

AUTOMOTIVE SALES DOMINATION



A COMPLETE 90-DAY PLAYBOOK
TO TRACK YOUR KPIS, MASTER OBJECTIONS,
AND BECOME A DEALERSHIP LEGEND

WITH A PROVEN PROCESS
BY DANIEL WILLIS

***"THE PLANS OF THE
DILIGENT LEAD TO PROFIT
AS SURELY AS HASTE LEADS
TO POVERTY."***

PROVERBS 21:5



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AUTHOR'S NOTE

Thank you for picking up Automotive Sales Domination.

I wrote this because I got tired of watching good people with real potential work long hours, ride the monthly roller coaster, and still feel stuck. The car business can be one of the greatest opportunities in the world, but without structure, a process, and the right mindset, it can also drain you.

This playbook is not hype. It is a real system you can run daily, even when motivation is low and the floor is slow. If you commit to the fundamentals, track what matters, and execute consistently, you will become the kind of professional who cannot be ignored.

My challenge to you is simple: do not just read this. Use it. Write in it. Track your numbers. Practice the conversations. Protect your standards. Sell with integrity, and build relationships that last.

I am grateful you are here, and I am rooting for you.

With respect,
Daniel Willis



AUTOMOTIVE SALES DOMINATION

WHY I CREATED THIS PLAYBOOK & PLANNER

I got tired of watching good people with big potential stay stuck, putting in long hours, sacrificing time with their families, and living on the emotional rollercoaster of the car business. I've seen too many salespeople grind all month, chase the next deal like it's oxygen, and tell themselves, "Next month will be different," while nothing actually changes. In automotive, hope isn't a strategy. Hope doesn't fix your follow-up. Hope doesn't sharpen your process. Hope doesn't build confidence on the phone, tighten your word tracks, or help you stay consistent when traffic is slow.

That's why I created this Playbook and Planner, because I wanted something real. A system built to help you win on purpose. Not with hype. Not with motivational one-liners that sound good for 30 seconds and disappear the moment you hit your first objection. But with repeatable habits, a clear process you can run every day, and accountability that produces results you can measure—week after week, month after month.

The real reason this matters to me is because I've lived in high-pressure environments where details matter and excuses can cost more than money. In the Navy, operating a nuclear reactor taught me discipline, precision, and the importance of fundamentals, doing the right things the right way, every single time, even when you don't feel like it. You don't get to wing it. You don't get to "kind of" follow the process. You learn quickly that consistency isn't optional, it's survival. That mindset shaped who I am, and it's the same mindset I bring into sales and leadership today.

Then I stepped into the civilian sector, leading teams and managing operations at a high level. Eventually, I made the decision to leave restaurant leadership and the "comfort" of a salary job where I got paid the same no matter how hard I worked. I was pouring in countless hours solving problems, motivating teams, and driving big results and profits... but my income stayed capped.

Truth is, I had a lid placed on me, and I carried it as a limiting belief for years. I believed that if I ever made \$150,000, I'd "made it." That was the ceiling in my mind.

So I bet on myself and stepped into car sales. And it didn't take long, within my first month, I was performing at a high level. My first year I made over \$200,000. That's when it hit me: the lid wasn't real. The sky is the limit in this business. Now by my fourth year I was earning \$400,000 a year. Sales is one of the top fields for high earners, and most people never get close to their true potential because they're still living under a ceiling someone else handed them.

The part that mattered most was what the process did for my confidence, my consistency, and my life. I started seeing the difference between the reps who stayed stuck and the reps who broke through. I watched what separated the "talented" from the truly unstoppable. And that's what led me to build this Playbook and Planner—so you can identify the lid you've been living under, remove it, and turn your dreams into reality... and then go beyond what you thought was even possible.

And I learned that most salespeople don't fail because they aren't talented. They fail because they don't have a plan they can trust, they don't have a process they can follow when motivation is gone, and they don't have someone to help them see what they can't see.



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I also learned the car business can be one of the greatest opportunities in the world... and it can also chew people up. I've watched reps lose confidence, lose consistency, and even lose their families, not because they weren't capable, but because they never learned how to build structure, protect their time, and lead themselves when the pressure hit. That's why I built what I wish more people had handed me early on: a clear roadmap for the fundamentals that actually move the needle, a planner that forces execution (not just "learning"), a framework that builds skill, mindset, communication, leadership, and branding, and a system you can run even on your worst day.

WHAT THIS PLAYBOOK IS (AND ISN'T)

This Playbook & Planner is not a motivational speech, and it's not theory. It's definitely not "do this one trick and you'll sell 30 cars." It's a practical, step-by-step operating system for salespeople and leaders who are serious about growth. Inside, you'll find the pillars I coach every week—mindset (how to think like a pro when the month is slow), communication (how to ask better questions and control the conversation with integrity), sales process (how to run a repeatable process that increases your closing percentage), leadership (how to lead yourself first, and then lead others), and branding (how to stand out and build trust in a crowded market). And it's built for real life, the ups and downs, slow Tuesdays, tough managers, bad credit customers, and the pressure of providing.

WHO IT'S FOR

This is for the rep who's tired of being average—the person who knows they're capable of more but is missing structure. It's for the salesperson who wants to sell more cars without burning out, increase gross and stop racing to the bottom, build real confidence on the phone and in person, master objections and negotiations, create consistency that doesn't depend on luck, and become the kind of leader people actually want to follow. If you're looking for shortcuts, this isn't for you. But if you're willing to do the work, I built this for you.

WHO IT'S DEDICATED TO

This Playbook & Planner is dedicated to a few specific groups of people I've met over and over again in this business. It's for the rep who feels behind. The one who watches the top performers stack deals and wonders what they're doing differently, while you're working just as hard and still coming up short. You're not broken, and you're not "not cut out for this." Most of the time you don't need more motivation, you need a proven process, daily structure, and someone to help you execute when you're frustrated, discouraged, or unsure what to do next.

It's also for the rep who wants to win the right way. The one who refuses to lie, manipulate, or pressure people into bad decisions just to hit a number. I believe you can be a killer in sales and still keep your integrity, and you can sell among the wolves while doing it with character, honesty, and confidence.

This is for the rep who's doing this for more than money. The one who's trying to provide, build a future, and create options, not just survive month to month. The one who wants to be present at home, not just physically sitting there, but mentally engaged. Because the stress of the month, the pressure of the board, and the chaos of the dealership doesn't get to steal your life.

And it's dedicated to the leaders who still care—the managers and GMs who want more than numbers on a spreadsheet. The ones who want to develop people, build culture, create consistency, and lead a team that's proud of how they operate—because when you build people the right way, the performance follows.



AUTOMOTIVE SALES DOMINATION

WHAT I PROMISE

If you commit to the fundamentals, track what actually matters, and execute the plan consistently, you will become the kind of professional that can't be ignored. Not because you got lucky, not because the month was "hot," and not because you found some shortcut, but because you built something real. The GREAT habits that produces results, a process you can trust, and standards you refuse to compromise.

