



PROSPECTING SKILLS WORKSHOP

NOVEMBER 4, 2021, 9AM to 4PM

VIADA OFFICE, 1525 Huguenot Road, Suite 102, Midlothian, VA

HIGHLIGHTS

Instructor will train and coach in a fun, positive, activity-based format, with group participation and give away prizes! This is a high energy and active class! Workbooks will be given to each learner. We will record your session and give you a login to review the plays and share with your team!

OBJECTIVES

- Learn 5-steps to phone calls to use when prospecting internet leads, inbound sales calls, unsold showroom follow ups + more to increase sales.
- Know how to mitigate buyer hesitation and fear by approaching with helping hands vibes and mindset to improve communications and relationships.
- Through effective strategies the learner will reduce objections from coming up and increase value in doing business with you and store.
- Learn modern phone call process, gain phone call guides, effective texts, emails which include fun ways to mix up icy situations to further engage, resurrect and move deals forward!

WORKSHOP AGENDA

- Identify objectives and goals
- Understand how culture affects identified sales process for non-in person contacts
- Understand how to meet buyers expectations
- Learn 5- steps to an effective phone call
- Identify goals, steps and questions to use during introduction
- Activity and Prizes: Role-play introduction!
- Learn how to increase prospect trust, confidence and respect for your time
- Learn 4 types of value and how to present
- Know how to make connections, build relationships and gain commitment
- Activity and Prizes: Role-play building value in you and car buying experience
- Learn how to attain multiple vehicle options
- Learn questions that identify hot buttons, deal breakers, and flexibility
- Know how to obtain prospect information
- Activity and Prizes: Role-play attaining buyer flex
- Learn how to increase buyer commitment
- Know how to tie a second person to the appointment
- Activity and Prizes: Roleplay tying a second person to the appointment
- Identify 10-steps to setting the appointment
- Know how to increase appointments that show on time
- Understand how to differentiate yourself from competitors
- Activity and Prizes: Role-play set the appointment
- Understand how to prepare for appointments
- Review effective phone call guides/scripts

INSTRUCTOR



JENNIFER SUZUKI IS THE FOUNDER AND PRESIDENT OF EDEALER SOLUTIONS,

the first automotive digital sales education company of 19 years. Over 1000 dealerships have used eDS's customer experience sales approaches to improve showed appointments, sales and management processes. Dealers have seen increases in 30% sales immediately after completing the courses. The NADA Dealer Academy as well as Hyundai Motor Company have adopted eDS processes to enable their dealer partners successes.

As an 8-year NADA Academy Guest Instructor, eDS courses are used in dealer certification and continued education. She is an 8-year NADA Convention speaker and holds a BA in Automotive Marketing and Management from the prestigious Northwood University. Since the age of 18 selling vehicles, she remains a leader in the automotive industry and a thought leader in progressive change. She has a tremendous reputation for delivering relevant sales processes that deliver significant success and profitable actions to convert digital and phone prospects into buyers.

She recently released, "Dealer Talk with Jen Suzuki," an Automotive Service and Sales podcast on Apple iTunes and Spotify.

She can be reached at jennifer@edealersolution.com or text (954) 873-8029.

HOW TO REGISTER: \$399 PER PERSON

Visit viada.org/events to register.

