

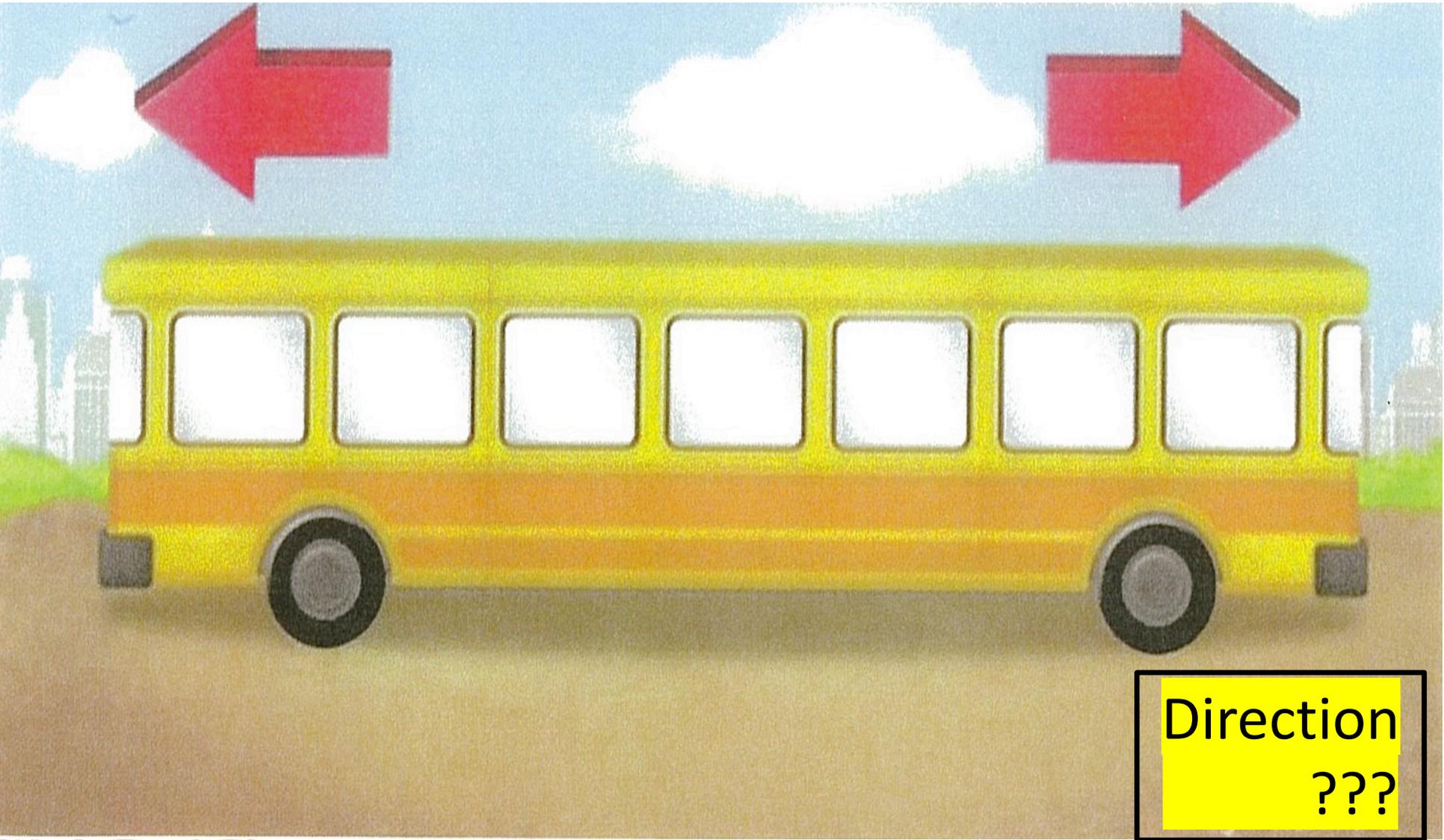
A background of a network diagram with grey nodes and lines connecting them, creating a web-like structure.