That version of you doesn't just sell more cars. That version of you becomes a leader, the person others watch, learn from, and follow. You become the steady one when the floor is slow, the example when things get hard, and the kind of professional who sets the tone, raises the bar, and changes the culture around you.

GET THE FULL ONLINE TRAINING FOR AUTOMOTIVE SALES DOMINATION

This Playbook & Planner is powerful on its own—but if you want deeper learning and real mastery, get access to the full online training videos for every section. That's where we break it down step-by-step, add real examples, scripts, role play, and implementation guidance, so you don't just understand the material... you execute it.

If you want to truly become a dominating force, and a LEGEND, for total automotive sales domination, the training is where the Playbook comes alive. Scan the QR code to access the training platform and join our free community of sales reps and managers who are just like you, wanting to grow and dominate. This is iron sharpening iron.

READY TO TAKE YOUR ENTIRE TEAM TO THE NEXT LEVEL?

And if you're ready to take your entire sales force to the next level, Daniel Willis and the United Leadership team are your answer. This isn't just about individual success; it's about creating a culture of excellence. Reach out to Daniel for a free coaching call and unlock the strategies that will elevate your leadership, marketing, personal development, and sales to legendary status. With our guidance, you'll create a team that doesn't just perform—they dominate. They don't just sell, they inspire. They don't just succeed, they set the standard.

So, are you ready to stop playing small? Are you ready to stop settling for average? Are you ready to unleash your full potential and become the LEGEND you were born to be? Because the truth is, the only thing standing between you and the life you've always dreamed of is the decision to go all in, to commit, and to dominate. And if you want help implementing it, message me and let's talk about the next step. For more resources, programs, and everything we're building at United Leadership Group, visit

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An **INDEPENDENT CERTIFIED COACH,**
TEACHER and SPEAKER

with the
MAXWELL LEADERSHIP CERTIFIED TEAM



MY JOURNEY FROM ZERO TO 60

When I stepped into the automotive industry, I made a decision that most people never even consider: I wasn't going to wait three to five years to see success. That's the timeline everyone talks about, right? "Oh, it takes years to build a book of business." Forget that. I wasn't interested in being average, and I sure as hell wasn't going to wait around for success to find me. I decided to dominate from day one. Within 90 days, I wasn't just competing; I was obliterating the competition. Reps with 10, 15, even 20 years of experience were left in the dust. Because I didn't follow the traditional sales playbook. I didn't just sell cars; I built relationships. I solved problems. I became a trusted consultant, not a pushy salesperson. That's the foundation of my success plan, and it's the reason I scaled faster than anyone thought possible.

See most salespeople focus on the transaction. They're thinking about the commission, the deal, the numbers. But I knew from the start that if I wanted to dominate, I had to think bigger. I had to think long-term. That meant building real, meaningful relationships with my clients. I didn't just sell them a car, I became their go-to guy for every automotive need. I listened to their problems, understood their goals, and positioned myself as the solution. Now, I didn't stop at the first sale. I knew that every client was a gateway to a lifetime of referrals and repeat business. Families buy cars every year or two. The wife gets one this year, the husband gets one next year, then the kids need one. And guess what? They all have friends, coworkers, and neighbors who need cars too. By focusing on relationships, I turned every client into a walking, talking referral machine.

Seriously though, building relationships alone isn't enough. You've got to talk to more people, a lot more people. Sales is a numbers game, but it's also a people game. I knew that if I wanted to scale quickly, I had to get in front of as many people as possible. That meant stepping out of my introverted comfort zone and prospecting like my life depended on it. I didn't wait for customers to walk through the door, I went out and found them. I built a personal brand that made people want to work with me. I became the guy they thought of when they needed a car, or when their wife, husband, kids, or neighbors needed one. The truth is prospecting isn't just about finding new clients., It's about staying top of mind. It's about making sure that when someone thinks "car," they think of you.

The backbone of this whole operation is organization. When you're talking to dozens of people a day, juggling follow-ups, appointments, and deals, you can't afford to be disorganized. I created systems and processes to manage my time, my leads, and my relationships. Every follow-up, every appointment, every detail was tracked. I didn't let anything slip through the cracks. Staying organized wasn't just about efficiency, it was about respect. Respect for my clients' time, respect for their trust, and respect for the opportunity to serve them. And let me tell you, when you're juggling dozens of conversations and appointments, organization isn't optional, it's survival. Without it, you're just spinning your wheels.

Now I knew how I wanted to sell, how many people I needed to talk to, and how to stay organized. But here's the part most people don't want to talk about: mindset. If you're going to dominate, you need skin thicker than steel, as rejection is part of the game. I heard "no" 30 times a day, but I didn't let it stop me. I knew that every "no" was an opportunity to build a relationship because it may be "no" today but would be a "yes" in the future. When that "yes" came, it wasn't just a sale, it was the start of a relationship that would pay dividends for years. I treated every "no" as an opportunity to learn, to get better, and to keep moving forward. Failure wasn't an option. I decided that no matter what, I was going to win. And when you operate with that kind of mindset, you become unstoppable. You don't just survive; you thrive.

Momentum is the hardest thing to build, but once you have it, you've got to push even harder. When I started selling 19 cars my first month, I didn't stop there. I made it my mission to sell one more car every month than the month before. By the end of the year, I was selling 30 cars a month. Then all of a sudden I was at 60. That's how you scale. That's how you dominate. And here's the truth: a great sales rep doesn't hover. They don't settle for "slightly better" than last year. They push. They grow. They dominate, every single day. And when you hit momentum, you don't let up. You don't coast. You double down. You push harder. Because that's when the magic happens.

MY JOURNEY FROM ZERO TO 60

And through it all, I never stopped learning. I never stopped asking, “What can I do to get better today?” Because here’s the thing: tomorrow never comes. If you wait for tomorrow to improve, to prospect, to follow up, you’ll never get there. Success doesn’t wait. It’s earned, every single day. So, if you’re ready to dominate, to scale, to become the best version of yourself, this is your plan. Build relationships. Talk to more people. Get organized. Prospect relentlessly. Develop a bulletproof mindset. And never, ever stop learning. This isn’t just a sales strategy. It’s a life strategy. It’s about becoming the kind of person who doesn’t just succeed, but who thrives. It is how you become:

LEGENDARY

Decide You Will Be Successful - NO MATTER WHAT & NO EXCUSES:

- Deciding you’ll be successful no matter what is the ultimate game-changer in sales. Because when failure isn’t an option, you’ll outwork, outlast, and outthink everyone else. Success becomes inevitable when your mindset says, “I’ll win, no matter what it takes.”

State Why You Want Success and What Your Life Will Look Like With It:

- You need to state it because clarity creates power. When you declare your goals and your vision for success, you’re not just thinking about it, you’re committing to it. Stating it out loud forces you to own it, to believe it, and to align every action with that vision. Without that declaration, it’s just a wish. With it, it becomes a mission.

