling and closing mistakes
- Closing down concerns at the meet and greet
- Closing during profiling

- Using vehicle selection to close
- Closing during presentation
- Understanding body language and watching for buying signals
- Types of closing questions you need to learn
- Lot closes
- Trial closing

Closing and Negotiating Skills:

- Processing objections
- 5 common deal breaking questions
- Avoiding the creation of a sale that cannot be closed
- Closing at the desk
- Many unique and usable closing approaches
- Three steps to getting more customer commitments
- Exit strategies
- Sales Manager turn-overs
- Follow-up of unclosed prospects
- Four cycles of successful selling

One Day Telephone Skills Program

Importance of tone, approach and focus while on the phone, how to get 90% name and phone number, 80% appointment booking, 50% appointment shows and 60% sold of shows telephone power qualifying for quick assessment and selection from stock, getting control of the conversation via key questions, proven ways to handle best price, payment advertising, trade value and availability inquiries, knowing when to be quiet and go for the appointment, identifying and appealing to different shopping styles, telephone prompt pads and control sheets for use on the phone, post-class exercises and training materials for sales meetings, complete telephone tracking tools which are easy to use, internal commitment letter to the dealer principal from staff, a system is left behind for your managers to manage, therefore all managers must attend the training.

Understanding and Presenting Leasing-

Trainee will increase their effectiveness in contacting and renewing lease-end and finance equity customers. The focus is on when to contact customers through the ownership cycle for maximum satisfaction and referrals, what to do prior to the renewal appointment to ensure a smooth presentation, how to present lease and finance options with visual aids and using effective lease and finance renewal closes.

Accountability and Measurability

At the end of each training session management will be provided an “Understanding and Execution” report card from the trainer who is training the program. This report card ensures each Trainee has a full understanding of what was taught during the day and that they remained engaged the entire day. This report card also helps the trainer to teach each trainee differently depending on strengths and weaknesses.

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