# DIGITAL DEALER 27

## CONFERENCE & EXPO

Coaching Today's Sales Team

Mark Ekhoff, National Trainer  
ADG a Brown and Brown Company  
[mekhoff@adgtoday.com](mailto:mekhoff@adgtoday.com)



# Creating “A Great Guest Experience!”



Make More Money  
Sell More Vehicles  
Gain Market Share  
More Referrals  
Protect CSI

Buy a  
Vehicle

# Showroom Floor Sales Statistics

72% of Guests tell their sales person they are just looking

71% of Guests say they bought their vehicle because they trusted and respected their sales person

85% of consumers say their sales person did not control the sale process, or interview the Guest or make any kind of connection

88% of Guests said they received a lousy presentation and demonstration

93% of Guests did not get a Service Drive introduction as part of the sale process

94% of salespeople are not confident of the price in the close

78% of Guests who visit your showroom buy a vehicle somewhere

85% of Guests made up their mind to purchase a vehicle before they left their house

*Compiled from NADA and other sources over the last few years*

# Coaching Today Sales Team

Managing the day

Making a True  
Connection  
to the Buyer



Touring the vehicle  
The test drive  
Verifying the vehicle



Buyer confidence  
through effective  
presentations



Is your Team  
prepared for  
change?



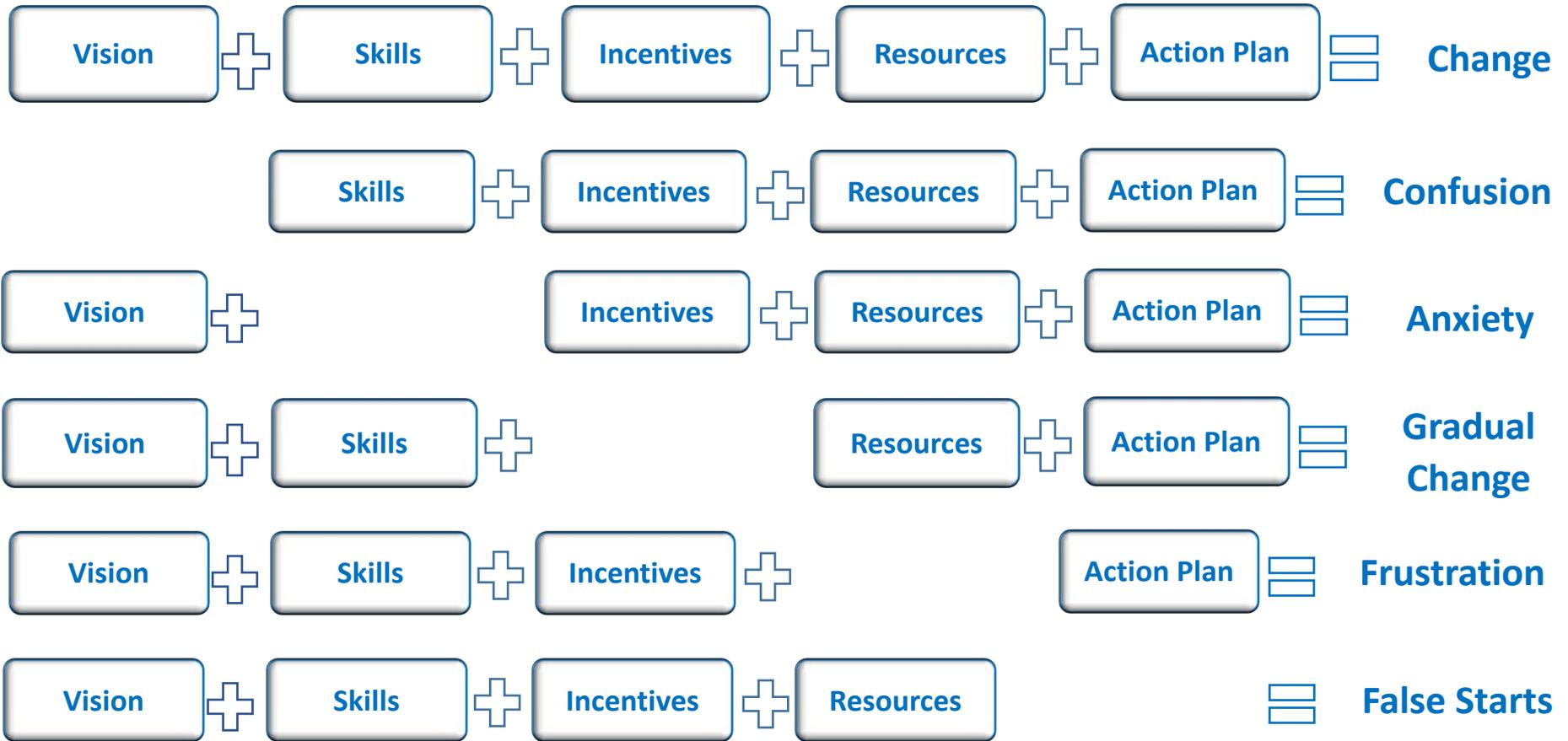
# Managing Change

1<sup>st</sup> Change your mind set...

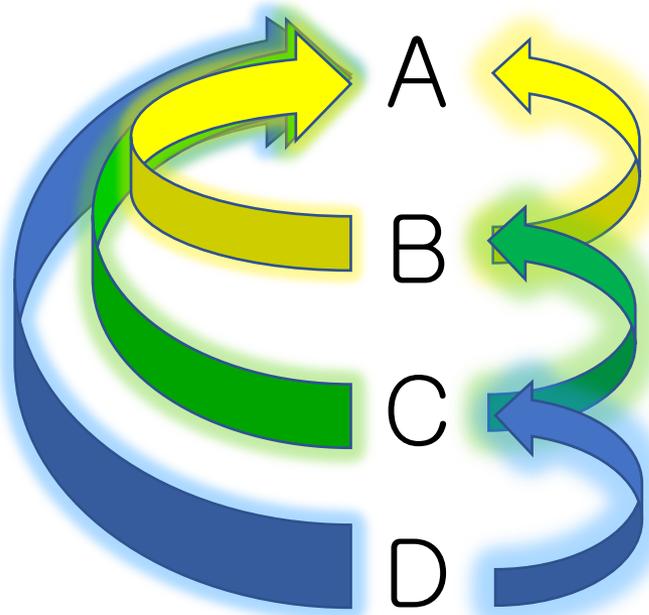
Embrace uncomfortable elements as the regiment for development.



# Creating Your Complete “Change Plan”



# Coaching Your Team



# Behavioral Assessment Tool for Effective Coaching

A behavioral instrument helps US understand how someone responds to their environment and the people in it.

Predicts aspects of the job performance independent from:  
Knowledge, Skills, Abilities

