



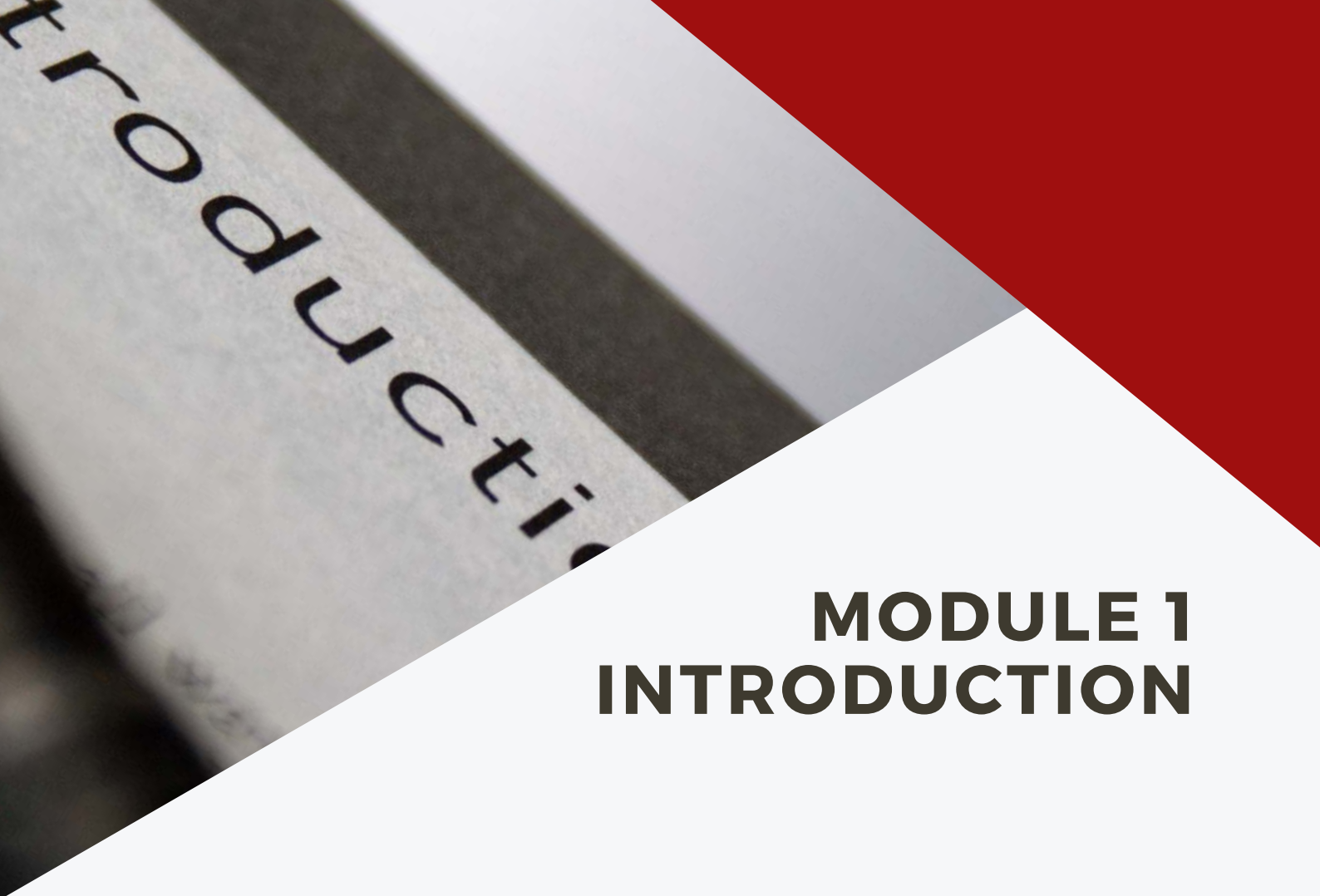
MASTER PERFORMANCE
A C A D E M Y

MASTER PERFORMANCE ACADEMY

HIGH PERFORMANCE AUTOMOTIVE
SALES COACHING OVERVIEW

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MODULE 1 INTRODUCTION

1: WELCOME TO THE PROGRAM

2: HOW TO GET THE MOST OUT OF THE
PROGRAM

3: NEVER, EVER GIVE UP!



