

The Customer Journey Series

Today's sales professional will have to become more competent in the issues that customers are concerned with and create value in a way that distinguishes them from their competitors.

This series focuses on understanding the sales journey from the customer's perspective by using a client centric approach that emphasizes customer value and relationship building. Starting from the meet and greet all the way to finalizing the deal and everything in between.

Course Title	Course Description
CJ101 The Sales Advocate	Learn dealership structure, industry history and a new customer-centric approach based on today's Sales Funnel philosophy.
CJ102 Customer Greeting & Response	Learn how to establish a professional relationship for doing business now and into the future. Set all the right impressions at the first handshake.
CJ103 Needs-Based Analysis	Get the whole story sooner rather than later. Learn to uncover possible "unspoken" needs and identify key criteria: hot and cold buttons.
CJ104 Solidifying the Selection	Is the one they want the right one for them? Learn how to land the customer on the right vehicle and build a strong desire for a vehicle presentation.
CJ105 FAB Product Presentation	Ditch the traditional "walk around" presentation. Learn the 3 elements needed for delivering an impactful presentation that's entertaining, engaging, educational, distinctive and interactive.
CJ106 The Demonstration Drive	If you fail or struggle to build value, gaining commitments becomes nearly impossible. Learn how to cause the "interest level" to meet the buying level.
CJ107 The Facilities Tour	Learn how offering a tour of the facilities, before they buy, can be a value differentiator and an effective commitment strategy.
CJ108 Negotiation Basics	Discover the "Negotiator's Mindset" and learn 10 critical questions to ask that guarantee a customer's commitment or purchase reason.
CJ109 Negotiation Responses	Knowing your customer's response in advance can give you an edge in negotiations. Learn the most common customer rebuttals and how to continue moving the conversation to the close.
CJ110 Closing Strategies I	Go beyond techniques and learn how to dovetail to a close with every customer.
CJ111 Closing Strategies II	Still haven't mastered closing the "tough" customer? Learn how to position yourself correctly and control the negotiations to the end.
CJ112 The Business Office	The transition to the Business Office is critical and not all salespeople get it right. Learn the secret to increasing gross profits and commissions even after the deal is closed.
CJ113 Finalizing the Delivery	Lasting impressions matter. Be professional, organized, and get to the point, not stuck in the details at delivery.
CJ114 Customer Loyalty	It's the beginning of a new customer relationship but returning to you to buy again is not guaranteed. Utilize these key strategies to build your book of business after the sell and keep customers and their friends coming back again and again.