

Business Development Series

Designed for all dealership personnel who talk to any type of sales opportunity on the phone.

This series addresses the fundamental communication skills needed to maximize all forms of phone interactions with clients. BD series teaches the basic communication skills needed. BD also teaches employees how to optimize Incoming Sales Calls, Unsold Follow-up, Objection Handling, Owner Retention, and overall appointment conversion strategies and techniques. These are critical in converting opportunities to do business into appointments that show, and do business with the sales department.

- BD101 Gathering Guest Information** – How to improve the quantity and quality of information gathered from all touch points
- BD102 Communication Skills for Today's Customers** – Learn how to break down the barriers through effective phone communication principles
- BD103 Incoming Phone-up Mastery** – Learn how to master incoming sales call opportunities
- BD104 Why FUFU?** – Increase your unsold opportunities by asking the right questions and funneling down to the real objection
- BD105 Objection Mastery I** – Overcome “I’m still shopping” and “I’m not ready” objections
- BD106 Objection Mastery II** – Stop haggling, giving away profit, or simply giving in on price. Begin all negotiations with solid commitments.
- BD107 Owner Loyalty Practices** – Learn the contact strategies that will enable you to build loyal relationships
- BD108 Optimizing BD Efforts** – Learn how to build and leverage your “Book of Business”