MODULE 2

CREATING YOUR FUTURE LIFE MAP

1: WHAT DOES SUCCESS LOOK LIKE TO YOU?

2: 8 RULES FOR SUCCESS

3: THE WHEEL OF LIFE

4: WHY ARE GOALS SO IMPORTANT?

5: S.M.A.R.T GOAL SETTING

6: HOW TO STAY MOTIVATED

 **WEEKLY CHECK-IN**



MODULE 3 HOW TO DOMINATE THE TRAITS OF GREAT SALESPEOPLE

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- 1: WHAT DO TOP SALES PEOPLE DO DIFFERENT?
 - 2: THE TOP 5 TRAITS OF GREAT SALESPEOPLE
 - 3: HOW TO DOMINATE THE TOP 5 - **ATTITUDE**
 - 4: **PERSONAL PRESENTATION**
 - 5: **EXCEPTIONAL SALES SKILLS**
 - 6: **FOLLOW UP**
 - 7: **GETTING ORGANISED**
 - 8: TIME MANAGEMENT STRATEGIES
 - 9: HOW TO CREATE YOUR WINNING EDGE
 - ✓ **WEEKLY CHECK-IN**
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MODULE 4

RELATIONSHIP SELLING

- 1: WHAT IS SELLING TODAY?
- 2: THE NEW AND OLD MODEL OF SELLING
- 3: HOW TO GAIN MASSIVE CREDIBILITY
- 4: WHEN TO INTRODUCE YOUR SALES MANAGER
- 5: MEET AND GREET STRATEGIES
- 6: 5 TYPES OF SALESPEOPLE
- 7: HOW TO WIN THE PRICE WAR
- 8: WHAT QUESTIONS DO WE ASK?
- 9: DISCOVERY QUESTIONS
- 10: HOW TO SELL AGAINST THE COMPETITION
- 11: WHY BUY FROM ME?



WEEKLY CHECK-IN



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MODULE 5 PROSPECTING POWER

- 1: INTRODUCTION
 - 2: HOW PROSPECTING IS DIFFERENT FROM SELLING
 - 3: CHARACTERISTICS OF GREAT PROSPECTORS
 - 4: THE WHO AND THE WHERE?
 - 5: PROSPECTING ON LINKEDIN
 - 6: KNOW YOUR RATIOS
 - 7: RULES FOR PROSPECTING
 - 8: PROSPECTING PHONE SCRIPTS
 - 9: HOW TO HANDLE PHONE OBJECTIONS
 - 10: HOW TO PROSPECT USING EMAIL
 - 11: COLD VISITING
 - 12: THE SELFIE VIDEO
 - 13: THE IMPORTANCE OF PRACTICE, PRACTICE,
 - ✓ **WEEKLY CHECK-IN**
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LEADS

MODULE 6 HOW TO TURN ENQUIRIES INTO SALES

1: INTRODUCTION

2: MISTAKES IN HANDLING INCOMING CALLS

**3: PERFORMANCE STANDARDS TO HANDLE
PHONE ENQUIRIES**

**4: HOW TO PROFESSIONALLY HANDLE
INCOMING CALLS**

**5: WHEN AND HOW TO ASK FOR A FACE-TO-
FACE MEETING**

6: HOW TO HANDLE INTERNET ENQUIRIES

7: HOW TO RESPOND TO INTERNET ENQUIRIES

8: HOW TO HANDLE SOCIAL MEDIA ENQUIRIES

9: LEAVING A PHONE MESSAGE/VOICEMAIL

 **WEEKLY CHECK-IN**



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MODULE 7

POWERFUL SALES PRESENTATIONS

1: INTRODUCTION

2: PRESENTATION RULES

3: HOW TO MAINTAIN CONTROL DURING YOUR PRESENTATIONS

4: PRESENTATION BASICS

5: FEATURES, ADVANTAGES, BENEFITS

6: USING ASSUMPTIVE'S

7: SELLING YOURSELF AND YOUR COMPANY

8: POWER SELLING TOOLS

9: PRESENTATION MISTAKES

10: NEXT LEVEL IT!



