



**Plan B Consulting, Inc.** is committed to providing the most dynamic training available in the industry. We believe in **customizing the in-house** training sessions for your needs. We begin with the interview / questionnaire. The dealerships' management team answers preliminary questions to find out what the ultimate goal and results would be. Next a tailored program is agreed upon and then implemented. The following is a list of available courses.

Thank you for your time and consideration,

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**OUR GUARANTEE** - We will provide a high energy and educational presentation of the information you need to increase **productivity**, **profitability**, **efficiency**, and **effectiveness** of your organization.

If we fail to meet your standards, for up to 30 days after each session you can:

- Ask for a partial or full refund of the money invested\* and continue the contract
- Ask for a partial or full refund of the money invested\* and cancel the contract
- Ask for double your money back\* and cancel the contract

***\*Refunds are limited to the most recent session.***

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## In-House Training Topics

**Management Training** – (2 days) - **Money, Momentum, Marketing** - A course designed to increase the productivity of managers through more efficient desking (money), creating an empowered sales force (momentum) and increased traffic without advertising (marketing).

We make **Money** through desking and we lose it there too. Most desking systems were created years ago and lack creditability in the mind of the consumer. The antiquated positional negotiating strategies create conflict and heighten fear in the salesperson and the customer. In the "Money" portion of the training we will focus on a "value added" approach to negotiating. This will decrease the "back and forth", which will in-turn increase the confidence of the salesperson and the gross profit.

**Momentum** is the ability to keep things moving. We will explore time management skills and how to conduct a productive sales meeting. Also, we will outline how to recruit, hire, train and maintain a professional team of salespeople.

In **Marketing** we will determine the untapped wealth of your dealership.

We will look for opportunities to increase brand recognition and create greater "market share of mind". We will discuss how to move the dealership from the traditional P.P.O. (Pay Per Opportunity) model which limits your budget and produces no measurable R.O.I. to a more balanced strategy of P.P.A. (Pay Per Account), P.P.L. (Pay Per Lead), and F. A. (Free Advertising).

**Alternative Selling** – Outlines the principles of the Plan B Selling Concepts and how to incorporate psychology into the road to the sale

This program will be the center of focus for all training sessions. All future programs contain review and mastering of these principles. "We must change" is the mantra of this program. We will outline a customer driven, customer focused Road to the Sale. The goal of this class is to walk salespeople through the psychological and emotional Road to the Sale going through the importance of attitude and proper greetings to closing, negotiating, and follow-up techniques.

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## **Alternative Sales 101** – Attitude, Goals setting, Time Management

A life-changing workshop that helps bring together issues such as focus, goal setting, and constant improvement in all areas of a person's life. This workshop helps to organize and energize people to action that will increase their business and personal happiness. Many sales people have left this course reporting that they have doubled incomes, quit smoking, lost as much as 40 lbs, and much more.

This is a dynamic course in life skills and developing the proper Mindset, Vision, Identity, Perception, Focus, and Actions to create your own destiny. This class has strategies, from the life changing influences of Anthony Robbins, Dr. Wayne Dyer, Steven Covey, Dr. John Maxwell, Brian Tracy, Mark Victor Hansen and many more. Yet it is tailored to the auto industry for maximum results.

## **Alternative Marketing 101** – Marketing and Prospecting

Do you want freedom from advertising and "lot watching"?

Alternative Marketing 101 will teach salespeople the most innovative approach to exponentially grow their business. This program gives step by step outlines for creating a working salesperson rather than a salesperson that is floor traffic dependent. Outlines are given to create exponential increases in business through affiliation marketing, data base swapping, customer referrals, and much more. This class takes the techniques of marketing gurus Jay Abraham, Dan Kennedy, and Joe Vitale, strips them down and simplifies them into a step by step guide to increasing business.

## **Alternative Sales 201** – Meet and greet, Investigation, Profiling, and "on the lot" questions.

In the greeting, someone gets sold. Is it the going to be the salesperson or the customer? The customers have changed and we must change too. In this provocative new sales approach we will take a proactive view of the sales process. We will examine how to maximize our first impressions and gain momentum throughout the sale. In this class the sales people will be taught how to make a lasting impression through understanding body language and how to break down barriers. We will also discuss how to address the most common "on the lot" questions. This is a customer and salesperson friendly attitude towards the sale.

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### **Alternative Sales 301** – Negotiating -Valued added vs. Positional strategies

We will outline how to more efficiently handle objections and how to negotiate in a value added approach as opposed to the traditional positional techniques that anger customers. This class will increase gross profit and customer satisfaction simultaneously by reducing the back and forth by 50%. Salespeople, managers, and customers will be relieved by this new approach.

### **Alternative Phone 401** – Techniques for incoming out outgoing sales calls

We will teach practical, instantly applicable principles of phone dynamics. The workshop will focus on proper handling of incoming and outgoing calls in order to increase sales volume. The innovative nature of the workshop, interactive workbooks and role playing will help salespeople improve their phone skills and overcome their fear of the phone.

### **Leasing 501** – Turn your base more often with the power of leasing

This workshop details the role of leasing in sales. Word tracks are given to initiate leasing both on the lot and in the proposal. We will emphasize the correct wording and selling features of a lease. This workshop will detail several on paper and verbal closes to help explain the leasing option and help the customer value the leasing process.

### **Customer Care** – How to move from Obligatory to Anticipatory service

This workshop is for all departments of the dealership. Dos and don'ts of customer service will be outlined. Progressive principles of customer service as, Circle of Customer Satisfaction, Specific Defining Propositions, Customer Satisfaction Teams and more will be covered. Creating a culture of service is the goal of this class. Practical techniques, processes, and their benefits will be outlined.

### **Internet Sales** – How to speak today's customer's language

A more in-depth look at issues such as the invoice buyer, internet buyer, body language and trends affecting today's marketplace. We will show you how to use technology and psychology to better deal with the buyer in a more up to date appealing manner. This will increase the bond between

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customer and salesperson and positively affect sales and customer satisfaction levels.

**Follow Up** – Creating a loyal customer base of repeat and referral.

We will discuss creating a true follow up process including a customer retention and customer creation system. The process will include a timeline, and multiple ways of reaching the customer: newsletters, email campaigns, mailers, birthday and holiday cards, phone calls, event invitations, and more. Through this process we will help salespeople learn how to have a CEO attitude towards the business and help them go from a JOB to a CAREER in the car business.

**Implementation** – The ability to get results

All sessions contain management training and game plan for implementation. The ongoing success of any training depends on the management and a big emphasis will be put into how to make the training stick and become productive and measurable. Follow up plans, management action plans and review will be developed.

Each class consists of lecture, Q&A, role play, and note taking. The goal is to teach through the three primary learning modalities: visually, auditory, and kinesthetically. The class will be interactive and will focus on a psychological and emotional approach to customers. Word tracks will equip the salespeople with techniques that are both easy to learn and adaptable to individual personalities. Training can be done on location of dealership or at off site location.

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