Talk to as Many People as You Need to for Your Goal:

- Talking to as many people as possible is vital because sales is a numbers game, more conversations mean more opportunities. Every person you meet could be a client, a referral, or a connection that leads to your next big deal. No excuses, just talk to everyone.

Build Relationships to Build Sales:

- Building relationships generates more sales today because people crave trust and connection in a world full of noise. When clients feel valued and cared for, they don’t just buy—they come back, refer others, and become lifelong advocates. Relationships turn one sale into a pipeline of opportunity.

Stay Organized In The CRM and Outside It:

- Staying organized in your CRM and beyond is non-negotiable because chaos kills sales. When you’re dialed in, you know every lead, every follow-up, every opportunity—nothing slips through the cracks. Organization isn’t just a habit, it’s your competitive edge.

Plan Your Time For Effectiveness:

- Busy is just an excuse—a mask for avoiding real priorities. True effectiveness isn’t about constant motion, it’s about focus, planning, and deliberate action. Being “busy” often means you’re dodging responsibility or stuck in indecision. Productivity, on the other hand, comes from owning your time, setting clear priorities, and cutting out distractions. Stop being busy. Start being productive.

Never Stop Learning Daily:

- Never stop learning daily because the moment you stop, you start slipping—period. Growth isn’t optional, it’s survival. Every new skill, every new insight keeps you sharp, dangerous, and ahead of the pack. Stay hungry. Stay lethal.

Build a Team Around You as You Scale Up:

- You can’t scale alone, period. Building a team means multiplying your time, energy, and expertise. The right people around you turn your vision into reality faster than you ever could solo. Scale isn’t about you doing more, it’s about your team doing it with you.

SELLING AMONG THE WOLVES **NOT JOINING THE PACK**

Let's be honest, the automotive industry can be a jungle. You've probably already noticed it. There are wolves out there, people who will lie, manipulate, and pressure just to make a deal. They'll say anything to get the signature, and they'll burn relationships to hit a number. And you know what? Sometimes it even looks like they're winning.

But nothing could be further from truth. Wolves always eat fast, but they never eat for long. Their success is temporary, built on manipulation and broken trust. They win today but lose tomorrow. Because character, not cunning, is what sustains success.

The Word of God gives us a clear picture of how to navigate this:

“Behold, I send you out as sheep among wolves. Therefore be wise as serpents and harmless as doves.”

— Matthew 10:16 (NKJV)

That's the balance of the true professional: wisdom and integrity. You can walk among the wolves, but you don't have to become one. You can dominate in this business without losing your soul.

The Golden Rule in the Sales World

In a world where everyone's chasing commission, you can stand out by chasing connection. The “Golden Rule” still works, in fact, it works better now than ever.

“Do unto others as you would have them do unto you.”

— Luke 6:31 (NIV)

That's not just scripture, it's the foundation of world-class salesmanship. Because when you treat every customer like you'd want your own family to be treated, with honesty, care, and respect, they feel it. People can spot fake from a mile away. But when your motives are pure, your heart is right, and your word is your bond, trust is built instantly.

In this business, trust is currency. And unlike gimmicks or tactics, it compounds over time.

Faith, Character, and Influence

You see, selling with integrity doesn't mean being passive or weak. It means being bold, confident, and grounded in who you are, a representative of excellence and light in an industry that desperately needs both. Every deal you write is an opportunity to show the character of Christ, patience, honesty, kindness, and humility, even under pressure. When you lead with integrity, you're not just closing deals; you're changing the perception of what this industry can be.

“Let your light so shine before men, that they may see your good works and glorify your Father in heaven.”

— Matthew 5:16 (NKJV)

When you hold yourself to a higher standard, when you refuse to lie, refuse to deceive, refuse to “snake” another salesperson or pressure a client, people notice. You become different. You become trusted. You become magnetic. The beautiful thing: is that you will sell more by being genuine than others will by being greedy.

Wisdom, Not Weakness

Don't mistake kindness for weakness. Christ didn't call us to be doormats, He called us to be wise as serpents and gentle as doves. That means you don't let people take advantage of you, but you also don't stoop to the world's level. You can still close hard, with passion, conviction, and certainty, but your motives are pure. You're not trying to “get” someone. You're trying to help someone. That's what separates sales manipulation from sales leadership.

When your foundation is faith, your tone changes. Your conversations change. Your confidence changes, because you're not just selling for a paycheck; you're selling with purpose.

You're working unto the Lord.

“Whatever you do, work at it with all your heart, as working for the Lord, not for human masters.”

— Colossians 3:23 (NIV)

SELLING AMONG THE WOLVES **NOT JOINING THE PACK**

That means every handshake, every phone call, every deal is worship in motion. You're not serving the dealership, you're serving the Kingdom through your excellence.

The Salesperson of Character

Sales built on deceit might close the deal, but sales built on integrity create disciples of loyalty. Customers come back. They send friends. They brag about you at dinner tables. They don't remember the deal; they remember how you made them feel. That feeling of trust, safety, and respect is what keeps your name alive long after the paperwork is filed.

When others cut corners, you go the extra mile. When others chase shortcuts, you build systems. When others lie to make the sale, you tell the truth and still close the deal. The reason why is because you don't work for money, money works for your mission. John Maxwell said, "People don't care how much you know until they know how much you care." Zig Ziglar also said, "You can have everything you want in life if you just help enough other people get what they want." That's not just business, that's biblical.

Selling Like a Shepherd, Not a Wolf

The wolf hunts for hunger and the shepherd guides for purpose. One destroys to gain while the other builds to sustain. When you sell like a shepherd, you lead customers through clarity and care. You're not forcing them, you're guiding them toward what's right for them. You're not trying to close a deal; you're trying to open a relationship.

"A good shepherd lays down his life for the sheep."

— John 10:11 (NIV)

That doesn't mean you die for your customers, it means you sacrifice your selfishness for their good. You stop seeing people as numbers and start seeing them as names. When you do, something powerful happens, the walls come down, the trust goes up, and the sale happens naturally.

Walking the Narrow Road in a Wide World

When you choose to lead with faith, you will stand out. Not everyone will understand you. Some will even mock you. But don't lose heart, light only shines brighter in the dark. This industry doesn't need more wolves; it needs more shepherds, men and women of principle who show that success doesn't require compromise. Your faith is your differentiator. Your integrity is your influence. Your consistency is your calling card. As the Apostle Paul said,

"Do not be conformed to this world, but be transformed by the renewing of your mind."

— Romans 12:2 (NIV)

When others pressure, you serve. When others chase greed, you chase grace. When others sell for commission, you sell from conviction. That's how legends are built, leaders are made, and how you shine in a world full of shadows.

Success Without Compromise

You were not called to blend in with the pack, you were called to stand out with purpose. You don't have to choose between faith and success, you can have both when your foundation is character and your compass is Christ. Because selling with integrity isn't just good business; it's Kingdom business.

