

Sales Managers Academy

Academy Overview

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Session 1

- Intro to the Academy - History / Expectations
- Introduction to Management
- Managing vs Leading
- Dealership Priorities
- Normalization of Deviance
- Transactional Data
- Traffic Log How to drive business and decisions
- Reading the Traffic Log
- Relationship Selling
- 9 Step Sales Process
 - Greet through Delivery
- Virtual Sales Process
- Daily Dozens
- Score Boards

Session 2

- Time management
- Intro to Finance and Insurance
- F/I Metrics and Benchmarks
- Products and Penetration
- F/I #1- The Reasons and How too
- F/I #2 - Menu Selling
 - Overcoming objections
 - Cash Conversions



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- Compliance
 - Dealer Tour - The importance and Process
 - Digital Traffic Log
 - Lead Management
 - Scoreboards - Keeping score and tracking
 - The importance of Videos
 - Staffing
 - Onboarding
 - Training and Coaching
 - Training Schedule
 - Managing inventory
 - Systems to track Inventory
 - Pay plans and Games to Move units
 - Rate your staff and Evaluations

Session 3

- Mandated Behaviors
- CSI Driven by ESI
- Follow up - Importance and How too
- Digital Game
- “Taking over a moving Train”
- Desking Deals
- Psychology of Closing
- Handling Objections
- Nonverbal Communication
- Closing Concepts
- Structuring the Total Deal
- Traffic Log Analysis
- Implementation
- Accountability
- Leaving with a Plan