WEEKLY CHECK-IN



MODULE 8 HOW TO FOLLOW UP EFFECTIVELY

- 1: WHY FOLLOW UP?
- 2: THE IMPORTANCE OF FOLLOW UP
- 3: PRE-SALE FOLLOW UP
- 4: PRE-SALE FOLLOW UP STRATEGIES
- 5: NO CHARGE MARKETING FOLLOW UP
- ✓ **WEEKLY CHECK-IN**



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MODULE 9

HOW TO SUCCESSFULLY GAIN THE COMMITMENT 1

1: INTRODUCTION

2: HOW TO IDENTIFY BUYING SIGNALS

3: THE TRIAL CLOSE

4: TRIAL CLOSE QUESTIONS

**5: OBJECTIONS DURING THE TRIAL CLOSE
AND HOW TO OVERCOME THEM**

6: TO QUOTE OR NOT TO QUOTE?

 **WEEKLY CHECK-IN**

MODULE 10

HOW TO SUCCESSFULLY GAIN THE COMMITMENT 2

- 1: THE 10 RULES OF CLOSING PART 1
- 2: THE 10 RULES OF CLOSING PART 2
- 3: CLOSING STRATEGIES
- 4: CLOSING STRATEGIES YOU CAN USE -
OVER 60 PRACTICAL CLOSING STRATEGIES:
 - MONEY CLOSES
 - TIME/STALL CLOSES
 - PRODUCT CLOSES
 - CLASSIC CLOSES
 - ADVANCED CLOSES

 **WEEKLY CHECK-IN**



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MODULE 11

MASTERING OBJECTIONS

- 1: DEFINING OBJECTIONS
- 2: WHAT GENERATES BUYERS OBJECTIONS?
- 3: 8 STEPS TO MASTERING OBJECTIONS
- 4: THE 5 STEP SYSTEM FOR HANDLING OBJECTIONS
- 5: THE 8 STEP SYSTEM FOR HANDLING PRICE OBJECTIONS
- 6: EXTRA STRATEGIES - THE FEEL, FELT, FOUND METHOD
- 7: EXTRA STRATEGIES- THE PRE-EMPTIVE STRIKE



WEEKLY CHECK-IN



MODULE 12

SELLING DIFFERENT PEOPLE DIFFERENTLY

- 1: UNDERSTANDING DIFFERENCE**
- 2: RECOGNISING "THE SOCIALISER"**
- 3: RECOGNISING "THE DIRECTOR"**
- 4: RECOGNISING "THE THINKER"**
- 5: RECOGNISING "THE RELATER"**
- 6: HOW TO DEAL WITH THE DIFFERENT
STYLES**



WEEKLY CHECK-IN



MODULE 13 ADVANCED NEGOTIATION PART 1

- 1: YOU DON'T HAVE TO BE HARD TO GET WHAT YOU WANT
- 2: THINGS YOU SHOULD NEVER SAY IN A NEGOTIATION
- 3: CHARACTERISTICS OF TOP NEGOTIATORS PART 1
- 4: CHARACTERISTICS OF TOP NEGOTIATORS PART 2
- 5: THE ESSENTIAL REQUIREMENTS FOR SUCCESSFUL NEGOTIATING

 **WEEKLY CHECK-IN**



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MODULE 14 ADVANCED NEGOTIATION PART 2

- 1: THE STRUCTURE FOR A GREAT NEGOTIATION**
- 2: THE NEGOTIATION SHEET**
- 3: NEGOTIATING WITH A 3RD PARTY**
- 4: HOW TO COOL DOWN A HEATED SITUATION**
- 5: 7 SOURCES OF POWER**
- 6: DIRTY TACTICS TO LOOK OUT FOR IN A NEGOTIATION**
- 7: HOW TO NEGOTIATE THE TRADE-IN**
- 8: REDUCING THE CHANGEOVER TO A WEEKLY AMOUNT**
- 9: MAXIMISING PROFITS IN THE AUTO INDUSTRY**
- 10: HOW TO OVERCOME TRADE-IN OBJECTIONS**



WEEKLY CHECK-IN



MODULE 15

HOW TO CREATE A WOW!

1: WHAT IS A WOW CUSTOMER EXPERIENCE?