When you keep God first, treat people right, and work with excellence, success doesn't just follow, it multiplies. So step into that showroom every day with courage, compassion, and conviction. Be the light in the dark and the shepherd among wolves. Then watch how God blesses your obedience with opportunity, favor, and fruit that lasts far beyond the deal.

"Seek first the Kingdom of God and His righteousness, and all these things will be added unto you." – Matthew 6:33

5 PILLARS OF SUCCESS

Every top-performing sales rep is built on a rock-solid foundation, and that foundation is made up of five critical pillars: Mindset, Communication, Sales Process, Personal Branding, and Leadership. These aren't just buzzwords, they're the non-negotiables that separate the average from the elite. Mastering these pillars means you're not just selling products, you're building trust, creating experiences, and dominating your market. If you're missing even one, you're leaving money and opportunity on the table. Are you ready to build your foundation and become the kind of sales rep who doesn't just compete, but dominates?

MINDSET

Your mindset is the foundation of everything you do as a sales rep. It's the difference between showing up to work and showing up to win. A winning mindset means you believe in your ability to succeed, no matter the obstacles. It's built on preparation, repetition, and the relentless pursuit of growth. You've got to see challenges as opportunities, not roadblocks. When you believe you're unstoppable, you'll act like it. Your mindset determines your income. If you think small, you'll earn small. But if you think like a top 1% closer, you'll dominate. Every day, you've got to wake up and ask yourself, "Am I operating like the best version of me?" If the answer is no, fix it. Because your mindset isn't just about you, it's about the lives you're impacting through your work.

COMMUNICATION

Sales is communication, plain and simple. It's not about talking, it's about connecting. Great communication starts with listening. You've got to hear what your customer is saying, but more importantly, what they're not saying. Read their tone, their hesitation, their excitement. Then, speak with clarity, confidence, and conviction. Your words should paint a picture of the solution you're offering, but don't forget your energy matters. People don't just buy products. They buy YOU. If you're flat, they'll feel it. If you're fired up, they'll catch that energy. Mastering communication means knowing when to push, when to pause, and when to close. It's an art, and the best sales reps are artists with their words.

SALES PROCESS

The sales process is your playbook for success. It's not about winging it, it's about having a proven system that works every time. From the first contact to the final close, every step matters. You've got to qualify your leads, build rapport, present value, handle objections, and close with confidence. But the process isn't rigid, it's a framework you adapt to each customer. The best sales reps know how to stay in control while making the customer feel like they're in the driver's seat. They don't skip steps! Every part of the process is there for a reason. When you master the sales process, you're not just selling, you're creating an experience that customers want to say yes to.

PERSONAL BRANDING

Your personal brand is your reputation, your identity, and your secret weapon in sales. It's what sets you apart from every other rep out there. In today's world, customers don't just buy products, they buy trust. And your brand is how you build that trust before you even meet them. Are you showing up online as a professional, knowledgeable, and approachable expert? Are you creating content that adds value and positions you as the go-to person in your field? Your brand should scream, "I'm the best at what I do, and I'm here to help you." Remember, people don't just buy from companies, they buy from people. Build a brand that makes them want to buy from YOU.

LEADERSHIP

Leadership isn't just for managers, it's for every sales rep who wants to be the best. Leadership starts with leading yourself. Are you disciplined? Are you consistent? Are you holding yourself accountable to your goals? Great sales reps don't wait for someone else to push them, they push themselves. But leadership doesn't stop there, it's about lifting others up too. Whether it's helping a teammate, mentoring a new hire, or inspiring your customers, leadership is about making an impact. When you lead with integrity, passion, and purpose, people will follow. And here's the truth: the best sales reps are always leaders. They don't just sell, they inspire confidence, trust, and action. Be the leader your team, your customers, and your industry need.

DEVELOPING THE LEADER WITHIN YOU 2.0

Many of us wish to unleash our inner leader but often feel overwhelmed by self-doubt, life priorities, and a myriad of obstacles. You set the stage for not only personal success but also empower those around you to aspire for greatness. The world is waiting for your unique influence, vision, and passion. After all, the best leaders aren't born; they're developed, one principle at a time.

Influence

Leadership isn't about wielding authority; it's about the ability to influence others in a positive way. Think of it as a ripple effect—small actions can create great waves of change! Your influence can inspire others to elevate their own actions and thoughts.

Priorities

In a world filled with distractions, it's easy to get lost in the noise. Ask yourself, "What are the top three priorities in my life right now?" Clarifying your priorities lays the groundwork for sound decision-making and effective leadership.

Character

Maxwell argues that true leadership is grounded in integrity, honesty, and authenticity. In an age where charisma can sometimes overshadow character, it's more critical than ever to lead with values that resonate not just with you, but with those you aim to lead. Building a solid character is a lifelong endeavor that will attract people to your vision and mission.

Positive Change

Effective leaders must be agents of change, always seeking to make the world around them better. But, how do you initiate change? It all starts with a VISION! Clearly communicate what you want to achieve and encourage others to join you in that pursuit.

Problem Solving

Leaders are often confronted with challenges, and how they tackle these problems speaks volumes about their capabilities. Maxwell teaches us that problem-solving isn't just about finding solutions; it's about fostering an environment where creativity flourishes. Encourage your team to brainstorm, share ideas, and even fail forward—every setback is a setup for a comeback!

Attitude

Ever notice how a positive attitude can light up a room? A leader's attitude can either energize a team or demoralize it. Maintaining a positive disposition not only enhances your own mood but also uplifts those around you. Start each day with gratitude and a determination to spread that positivity; you never know whose day you might change!

Serving People

In Maxwell's eyes, leadership is service. The most effective leaders put their people's needs first. This servant leadership approach fosters loyalty, enhances team morale, and creates a culture of trust. Instead of asking, "What can I gain from this situation?" flip the question to, "How can I serve others?" This shift in mindset transforms your approach and, ultimately, your impact.

Vision

Vision is the compass that guides effective leaders. Without a clear vision, followers may feel lost and insecure. Articulate your vision passionately and consistently. Paint a vivid picture of the future and inspiring others to contribute toward that brighter tomorrow.

Self Discipline

Maxwell underscores self-discipline as a non-negotiable trait for any aspiring leader. It's easy to get swept away by the excitement of big dreams, but it's the daily habits and routines that translate those dreams into reality. Whether it's setting aside time for personal development, honing your skills, or maintaining balance in your life, discipline sets the stage for sustainable growth and success.

Personal Growth

Maxwell insists that every leader should be a perpetual learner. Seek out new experiences, engage with mentors, and invest time in self-reflection. The more you grow individually, the more you can inspire those around you.