<b>PI FACTORS</b>		
	<b>LOW</b>	<b>HIGH</b>
<b>A – Dominance</b> <i>The Drive for Ownership and Control</i>	Agreeable, Cooperative, accepting of company policies, accommodates the team; comfortable with what is; seeks harmony; Risk averse.	Independent, Assertive, Self– confident, Self-starter, challenging, venturesome, individualistic, competitive.
<b>B – Extroversion</b> <i>The Drive for Social Interaction</i>	Serious, Introspective, task-oriented, matter of fact, analytical, imaginative, reflective, cautious around new people, reserved	Outgoing, optimistic, selling, delegates authority, meets new people easily, enthusiastic, empathetic, socially poised.
<b>C – Patience</b> <i>The Drive for Stability</i>	Tense, restless, high strung, driving, impatient with routines, intense, sense of urgency, fast paced.	Patient, Stable, Calm, Deliberate, Consistent, Comfortable with the familiar, Steady
<b>D – Formality</b> <i>The Drive for Conformity</i>	Informal, Tolerant of risk or uncertainty, freely delegates details, uninhibited, non-conforming, casual, Undaunted when criticized or rejected	Diligent, Attentive to details, Precise, Organized, self-disciplined, Cautious, Conservative, Conscientious, Specialist

# Sales Pro ROAD TO THE SALE Evaluation Form

Instructions: Read each statement and indicate how true it is by selecting a value from 1-5

5 = Excellent 4 = Good 3 = Average 2 = Below Average 1 = Needs Improvement

## Setting Professional First Impression and Establishing Status

Step	#	Statement	Value	NA	Evaluator Feedback
First Impressions (Look-Walk-Talk)	1	Professional Appearance	5 4 3 2 1	<input type="checkbox"/>	
	2	Positive Energy	5 4 3 2 1	<input type="checkbox"/>	
	3	Confidence	5 4 3 2 1	<input type="checkbox"/>	
	4	Sense of Urgency	5 4 3 2 1	<input type="checkbox"/>	
	5	Approachability	5 4 3 2 1	<input type="checkbox"/>	

