



**MARINO**

DUANE EN MARINO AUTOMOTIVE SOLUTIONS

Live 2 Day

# SALES CHAMPION CLASS

Tuesday, July 14, 2026 to  
Wednesday, July 15, 2026

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Duane EN Marino 2026

# Live 2 Day

# SALES CHAMPION CLASS

## Tuesday, July 14, 2026 to Wednesday, July 15, 2026

- 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

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