MINDSET & RESILIENCE **TRUE TEST OF A SALES PRO**

The car business will test you. Not physically, but mentally. It'll test your patience, your attitude, and your belief in yourself. It's not hard because you don't need to be a genius to succeed. In fact, this business is simple. You help people solve transportation problems, you build trust, and you follow a process. But what's not simple is what happens between your ears. The part that takes grit, faith, and emotional strength.

To be honest, you're going to get told "no." You're going to deal with people who treat you unfairly, lie to your face, or waste your time. You'll meet customers who are kind, curious, and grateful, but also those who are frustrated, impatient, and rude. You'll deal with long days, dry weeks, and months when nothing seems to go right. That's not a reflection of your worth; that's the reality of sales.

Every top performer in this industry, every name you've ever heard of, has walked through that same fire. The difference between those who make it and those who don't isn't intelligence, talent, or even skill. It's resilience. It's the ability to keep moving forward when your mind says stop.

John Maxwell says it like this: "The greatest gap in life is the one between knowing and doing." Most people know what to do, make the calls, greet the customers, follow the process. But few actually do it consistently, especially when they're discouraged. Resilience bridges that gap. It's what keeps you executing when your emotions are screaming to quit.

The Mental Battle We All Face

Here's a truth nobody tells you on day one: this job is an emotional roller coaster. One hour you feel like a superhero after closing a deal, and the next you're doubting yourself after a customer walks. That's why mindset isn't just important, it's everything.

Sales is 80% mental, 20% mechanical. You could memorize every script in this playbook, know every feature of every vehicle, and still struggle, because your attitude and emotional control determine how you deliver that knowledge. The average salesperson focuses only on what happens to them. The legendary salesperson focuses on how they respond to what happens. You can't control what customers do, but you can control how you react. You can't control the market, interest rates, or inventory, but you can control your energy, your gratitude, and your daily discipline.

When you think negative, you attract negative. When you focus on failure, you'll see more failure. But when you choose to focus on possibilities, growth, and gratitude, your energy changes, your words change, and your outcomes follow. The law of attraction in sales is simple: you will always find what you're looking for. If you search for reasons to be discouraged, you'll find them. If you search for reasons to be grateful, you'll find those too.

Every "No" Gets You Closer to a "Yes"

This business is a numbers game and a relationship game. You need numbers to create opportunities, and relationships to close them. Let's say you talk to 20 people in a day. Maybe 15 tell you no, three ghost you, and two actually buy. That means you won. You can't take rejection personally because it's never about you. Sometimes, it's about timing, money, or personal circumstances you'll never see. The best salespeople have learned to separate emotion from outcome. They don't let the "no" define their worth. They understand that every "no" brings them closer to the next "yes."

Louie Herron said, "Faith and focus are what keep you moving when everything around you says stop." You can't take rejection home with you, because the next customer you meet doesn't know what you just went through. They don't know that your last customer lied to you, that your deal fell through, or that someone else yelled at you. They only know their experience. And if you bring the frustration from the last one into the next one, you're sabotaging your own sale. So, shake it off. Reset. Every fresh handshake is a new opportunity.

MINDSET & RESILIENCE

TRUE TEST OF A SALES PRO

The Power of Positivity Under Pressure

Positivity isn't pretending everything's perfect — it's choosing to stay hopeful and strong despite imperfection. When you walk into work every day, you have a choice: to see the opportunity or to see the obstacle. John Maxwell said, "Your attitude colors every experience you have. It's like the mind's paintbrush." If you paint your day with negativity, every situation looks gray. If you paint it with gratitude, every moment becomes a gift.

I remember early in my sales career, I had a Saturday that was brutal. Four customers in a row told me no, my manager was frustrated, and I was doubting myself hard. Then I met a young family just browsing. I could've gone through the motions, but I decided to reset, smile, connect, and care. That "browsing family" bought two cars that day. That's when I learned: your next opportunity doesn't care about your last failure. Every "next up" could change your entire day, but only if you show up with energy and belief.

The Bounce-Back Principle

Resilience is like a muscle; you build it every time you recover from a tough moment. The more you bounce back, the stronger you get. When you face rejection, disappointment, or frustration, pause and reflect. Don't run from it. Ask yourself:

- What can I learn from this?
- What can I do differently next time?
- What attitude do I want to bring to my next customer?

This reflection keeps your mind sharp and your spirit grounded. It turns failure into feedback. John Maxwell teaches the Law of Pain, that growth only comes when we learn from our losses. That's the key to resilience. Every tough moment is a training moment for the next victory. When you reframe failure as feedback, you take your power back. You stop being a victim of the day and become the author of your destiny.

Faith, Focus, and the Team Around You

Here's the part most new salespeople forget: you are not alone. There's an entire team around you that wants you to win. Your manager's income, success, and pride are directly tied to your performance. They want to see you shine. Too many reps struggle in silence. Don't. Ask for help and lean on your leadership. Seek advice and let your team guide you. Iron sharpens iron, so when you surround yourself with leaders who believe in you, your belief grows too. What John Maxwell says is: "One is too small a number to achieve greatness."

This business can be mentally draining, but you never have to face it alone. The United Leadership culture was built on faith, family, and growth. We lift each other up when life, or sales, knock us down.

Control the One Thing You Can

You can't control the customer. You can't control the market. You can't control rates, inventory, or interest. But you can control one thing: your mindset.

Every morning, decide that today will be a great day, because your next customer might be the one that changes everything. Decide to smile when others frown. Decide to believe when others doubt. Decide to stay in the fight when it would be easier to tap out.

Success in sales and in life isn't about how great you are when things are easy. It's about how strong, humble, and relentless you stay when the pressure hits. So, when adversity shows up — smile, breathe, and remember who you are. You're not just here to sell cars. You're here to grow, to lead, and to build something legendary. You've got this. And we've got you.

"Tough times don't last, but tough people do." — Robert Schuller

"Fall seven times, stand up eight." — Japanese Proverb

"When you change the way you look at things, the things you look at change." — Wayne Dyer

15 INVALUABLE LAWS OF GROWTH

John C. Maxwell, a leadership expert and best-selling author, has outlined 15 principles for personal growth in his book *The 15 Invaluable Laws of Growth*. These laws serve as a guide for individuals looking to maximize their potential and achieve success in various aspects of life. Here's a brief summary of each law:

The Law of Intentionality:

- Growth doesn't happen by accident. It requires deliberate actions and a proactive mindset

The Law of Awareness:

- Understanding yourself and your strengths and weaknesses is crucial for personal development

The Law of the Mirror:

- Your self-perception and mindset significantly influence your potential for growth

The Law of Reflection:

- Taking time to evaluate your experiences and learn from them is essential for growth

The Law of Consistency:

- Small, daily improvements lead to significant long-term growth

The Law of Environment:

- Your surroundings and the people you associate with impact your personal growth

The Law of Design:

- Having a clear plan and vision for your growth is necessary for progress

The Law of Pain:

- Challenges and discomfort are inevitable in the pursuit of growth, and they can be valuable learning experiences

The Law of the Ladder:

- Character development is the foundation for sustained personal growth

The Law of the Rubber Band:

- Embracing change and stretching beyond your comfort zone fosters growth

The Law of Trade-Offs:

- Making sacrifices and letting go of certain things can lead to greater opportunities for growth

The Law of Curiosity:

- A desire for learning and exploring new ideas fuels personal growth

The Law of Modeling:

- Learning from mentors and role models can accelerate your own growth.

