Sales Process Training and Consulting for ERA® and POWER

Build a Better Sales Floor

Sales and F&I Solutions for ERA® and POWER U.S.

Increase your dealership's gross profits and closing ratios, retain customers, and increase CSI scores.

Two Heads are Better than One

Help your sales team be more effective with a Reynolds Consulting project. By assessing your current sales processes and tools, a Reynolds consultant (who has sold hundreds of vehicles over their career) can design and implement best practice processes tailored to your individual dealership's needs, train your sales staff on those processes, and follow up on your progress. This 12-day minimum, in-store, tailored consulting project will be customized to your specific dealership needs and includes two launch follow-up visits to make sure you and your staff are following your personalized process when using any Customer Relationship Management (CRM) or Desking tools.

Reach New Heights

This comprehensive consulting project can:

- Help your sales people successfully work with those 85% of 21st Century Internet-savvy customers who come into your dealership having decided to buy before they left home and the 72% of buyers who say they are "just looking."
- Assist you in achieving a potential 5-10% increase on gross profit, 8-10% increase on closing ratios, and 3-4% increase on F&I deals.
- Help you sell more vehicles with less stress and higher customer loyalty.

Why Reynolds Consulting Services Make a Difference

Gain a fresh perspective on common challenges. Our consultants will:

- Help your dealership optimize tools, resources, and practices for maximum results.
- Provide one of the most comprehensive and thorough consulting programs in the automotive retailing industry.
- Offer expertise reflecting an average 25 years of combined automotive retailing and Reynolds experience. They've held virtually every position in the dealership, including general manager, sales manager, fixed operations director, Internet manager, controller, and more.
- Provide the most seasoned and highly-trained system expertise available. There are no "solo acts" or out-of-date trainers.
- Base all consulting projects on professionally-built, instructionally-solid curricula that get you results.
- Provide guidance based on real-world experience with consultants who have worked in dealership sales for at least seven years.

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Sales Process Training and Consulting Agenda

Pre-visit Activities

- Introduce consultant; discuss engagement purpose, benefits, and agenda.
- Schedule meeting time and attendees.
- Review dealership data, if available.

Days 1 and 2 – Assess Current Situation On-site

Meeting(s) with Dealer

- Review visit objectives and value to be delivered to your dealership.
- Discuss dealer/management expectations of visit.
- Identify key personnel to work with during the visit.
- Review agenda and schedule.

Management Meeting

- Review visit objectives.
- Review benefits of improved sales process.

Manager and Salespeople Meetings and Observations to Assess:

- Sales process.
- Gross opportunities (front and back-end).
- Closing ratios.
- Customer follow-up, short and long term.
- Customer information data collection.
- Desk management process.
- Use of existing CRM and/or Desking tools.

Assessment Report and Action Plan

- Develop comprehensive assessment report with analysis and suggested recommendations that enable you to achieve the desired sales, gross profit, and closing ratios.
- Present report and plan to management team and gain approval to proceed.
- Work with dealership to tailor the training schedule to meet dealership needs while providing adequate sales floor coverage.

Days 3 to 7 (5 days) – On-site Launch Training

Sales Staff Training to Include:

- Understand four different types of today's educated, Internet-savvy, buyer personalities and how to best work with them.
- Properly overcome objections while on the lot or in the showroom.
- Effectively obtain down payments using a non-confrontational option close.
- Identify F&I opportunities.
- Effectively use long-term follow-up strategies that will get "be-backs" to come back.
- Use best practices and easy-to-use tools that help overcome "meet and greet" objections, make sure the product presentation and demo drive occur, and work with the customer on down payments.

Dealer Exit Meeting

- Recap progress.
- Develop action plan for use during follow-up visits.
- Gain action plan acceptance by dealership management for continued improvement.

Days 8 to 10 (3 days) – On-site Follow-up Visit 1

Coach and Monitor

- Monitor sales staff activities and coach for success per action plan and specific dealership needs.
- Revise action plan as needed.

Dealer Exit Meeting

- Report progress to date and recommended action plan changes.

Days 11 to 12 (2 days) – On-site Follow-up Visit 2

Coach and Monitor

- Monitor sales staff activities and coach for success per action plan and specific dealership needs.
- Revise action plan as needed.

Dealer Exit Meeting

- Report progress to date and recommended action plan changes.

For more information on Sales Process Training and Consulting, please contact Reynolds Consulting Services at 866.850.8194 (option 2) or e-mail consulting@reyrey.com.

Reynolds & Reynolds®

MAKING **BUSINESS** BETTER.