## Information Gathering by asking the right questions

Step	#	Statement	Value	NA	Evaluator Feedback
The Meet & Greet	1	Welcome & Introduction W/Names	5 4 3 2 1	<input type="checkbox"/>	
	2	First Visit Question Used	5 4 3 2 1	<input type="checkbox"/>	
	3	Asked "Are you Here for Pricing Info, Product Info, or Both?"	5 4 3 2 1	<input type="checkbox"/>	
	4	Controlled the Process with Good Open Ended Questions	5 4 3 2 1	<input type="checkbox"/>	
	5	Explained Dealerships Pricing	5 4 3 2 1	<input type="checkbox"/>	
	6	Time Frame Objection Controlled	5 4 3 2 1	<input type="checkbox"/>	
	7	Power Frame Objection Controlled	5 4 3 2 1	<input type="checkbox"/>	

## Making a Connection by Situational Status and Being the Pro

Step	#	Statement	Value	NA	Evaluator Feedback
Customer Connection (Qualify)	1	Matched Temperature and Speed	5 4 3 2 1	<input type="checkbox"/>	
	2	Asked Likability Questions	5 4 3 2 1	<input type="checkbox"/>	
	3	Found Wants & Needs	5 4 3 2 1	<input type="checkbox"/>	
	4	Asked the 3 Key Questions	5 4 3 2 1	<input type="checkbox"/>	

## Showmanship and Product Knowledge

Step	#	Statement	Value	NA	Evaluator Feedback
Transition - Presentation & Demo Test Drive	1	Utilize "You" language	5 4 3 2 1	<input type="checkbox"/>	
	2	Use Easy Terms, NO Car Slang	5 4 3 2 1	<input type="checkbox"/>	
	3	Outlined the Next Steps	5 4 3 2 1	<input type="checkbox"/>	
	4	Used the Way Out Statement	5 4 3 2 1	<input type="checkbox"/>	
	5	Started with the Most Important Feature	5 4 3 2 1	<input type="checkbox"/>	
	6	No Data Dumping	5 4 3 2 1	<input type="checkbox"/>	
	7	Followed Pre-Planned Route	5 4 3 2 1	<input type="checkbox"/>	
	8	25 - 30 Minuted Test Drive with Customer	5 4 3 2 1	<input type="checkbox"/>	

# Targeted Coaching

## Establishing Credability Price VS Value

Step	#	Statement	Value	NA	Evaluator Feedback
Trial Close	1	Have I answered all your questions	5 4 3 2 1	<input type="checkbox"/>	
	2	Do they like the vehicle & Will it fit their current needs	5 4 3 2 1	<input type="checkbox"/>	
	3	Explained the Next Steps	5 4 3 2 1	<input type="checkbox"/>	
	4	Have a Plan B Developed	5 4 3 2 1	<input type="checkbox"/>	
	5	Informed Customer on the Trade Process	5 4 3 2 1	<input type="checkbox"/>	

## Building Value and Retention

Step	#	Statement	Value	NA	Evaluator Feedback
Service Walk	1	Explained Hrs of Service, Expertise & Training	5 4 3 2 1	<input type="checkbox"/>	
	2	Quick Introduction to Service Writer	5 4 3 2 1	<input type="checkbox"/>	
	3	Explained that Salesperson will call to set First Oil change Appointment	5 4 3 2 1	<input type="checkbox"/>	

## Educate and Inform by Involving the Customer

Step	#	Statement	Value	NA	Evaluator Feedback
Trade In & Presenting Numbers	1	Framed the Trade-In Process	5 4 3 2 1	<input type="checkbox"/>	
	1	Asked Condition & Drivability Questions	5 4 3 2 1	<input type="checkbox"/>	
	2	Involved Customer In Walk Around	5 4 3 2 1	<input type="checkbox"/>	
	4	Planted Seeds for Next Buyer	5 4 3 2 1	<input type="checkbox"/>	
	5	Avoided Devaluing Vehicle	5 4 3 2 1	<input type="checkbox"/>	
	6	Framed the Process Before Numbers were given	5 4 3 2 1	<input type="checkbox"/>	
	7	Presented Numbers with Confidence	5 4 3 2 1	<input type="checkbox"/>	
	8	Was Ready to Validate	5 4 3 2 1	<input type="checkbox"/>	