The Law of Expansion:

- Growing beyond your current limitations and continually seeking new opportunities is essential

The Law of Contribution:

- Adding value to others and making a positive impact is an integral part of personal growth

Understanding and applying these laws can provide a roadmap for personal development and empowerment. By embracing these principles, individuals can elevate their personal and professional growth, ultimately leading to a more fulfilling and purposeful life. John C. Maxwell's *The 15 Invaluable Laws of Growth* is a valuable resource for anyone seeking to unlock their full potential and achieve their goals.

16 UNDENIABLE LAWS OF COMMUNICATION

Maxwell's teachings have transformed how individuals connect with one another. One of his standout works, *The 16 Undeniable Laws of Communication*, provides invaluable insights that are guaranteed to elevate your interactions, whether personal or professional.

The Law of Credibility:

- To influence others, one must be credible, showcasing expertise and genuine character

The Law of Observation:

- Pay attention and gain insights that enhance your understanding while creating meaningful connections

The Law of Conviction:

- Always be passionate and committed to the message, it resonates deeply and inspires others to act

The Law of Preparation:

- By being well-prepared, you enhance clarity, confidence, and the overall impact of your message

The Law of Collaboration:

- Working together fosters creativity, strengthens relationships, and enhances understanding, leading to collective success

The Law of Content:

- Quality content enriches discussions, engages audiences, and fosters deeper connections

The Law of Connecting:

- Engaging with empathy and understanding creates bonds that enhance influence and inspire collaboration and trust

The Law of Leverage:

- By maximizing your assets, you can amplify your impact and achieve greater success in communication

The Law of Anticipation:

- Anticipating reactions and needs helps tailor messages effectively, fostering engagement and stronger connections

The Law of Simplicity:

- Distilling complex ideas into straightforward messages, will enhance understanding and retain audience attention

The Law of Visual Expression:

- Effective use of imagery and design enhances understanding, captures attention, and leaves a lasting impact on the audience

The Law of Storytelling:

- Stories make messages relatable and memorable while inspiring action and understanding

The Law of the Thermostat:

- Regulating your own attitudes and behaviors influences team morale and fosters a positive, productive environment

The Law of the Change-Up:

- By mixing approaches and adapting messages, communicators maintain interest and enhance effectiveness

The Law of Adding Value:

- Enhancing others' lives by prioritizing contribution fosters trust, deepens connections, and inspires collaboration and growth

The Law of Results:

- Focusing on measurable impact ensures that messages resonate and drive positive change in individuals and teams

Whether speaking to a crowd or chatting with a friend over coffee, applying these laws can lead to richer, more authentic conversations. So next time you find yourself in a discussion, remember these principles and watch your communication skills soar! Just like a well-timed punchline, effective communication leaves a lasting impression.

D.I.S.C. PERSONALITIES

UNDERSTANDING TO CONNECT

Understanding the D.I.S.C. personality framework is a game-changer in sales. Why? Because people buy from those they connect with. Period. Dominant (D) and Influencing (I) personalities make up just 14% of the population, but they're often the decision-makers and influencers in any room. Dominants are assertive, results-driven, and thrive on control. They want the facts, fast. Influencers, on the other hand, are charismatic, enthusiastic, and crave connection. They want to feel valued and heard. If you don't know how to adapt to these traits, you'll lose the sale before it even starts.

Mastering the sale isn't just about closing deals, it's about building relationships. When you understand a client's personality, you can tailor your approach to meet their needs, whether it's giving a Dominant the bottom line or making an Influencer feel like the star of the show. But it doesn't stop there. You've got to recognize your own personality traits too. Are you naturally Dominant, Influencing, Steady, or Compliant? Knowing this helps you communicate more effectively with all four types, turning every interaction into a win-win.

Want to go deeper? Learn how to leverage your personality to connect with each type individually. Sign up for the D.I.S.C. Sales Profile Report and unlock the blueprint to dominate every conversation. This isn't just about sales—it's about becoming unstoppable.

DOMINANT

Key Traits:

- 3% of people are a "D" personality
 - Seeks control
 - Decisive
 - Direct
 - Results

Strengths:

- Motivates others to action
- Excels in emergencies
- Values business related socializing
- Independent
- Goal-oriented

Obstacles:

- Opinionated
- Impatient
- Can appear cold
- Not complimentary
- Argumentative

Communicating With a "D":

- Be brief, direct, and to the point, then leave
- Ask "What" not "How" questions
- Focus on results
- Don't ramble
- Discuss a problem and its effect on outcomes

FEAR:

- Being taken advantage of

INFLUENCING

Key Traits:

- 11% of people are an "I" personality
 - Persuasive
 - Spontaneous
 - Friendly
 - Spotlight

Strengths:

- Inspires others
- Comfortable in the spotlight
- Optimistic
- Charismatic
- Enthusiastic

Obstacles:

- Undisciplined
- Disorganized
- Doesn't follow through
- Talks too much
- Doesn't listen

Communicating With an "I":

- Don't do all the talking
- Don't ignore their ideas
- Allow time for socializing
- Follow up with the details in writing
- Four short 10-minute discussions are better than one 40-minute discussion

FEAR:

- The loss of approval or rejection

D.I.S.C. PERSONALITIES

UNDERSTANDING TO CONNECT

The Steady (S) and Compliant (C) personalities make up a massive 86% of the population, and if you don't understand how to connect with them, you're leaving money and relationships on the table. Steady personalities are loyal, patient, and thrive on stability. They value trust and consistency above all else. Compliant personalities, on the other hand, are detail-oriented, analytical, and driven by precision. They want the facts, the data, and the assurance that every "i" is dotted and "t" is crossed. If you're not tailoring your approach to meet their needs, you're missing the chance to build real, lasting connections.

Now mastering the sale isn't just about closing; it's about creating relationships that lead to repeat business and referrals. Steady clients need to feel safe and supported, while Compliant clients need to feel confident in your expertise and attention to detail. When you understand these traits, you can adapt your communication style to make them feel understood and valued. That's how you turn a one-time transaction into a long-term partnership.

But you've got to know yourself first. Are you naturally Dominant, Influencing, Steady, or Compliant? Recognizing your own personality traits is the key to bridging the gap between who you are and who your client is. Want to go deeper? Sign up for the DISC Sales Profile Report and learn how to use your personality to connect with each type individually. This isn't just about sales, it's about becoming a master communicator.