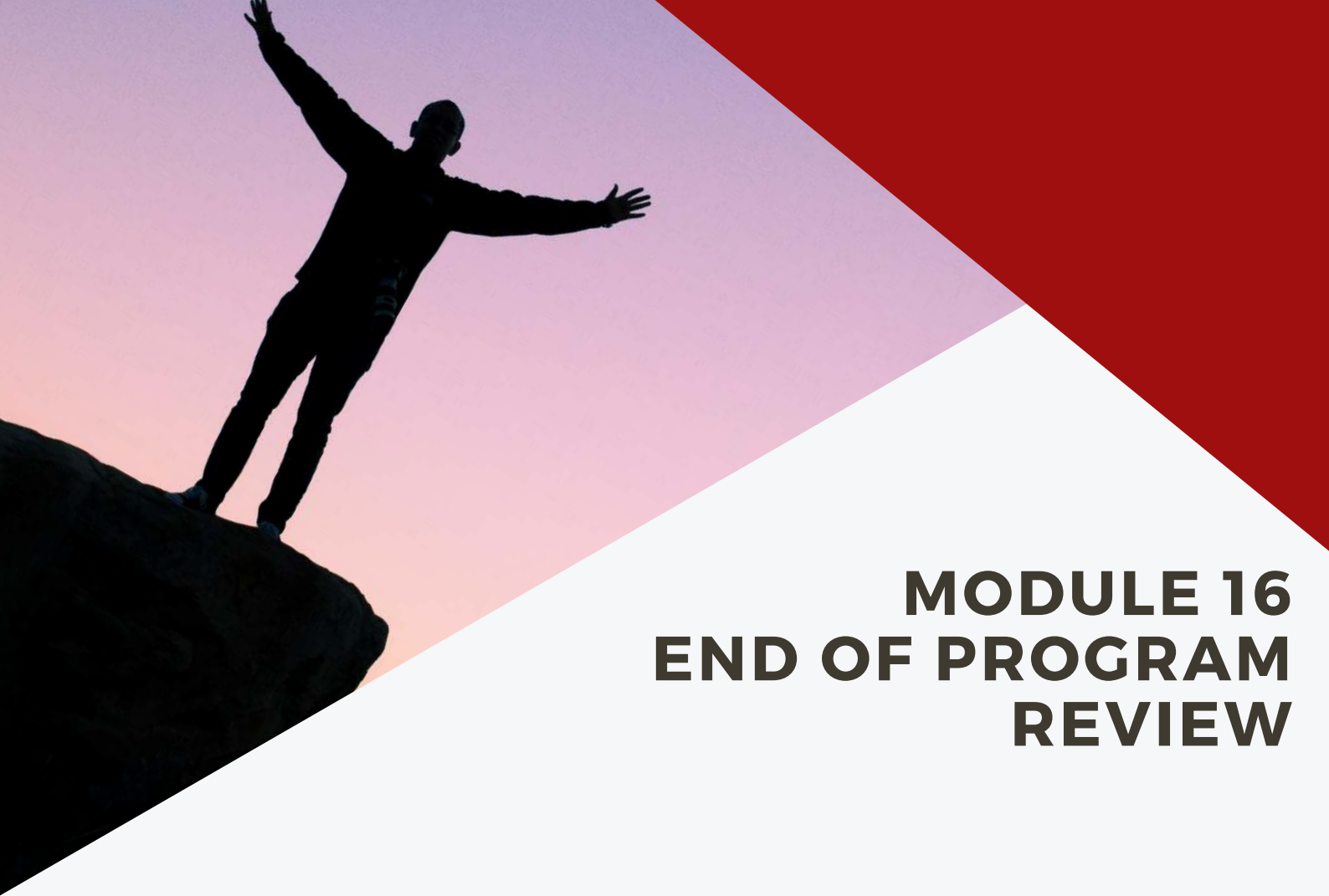
2: HOW TO CREATE IT 101

3: PRESENTATION MATTERS!

4: HOW TO CREATE AWESOME VIDEO TESTIMONIALS

5: GETTING GREAT REFERRALS

 **WEEKLY CHECK-IN**



MODULE 16 END OF PROGRAM REVIEW

1: SELF ASSESSMENT REVIEW



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