

SALES PSYCHOLOGY

Do you see yourself as just a person “in sales”, or truly as a “salesperson”?

BUYER PSYCHOLOGY

Buyers consciously shop for “a deal” but unconsciously stop to shop when they find “the person” to buy it from.

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LIVE in TORONTO

Service Advisors

Class: Mon. July 13

Sales Class: Tues.

July 14 to Wed. July 15

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July 17



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Technology psychology **P.1**

Be valuable and memorable **P.1**

Unusual success methods **P.2**

What are you trying to create **P.2**

Ai is on the way - Are you ready?

In today's automotive landscape, technology is no longer optional—it is a competitive advantage. The most successful sales professionals are not just great communicators; they are smart operators who use digital tools to create speed, trust, and consistency.

First, Customer Relationship Management (CRM) systems are the backbone of modern selling. Top performers use their CRM—not just to track leads, but to schedule follow-ups, set reminders, and ensure no opportunity slips through the cracks.

Consistency beats intensity.

Second, personalized video messaging has become a game-changer. Sending a quick walkaround video of a vehicle, addressing the customer by name, builds immediate connection and separates you from competitors relying on generic emails.

It shows effort and professionalism.

Third, social media is your modern prospecting tool. Platforms like Facebook, Instagram, and LinkedIn allow you to showcase inventory, share customer success stories, and position yourself as a trusted local expert. ***The goal is simple: stay visible, valuable and memorable.***

Fourth, leverage mobile communication to meet customers where they are. Speed matters. The salesperson who responds first, wins more often than not.

Ai is creeping into our business. As always, great salespeople who use data and technology will replace those who don't. Success is optional, failure won't be - unless you keep pace.

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Sales Language

Words create thoughts and thoughts create feelings. What thoughts and feelings are you creating?

Risky: “Please sign here so my manager knows you are serious and we can try do a dealer trade.”

Safer: “A quick ok here and I will see if management can just get your vehicle from regional pool stock.”

Risky above may cause the client to feel they are being doubted and trigger the thought to find the car themselves.

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Unusual Training = Unusual Success

Most sales training focuses on scripts, product knowledge, and closing techniques. Those fundamentals matter but the real breakthroughs often come from places most salespeople never think to look.

Start by studying excellence outside the automotive world. Spend time observing top performers in hospitality, luxury retail, or even fine dining. Watch how they greet clients, how they listen, and how they anticipate needs before they are spoken. These professionals create experiences, not transactions and that mindset translates directly into selling more vehicles.

Another powerful, often avoided tool is recording yourself. Capture your phone calls, walkarounds, or delivery presentations. When you watch it back, you'll quickly notice your tone, pacing, body language, and any filler words or habits. What feels natural to you may not feel

polished to a customer. Awareness is the first step to improvement.

Silence is another underused skill. Most salespeople talk too much, especially when they feel pressure. Train yourself to ask better questions and then pause. Let the customer fill the space. In those moments, they will often reveal what truly matters to them and that is where the sale is made.

Reading may sound unrelated, but it sharpens emotional intelligence and empathy. ***The more you understand human behavior, the better you can connect, build trust, and adapt your approach to each individual customer.***

You can also develop your skills through intentional micro-challenges. Set daily targets like learning one meaningful personal detail about every customer within the first few minutes, or explaining a vehicle clearly in under 60 seconds. These small disciplines compound into

major advantages over time.

Finally, focus on your physical presence. Posture, eye contact, tone, and energy all communicate confidence and trust before you ever speak about a vehicle. Simple habits like regular exercise, proper rest, and controlled breathing can elevate your presence in a powerful way.

Great salespeople don't just train harder they train differently. The real edge comes from developing skills others overlook, turning everyday interactions into opportunities to stand out and win.

Training helps salespeople close more deals and without ongoing training, skills stagnate, opportunities are missed, and performance declines while stress increases. Train every day.