STEADY

Key Traits:

- 69% of people are a "S" personality
 - Team-oriented
 - Follow-through
 - Loyalty
 - Acceptance

Strengths:

- Routine-oriented
- Finds the easy way
- Great listener
- Hard worker
- Supportive

Obstacles:

- Can be too laid back
- Shuts down in confrontation
- Needs reassurance
- Slow to start
- Resists change

Communicating With a "S":

- Create a friendly tone for the discussion
- Show interest in them as a person
- Don't be overly aggressive
- Minimize the potential for confrontation
- Give them time to adjust to any changes

FEAR:

- Being in a confrontation and the loss of security

COMPLIANT

Key Traits:

- 17% of people are a "C" Personality
 - Compliant
 - Analytical
 - Planner
 - Accuracy

Strengths:

- Genius-prone
- Finishes what they start
- Gathers facts
- High quality work
- Orderly and organized

Obstacles:

- Analysis paralysis
- Avoids risk
- Socially insecure
- Appears cold and distant
- Prefers to work alone

Communicating With a "C":

- Provide all the details
- Use validated facts
- Be precise in your explanation
- Be very specific
- Be patient, answer all their questions, and follow up to provide them with the additional data they request

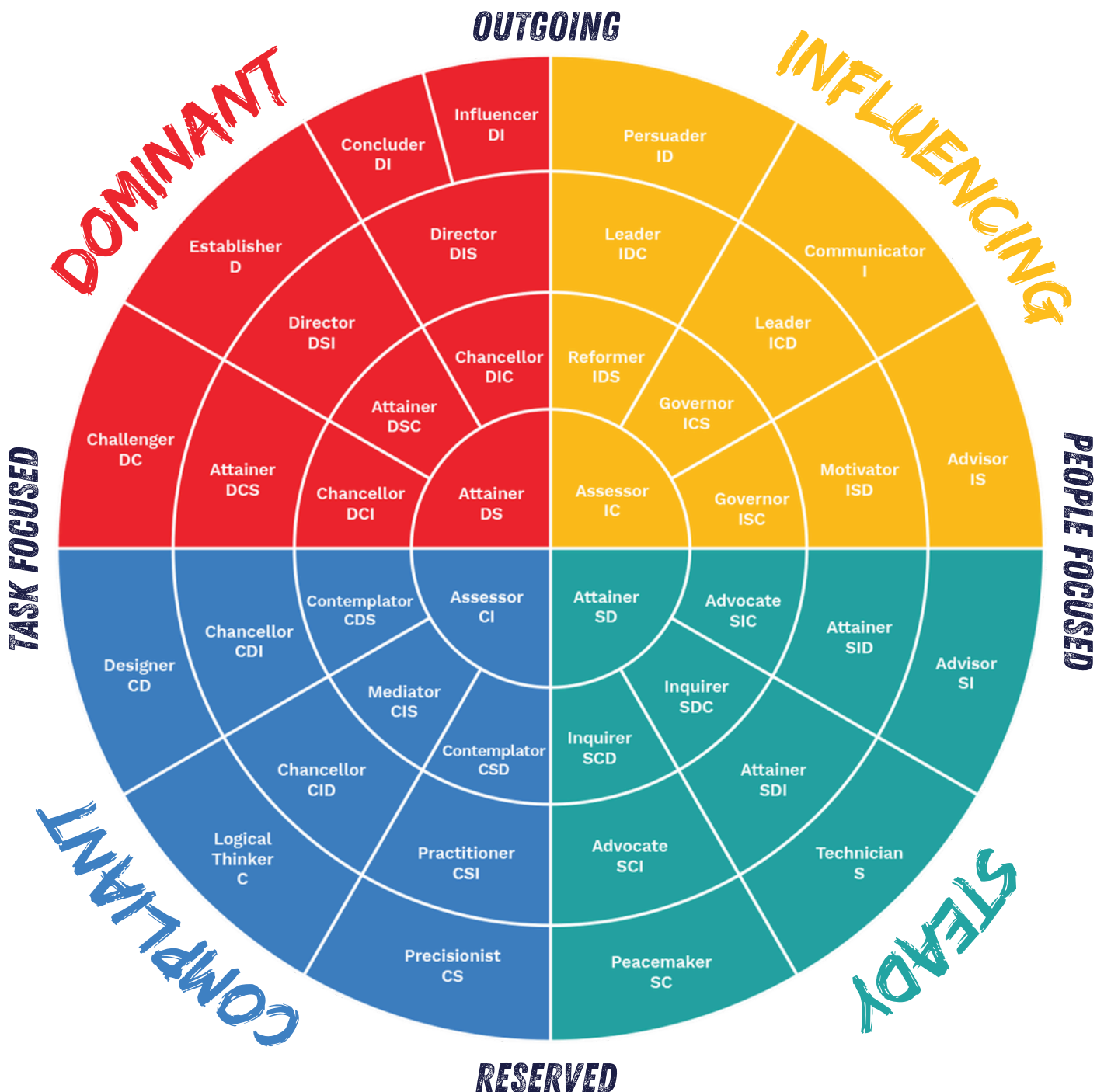
FEAR:

- Being criticized for their performance

DISC PERSONALITY

KEY TRAITS OF PEOPLE

The D.I.S.C. personality framework is a game-changer in sales. It's not just about knowing who you are, it's about understanding how you operate and how others respond to you. Your primary letter (D, I, S, or C) is your dominant trait, your natural go-to in any situation. The follow-up letters? They're your backup tools, shaping how you adapt and connect. For example, a D.C. is driven and detail-oriented, while a C.I.D. leads with precision but knows how to influence. However, your top trait isn't set in stone. You can shift between D, I, S, and C as you grow, adapt, and master new skills. In sales, this flexibility is EVERYTHING. Understanding D.I.S.C. doesn't just help you sell, it helps you lead, connect, and dominate.



SALES PROFILE

MAXWELL
LEADERSHIP

IDENTIFY YOUR **SELLING STRENGTHS** *and* *the* **BUYING BEHAVIORS** *of* YOUR PROSPECTS

Master the art of selling by learning how your sales style influences buying decisions.

SALES PROFILE REPORT

Whether you're new to selling or a seasoned sales veteran, the Maxwell Sales Impact Report will undoubtedly guide you to impactful results. This report helps you discover your selling style and ways to maximize it. It also offers awareness of the various buying styles of your clients. If you sell any product, service, or a combination thereof, this report will equip you to:

- **IDENTIFY YOUR PREFERRED STYLE OF SELLING** and understand your sales strengths and limitations.
- **LEARN HOW TO CONNECT WITH POTENTIAL BUYERS** and find out what makes them tick.
- **USING THE MATRIX OF CUSTOMER BUYING STYLES**, learn how to sell to every type of person.
- Receive a detailed **SALES PROFILE REPORT** and get a clear picture of how to improve your sales **RESULTS** and **PERFORMANCE**.



