



Alderson THINK•ING

Advanced Automotive Sales Certification
54-hour Comprehensive Program

Course Outline

Course Overview

The Alderson Consulting Advanced Automotive Sales Certification is a comprehensive in-dealership training program designed for sales consultants within the automotive dealership. Specifically, by the end of the program, your team will be able to:

- Articulate the 10 Steps of the Alderson Consulting Selling Process.
- Greet Customers in a professional way that builds trust and connection.
- Ask insightful questions during the Discovery step that identify the customer's relevant background and priorities.
- Conduct a customized vehicle presentation that focuses on relevant features and benefits linked to identified customer "priorities".
- Take an assumptive approach to the test drive that results in customer agreement to take a test drive.
- Articulate the "Why buy here" aspects of the dealership during a dealership orientation walk.
- Apply a 5-step process for handling objections that makes the customer more receptive to hearing our response.
- Conduct an 8-step trade appraisal process in a high-integrity, rational way that builds customer buy-in to the appraised value.
- Gain agreement by explicitly asking for the business, and effectively minimizing typical customer objections.
- Transition customers smoothly from the Sales Consultant's office to the Financial Services Office.
- Conduct all the delivery steps required to ensure the customer can use the vehicle's systems properly and is motivated to maintain a long-term relationship with the dealership.
- Conduct an effective follow-up call with buyers and non-buyers to:
 - ask for a referral
 - make the sale to non-buyers

In short.... following the steps of the process on a consistent basis will ensure that you make the most of every opportunity that you come into contact with at the dealership. What takes the time in this proposal for training is a fundamental change in the philosophy of how we view the customer, how we understand customer thinking and our own processes and finally, how we view ourselves. The result is that you will sell more cars, generate more income, build greater loyalty, and increase customer retention more than ever before. And remember.... the most important element in the success of this process is you and your Sales Consultants!

Alderson Consulting Advanced Automotive Sales Certification Mission

With the Alderson Consulting Advanced Automotive Sales Certification, our mission is to provide a sales experience that will consistently surpass customer expectations through a team of highly qualified, competent, and certified dealership sales professionals.

Our Approach to Learning

Because of the impact of competition, sales operations are a focal point for dealerships. A dealership's ability to generate business will determine whether it stays a winner or becomes a loser in the automotive industry. The only way a dealership can survive in this context is to change its **work methods**, its **approach** to customers and especially its **perception** of proper customer handling. Success also depends on the dealership's ability to provide customers with a product or service that meets their needs perfectly.

Throughout the Alderson Consulting Advanced Automotive Sales Certification, data and statistics will be provided to help you appreciate the urgent need for the automotive industry to change its work methods, understanding the need for change and how to effect change that is a challenge for everyone.

In the years ahead, the successful sales departments will be those that strive to go beyond meeting customers' needs by surpassing their expectations.

Training Format and Hours

This program is delivered via a combination of in-person and online (Zoom-based) sessions and includes 54 hours of instructor-led training. Training days are scheduled in advance and arranged nonconsecutively so as not to disrupt business operation. This allows students to absorb the material and gather feedback for their instructor in advance of the next training session, resulting in a more effective application of skills.

- Total program duration is 6-10 months depending on the frequency of training days (determined in advance according to staff availability and individual learning preferences).

Each training module incorporates assignments, roleplay exercises and quizzes that are conducive to effective learning. Worksheets, learning plans and other materials are provided to the students in advance of each training module.

Upon successful completion of all four training modules and associated exercises, participants are awarded an *Alderson Consulting Advanced Automotive Sales Certification Certificate*.

Tuition

The tuition fee for the Service Consultants Guild Training Program (54 hours) is \$12,150 per person.

- Worksheets and other course materials are included in the training price. Prices are quoted in Canadian dollars.



Module



Unit

1. Introduction

1. Alderson Consulting Advanced Automotive Sales Mission
2. Introduction to the Training Module

2. The Selling Process

1. The Need for the Selling Process
2. 10 Steps to Selling Success
3. Creating an Exceptional Customer Experience
4. Self-Talk
5. Empathy
6. The Irony of Influence
7. Investing Our Time Wisely

3. Step 1: Greeting

1. The Ideal Greeting
2. Introducing.... The Customer Information Card

4. Step 2: Discovery

1. The Two Levels of Questioning
2. Confirming Vehicle Selection

5. Step 3: Priority-Based Presentation

1. Conducting the Priority-Based Presentation

6. Step 4: Test Drive

1. Logistics of an Influential Test Drive

7. Step 5: Dealership Orientation

1. Creating an Exceptional Customer Experience

8. Handling Objections

1. The Process for Handling Objections
2. Make Your Customers Feel Heard with Empathy
3. The Verbal Eraser

 Module	 Unit
9. Step 6: Trade Appraisal	<ol style="list-style-type: none"> 1. The 8 Sub-Steps of the Trade Appraisal 2. Tips for a Successful Trade
10. Step 7: Gain Agreement	<ol style="list-style-type: none"> 1. The Process for Gaining Agreement 2. Presenting the Worksheet 3. Asking for the Business 4. Negotiating to Agreement
11. Step 8: Financial Services Office	<ol style="list-style-type: none"> 1. The Financial Services Office
12. Step 9: Delivery	<ol style="list-style-type: none"> 1. The 10 Steps to Creating an Exceptional Delivery Experience
13. Step 10: Follow-Up	<ol style="list-style-type: none"> 1. The Follow-Up Process
14. Personal Commitments	<ol style="list-style-type: none"> 1. Personal Commitments