## Asking for the sale and Overcoming Objections

Step	#	Statement	Value	NA	Evaluator Feedback
Objection Handling & Changing Perspectives	1	Asked for the Business	5 4 3 2 1	<input type="checkbox"/>	
	2	Handled Objections effectively	5 4 3 2 1	<input type="checkbox"/>	
	3	Handled Rate Question Properly	5 4 3 2 1	<input type="checkbox"/>	
	4	Turned over to F & I	5 4 3 2 1	<input type="checkbox"/>	
	5	Turned Over to Sales Manager	5 4 3 2 1	<input type="checkbox"/>	

Notes

# Managing your day



# Managing Your Successful Day

Have a plan – Be proactive

Work your plan everyday

Use tools for success

Create accountability for the entire team

Measure results daily

# Proactive Pre-Game

## Manager Preview:

- Prior days sales/gross/ trend– have report printed out
- Prior days desking standards ( use deal audit worksheet)
- Prior days F&I menu's (Use deal audit worksheet)
- Review prior days CRM activity– have report printed out
  - Review prior days appointments/trend
  - Review prior days manager checklists
- Who has 2 day No-Sale/ 3 day No-Appointment?
  - Assign manager calls
- What do we need to hit our goal and how many test drives?

# Proactive Pre-Game Continued...

**Sales Training:** Salesperson must attend either an AM/PM sales meeting on the “Road to a Sale” process

- 15 Minutes of interactive role-play
- Schedule is done 30 days out – Focus on activity needed

**One-On-One Sessions:** 3 to 5 minute 1-on-1 Sales Manager with sales (all Variable Managers) Using CRM

- Review goals for the month ( What it takes to meet the goal)
- Review trend for the month – Units/gross/personal income
- Review today’s – Schedule/ appointments / deliveries
- Review specific actions for the day – Calls or follow-up communication
- At the end of shift – Checkout with manager on the days progress

# Manager / Team Lead Report Tracker for each Sales Professional

June		Team Lead Daily Tracker					#####
Days in Month	24						
Day	2						
		#1	#2	#3	#4	#5	
Sales Goal	100%	30%	25%	20%	25%	0%	
New	50	15	12.5	10	12.5	0	
Pre-owned	25						
Closing %	25%	25%	25%	25%	25%	0%	
Product Goals		Pen %					
VSC	8	15%	2	2	2	2	0
Perma Plate	13	25%	4	3	3	3	0
Gap	13	25%	4	3	3	3	0
T&W	20	40%	6	5	4	5	0
Products Per	1.05		1.1	1.1	1.1	1.1	0.0
Product Sales		Pen %					
VSC	4	18%	1	1	1	1	0
Perma Plate	10	45%	1	2	3	4	0
Gap	3	14%	1	1	0	1	0
T&W	8	36%	2	3	2	1	0
Products Per	25	1.1	1.3	1.2	1.2	1.0	0.0
MTD Traffic	80		20	20	20	20	0
Internet	20		5	5	5	5	0
Phone	40		10	10	10	10	0
Walk-in	20		5	5	5	5	0
Sales	22		4	6	5	7	0
Closing % Actual	28%		20%	30%	25%	35%	0%
Demos Taken	1	22	4	5	6	7	0
Trade Evaluations		21	3	5	6	7	0
Trades Acquired	48%	10	2	3	2	3	0
			67%	60%	33%	43%	0%

# Tracker for each Sales Professional

Sales Consultant Name

Sales Goal
13

Sold
4

Days in Month
24

Contacts Needed
50

Internet	Phone	Ups
5	10	5
20		

Days Remaining
22

Per Day
2

Closing Ratio
25%

Actual Closing Ratio
35%

DEMO'S
7

MTD Goal

MTD Actual

VSC Goal
2

VSC Sales
1

Perma Plate Goal
3

Perma Plate Sales
4

Trades Evaluated
7

GAP Goal
3

GAP Sales
1

Trades Booked
3

Tire & Wheel Goal
5

Tire & Wheel
1

Look to Book
43%

What Does  
the  
Guest want?



