

MARINO

DUANE EN MARINO AUTOMOTIVE SOLUTIONS



LIVE 2 Day Sales Person Class

Toronto – Monday, June 10 & Tuesday, June 11

***Become Unstoppable, GO with the FLOW
and Sell Twice As Much In Half The Time***

- Making sales trends your friends
- The most common ways we unwind and un-sell transaction ready buyers
- The Art and Science of having a high sales drive and being in a great sales mood everyday
- How the customer's buying process and our sales process has evolved
- Turning cool internet, phone and walk-in inquiries into hot leads
- Turning your down time into big money time with modern Lead Generation strategies
- Why many email inquiries don't reply and how to get an engaged reply by email, text, video or phone
- How to sell from stock and switch to what's in stock
- How to handle sales calls on new vehicles not in stock, specific used cars that don't exist, best price, trade values, etc
- How to book appointments that show
- How to sell cars on the phone to out of town leads
- How to get have proper selection, 100% Test Drives & 100% Proposals
- Physical and psychological FLOW to keep things moving
- The exact questions you should ask at the beginning of every sales conversation and the ones you should avoid
- How to build rapport and create sales glue instantly
- When and how to use manager introductions
- Sales language to use and language to avoid
- How to handle objections that come up early in the sale
- When and how to use switch cars
- How to do an engaging and effective walk around
- Detaching the client from their trade while also using it as a powerful sales and closing tool
- Do's and Don'ts of the demonstration and test drive
- How to trial close
- Setting up the proposal for maximum closing ratios and profits
- When and how to use a credit app to close
- Presenting the proposal in a professional and efficient manner
- How to properly introduce your finance & insurance manager
- Using the vehicle delivery experience to become valuable and memorable for maximum repeats and referrals
- How to get be-backs to come back
- Using your smartphone as a powerful mobile business device
- Setting up goals that are motivating and executable
- The proper use of organizational sales tools to explode your income and reduce stress
- Understanding personality types and how to sell them all
- Follow-up of unclosed prospects to gain even more sales
- How to be memorable and explode your repeats and referrals
- And whatever else comes up in conversation!

SPACE IS LIMITED. Don't miss Duane Marino LIVE in Toronto!

Contact us info@duanemarino.com or call **1-888-735-6275** or text **519-852-0272**

MARINO

DUANE EN MARINO AUTOMOTIVE SOLUTIONS



1 Day LIVE F&I Training Class

Toronto – Wednesday, June 12

***Become Unstoppable, GO with the FLOW
and Sell Twice As Much In Half The Time***

- Industry and business office facts
- Exactly what is FLOW and how does it compare to Step and Menu Selling?
- Making sales people raving fans of F&I
- Adjusting your sales approach according to the customer's social style
- How to "Warm up" a buyer with the sales person
- Sales presentation standardization
- Utilizing the waiver
- Dealer plan financing benefits and conversion Improving relationships with your suppliers and providers
- Understanding buying signals
- Credit life insurance presentations
- Utilizing different closing techniques
- Disability insurance presentations
- Presenting product prices
- How to disclose and be 100% compliant
- 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

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DMARINO

DUANE EN MARINO AUTOMOTIVE SOLUTIONS



1 Day LIVE Leadership & Management Class **Toronto - Thursday, June 13**

Become Unstoppable, GO with the FLOW and Sell Twice As Much In Half The Time

- How to evaluate your team
- How to coach both relationship and transactional sellers
- How to prevent burnout and improve productivity
- How to establish the Vision, Belief, State and Strategies for your department
- The three most important activities of the sales floor
- The only four ways management can sell more cars
- Traits of sales masters that can be groomed
- The top reasons your closing ratio is suffering
- A 4 step sales process training and execution checklist
- How to reduce sales transaction times while improving gross profit
- The fundamentals of desking deals and coaching during the sale
- Creating an appointment driven sales culture
- Goal setting formulas and Time Making your 10 minute one-on-ones effective
- Overall assessment of your team's Talent and Effort
- Specific individual skill assessments to guide effective training
- Using HR compliant Progressive Discipline to improve under performers
- Sales Manager Responsibilities
- Traits of Effective Leaders and Trainers
- Creating productive and engaging 20 minute meetings
- Exactly how to onboard new hires for success
- How to recruit, screen, interview, hire, motivate

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DUANE MARINO

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1 Day Service Advisors Selling Skills Class **Toronto - Friday, June 14**

*Turn your service, parts and body shop
'counter people' into better 'sales people'.*

Close sales - stop just quoting jobs!

From order takers to sales makers!

- 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

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