

# 4 Day New-Hire Sales Boot Camp



We expect that your new sales candidate will take the training seriously. We want them to get used to the requirements of the job and working the hours. Work ethic and availability are crucial to become successful in our industry. If they are looking for a 9 to 5 job, well this is not the one for them. We will start them off with the foundation to learn things the RIGHT way and do as they are trained. Selling cars is a process that MUST be understood and followed.



**\$595 Per Person**

## GET IN TOUCH

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### Day 1 - Fast, Fun, & Low Pressure Sales process

Your new salespeople will be introduced to the wonderful world of car sales. We will start with the basics, such as receive dress code requirements and the Do's and don'ts of how to properly present themselves to the general public. They will receive a comprehensive training book that will walk them through the basics of automobile sales. And they will be introduced to the functions of the dealership and the roles of the Management Team.

### Day 2 - 6 Point walk around / Trade Evaluation / Demo / Assumptive Close

Today they will learn how to perform a complete 6-point walk around, Practice & Develop functional walk around, Practice & Develop active trade evaluation, Practice and Develop Active Demo route, Know and understand all three Pre-Close questions; They will need to become more familiar with the Computer Operating systems, Used Car Policies and Procedures.

### Day 3 - Negotiation Training / Finance Introduction / Active Delivery

Today your new sales associates will get familiarization with the principles behind the Four Square Negotiations, Understanding how to put a Folder together for Finance, How to complete a Credit Application, Our Active Delivery Process, Finance Policies and Procedures and the basics of the desking process.

### Day 4 - Prospecting basics and the process of customer follow-up

It is important to remember some people are always going to come across as intimidating. But also, remember they are just people. When people come across as strong, just remember, it is usually their defense mechanism. When people come across as rude, it may mean they themselves are intimidated by you or our industry. The only one that can change that in the moment is you

- Step 1 - Meet & Greet
- Step 2 - (Q & A) Fast, Fun and Low Pressure Process
- Step 3 - Sales Investigations / Fact Finding

- Step 4 - Trade Evaluations and silent walk-around
- Step 5 - Presentation / Objection Handling Techniques
- Step 6 - Demonstration & Test Drive
- Step 7 - Trial Close

(Q & A) Fast Fun and Low Pressure – Meeting and Greeting our guests.

You must have developed a functional walk around, be able to complete a trade evaluation, perform an active demo and ask all three pre-closing questions at the right time. You must also pass all tests given based on what you've learned this week.

- Step 8 - Checking availability
- Step 9 - The Close
- Step 10 - Customer Relations / Aftermarket
- Step 11 - Active Delivery

They will start practicing and role playing the vehicle walk around, presenting the pencil to the customer, practice putting a Deal Folder together for finance and the active delivery process.

Your final preparation will be to sell your team partner a new vehicle, and walk them through the complete process with minimal troubles.

- Step 12 - Setting 3 appointments daily
- Step 13 - Follow-Up steps to build relationships
- Step 14 - Getting referrals
- Step 15 - Filling up your sales pipeline for future business