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# Help Making a Buying Decision



# Making a Connection to the Buyer

Become  
a “Trusted Advisor”



# Consultative Questions

- Have they ever been in your store before?
- What is their current situation?
- What would they like to achieve?
- Are there any issues holding them back?
- Do they need to consult with anyone else before they make a decision?
- What kind of problems are they experiencing currently?
- When they solve the problem, what kind of difference will it make?
- How much are they willing to invest to solve this problem?
- What have they already tried to fix the problem? ( Have they been shopping?)

# Making a True Connection to the Buyer

- “Tell me more…”
- “How do you feel about that?”
- “How does this affect you?”
- “Why is this important right now?”
- “How will you be using…”
- “What else would help me understand…”
- “Give me an example of . . . . .”
- “Can you be more specific about…”



# Consultative Buying Questions

- Have you had a chance to drive one?
- What are you currently driving?
- Did you plan to replace or add to your fleet?
- Do you have any remaining payments on your trade, who is it with?
- Who's the primary driver? Who else will be driving?
- What do you do with your vehicles at the end of your ownership?
- How long do you normally keep a car?
- What type of driving do you normally do City / Hwy?
- How many miles per year do you typically drive?

# Touring the Vehicle, Test Drive, Verifying the Vehicle



- ❑ 30+ minute Test Drive
- ❑ Build value for your Guest all along the way – “Planting Seeds”
- ❑ Maximizing the Guest experience – Answer all of their questions



# Touring the Vehicle

- Differentiate from all the other “demo drives”
- Red Carpet treatment –Pull the vehicle out of the line to present
- Planting Seeds along the way
- Use the vehicle in an interact way with the Guest
- Present 3 key Guest centered technology features before you drive
- Build excitement for the upcoming test drive – What’s in it for the Guest!



# Test Drive

- Sales to Drive First
- Continue to help make a buying decision by answering questions
- Stay away from trial closes



# Verifying the Vehicle

- At the end of the test drive verify the vehicle – While inside the vehicle
- “What are their
- Service Drive in the experts



# Buyer Confidence Through Effective Presentations

- Pre-Game planning
- PDR – Practice, Drill, Rehearse
- What's in it for the Guest?



# Presenting Numbers / Asking for the Sale

- Enthusiastically frame the process before the numbers are given
- Present numbers with complete confidence, transfer your confidence to the Guest
- State discount from your store and any manufacture rebates
- Transfer smoothly to repayment advantages

## ABC Motors

Date: 5/14/2018

Guest Name: John & Jane Doe      Deskling Manager: Brad Spaans  
 Vehicle: 2018 FORD F-150      Sales Manager: Brad Spaans  
    Sales Person: Charles Stewart

Cash Option	Finance Option	Lease Option
MSRP: \$42,700	Term: 36 48 60	MSRP: \$42,700
Dealer Discount: \$3,710	Interest Rate: 5.99 6.49 6.99	Sale Price: \$38,990
Subtotal: \$38,990	Rebate: \$4,000 \$4,000 \$4,000	Term: 24 36
Rebate: \$4,000	Amt. Financed: \$35,668 \$35,668 \$35,668	Allow MI./Yr.: 12,000 12,000
<b>Sale Price: \$34,990</b>	Total Down: \$0 \$1,090 \$850 \$710	Rebate: \$1,500 \$1,500
Trade Value: \$21,000	\$2,000 \$1,030 \$810 \$670	Total Down: \$580 \$530
Trade Difference: \$13,990	\$4,000 \$970 \$760 \$630	Payment: \$580 \$530
Trade Payoff: \$21,678		
<b>Total Due: \$35,668</b>		

Balance due is an estimate based on the information above. Please see contract for exact figures.     
 Payments are estimates based on average interest rates. Payments may vary based on lender credit approval. Please see contract for exact figures.     
 Payments are estimates based on average interest rates/monthly factors. Payments may vary based on lenders credit approval. Please see contract for exact figures.

Guest: \_\_\_\_\_      Manager: \_\_\_\_\_

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# Coaching Today Sales Team

Creating “A Great Guest Experience!”



Thank You!



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## SPEAKER CONTACT INFO:

Mark Ekhoff

National Trainer

ADG a Brown and Brown Company

[mekhoff@adgtoday.com](mailto:mekhoff@adgtoday.com)

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