↑
Sign Up Now



NEW SALES REPS MISTAKES TO AVOID

New sales reps often stumble because they don't know what they don't know. They rush in with energy but lack the strategy to channel it. The biggest mistake? Not learning from the hard lessons others have already paid for. Instead of reinventing the wheel, new reps need to study the common pitfalls, like talking too much, failing to listen, or skipping follow-ups. Avoid them like landmines! Success isn't about trial and error, it's about learning fast, applying faster, and building on the wisdom of those who've been in the trenches.

Talking Too Much

- Stop pitching. Start listening. Customers don't care about your product until you care about their problem

Failing to Ask Questions

- If you're not asking, you're guessing. And guessing loses deals. Ask about their needs, budget, and timeline

Skipping Product Knowledge

- Not knowing your inventory makes you look like an amateur. Learn every feature, benefit, and spec

Ignoring Emotional Triggers

- People buy on emotion, not logic. Tap into what excites them about the car

Not Qualifying Leads

- Wasting time on unqualified buyers kills your momentum. Find out early if they're serious

Overlooking Trade-Ins

- Don't dismiss their trade. It's a key part of the deal. Handle it with care and transparency

Being Too Pushy

- High-pressure tactics backfire. Build trust first, then close

Not Following Up

- Most sales happen after the first contact. If you're not following up, you're leaving money on the table

Focusing Only on Price

- Selling on price alone devalues the car and YOU. Sell the experience, the value, the transformation

Failing to Build Relationships

- People buy from people they like and trust. Be personable, not robotic

Ignoring Body Language

- If they're crossing their arms or looking away, you're losing them. Adjust your approach

Not Handling Objections Properly

- Don't argue. Address concerns with confidence and solutions

Being Unprepared

- Walking into a deal without knowing your numbers, inventory, or process is a rookie move

Underestimating Social Media

- If you're not posting daily, you're invisible. Build your brand online

Failing to Create Urgency

- "Let me think about it" means you didn't give them a reason to act NOW

Not Asking for the Sale

- If you don't ask, you don't get. Close with confidence

Being Afraid of Rejection

- Rejection is part of the game. Learn from it and move on

Neglecting Follow-Through

- After the sale, stay in touch. Happy customers bring referrals

Overpromising and Underdelivering

- Don't promise what you can't deliver. It destroys trust

Lacking Confidence

- If you don't believe in yourself, neither will your customer. Confidence sells

VETERAN SALES REPS MISTAKES TO AVOID

Veteran sales reps often fall into the trap of complacency. They rely too heavily on their experience, thinking they've "seen it all," and stop sharpening their skills. Big mistake. The market evolves, customers change, and what worked five years ago doesn't always work today. Another killer? Overconfidence. They assume they can close without building value or skip steps in the process. And let's not forget the "barnacles"—bad habits picked up over time, like talking too much or dismissing new techniques. The lesson? Stay hungry, stay humble, and never stop learning. You're either growing or you're dying. Which one are you?

Getting Too Comfortable

- Veterans often rely on old habits. They stop evolving and miss out on new techniques or strategies that could elevate their game

Neglecting Social Media

- Many veterans underestimate the power of social platforms. They're invisible online while new reps dominate attention

Skipping Follow-Up

- They assume customers will come back on their own. Big mistake. Follow-up is where deals are won

Overlooking Training

- They think they've "seen it all" and stop sharpening their skills. Complacency kills growth

Talking Too Much

- Veterans sometimes dominate conversations instead of listening. Customers feel unheard and walk away

Failing to Adapt to Market Changes

- Interest rates, inventory, and customer expectations shift. Veterans stuck in their ways lose deals by not adjusting

Ignoring Emotional Selling

- They focus too much on numbers and logic, forgetting that people buy based on feelings

Underestimating Younger Buyers

- Veterans sometimes dismiss younger customers as "not serious." Meanwhile, those buyers go elsewhere

Relying on Reputation Alone

- Past success doesn't guarantee future wins. Veterans who stop hustling lose relevance

Avoiding Technology

- Tools like CRMs, video messaging, and digital marketing are game-changers. Veterans who avoid them fall behind

Not Asking for Referrals

- They assume referrals will come naturally instead of actively asking for them

Overpromising to Close

- Some veterans make promises they can't keep just to seal the deal, damaging trust long-term

Skipping the Basics

- Veterans sometimes cut corners on fundamentals like proper greetings or building rapport

Judging Customers Too Quickly

- They size people up based on appearance or initial impressions, missing out on real buyers

Losing Hunger

- They size people up based on appearance or initial impressions, missing out on real buyers

Underestimating Younger Buyers

- Veterans sometimes dismiss younger customers as "not serious." Meanwhile, those buyers go elsewhere

Growth starts with action. Now that you see the areas to improve, it's time to apply what you've learned. Don't just nod, implement. Push yourself to grow where it's uncomfortable, because that's where the breakthroughs happen. The goal isn't perfection, it's progress. So, what's your next move?

NEW VS. VETERAN POWER OF THE TEAM

New reps bring raw energy, fresh perspectives, and a hunger to prove themselves, while veterans carry the wisdom of experience, mastery of the process, and a deep understanding of the game. But neither group has all the answers. The real power of a team lies in its ability to learn from one another, to combine the strengths of the fresh and the seasoned, and to sharpen each other like iron sharpens iron. When a rookie's relentless follow-up meets a veteran's ability to read body language, magic happens. When a veteran teaches a new rep how to close with precision, and that new rep reminds the veteran how to hustle like it's day one, the entire team levels up. This isn't just about individual success, it's about creating a culture where everyone grows together, where egos are checked at the door, and where the mission comes first.

This kind of culture doesn't happen by accident. It takes leadership to create an environment where it's built, forged, and earned through shared struggles, late nights, and relentless commitment to the mission. It's about creating a team where everyone is invested in each other's success, where the rookie's win is the veteran's win, and vice versa. As a leader, your job is to foster this environment. You have to set the tone, lead by example, and make it clear that the team's success is more important than any individual's ego.

"The strength of the team is each individual member. The strength of each member is the team." – Phil Jackson. This quote isn't just a nice sentiment—it's a blueprint for building something unstoppable. When your team operates like this, you don't just win—you dominate. You become a force of nature, capable of moving mountains and changing the trajectory of lives and industries. So, ask yourself: are you building a team that sharpens each other, or are you letting egos and complacency dull the blade? The choice is yours.

NEW

Energy and Enthusiasm

- New reps bring raw excitement. They're hungry, eager, and ready to prove themselves. That energy is contagious and draws customers in

Willingness to Learn

- They don't have bad habits yet. They're sponges, soaking up training, feedback, and new techniques without resistance

Fresh Perspective

- New reps see things differently. They're not stuck in "how it's always been done," which means they're more open to creative approaches

Relentless Follow-Up

- They're not jaded by rejection yet. They'll follow up with leads relentlessly because they're driven to close every opportunity

Authenticity

- Customers sense their genuine excitement and effort. They're not over-polished or robotic, which makes them relatable and trustworthy

VETERAN

Mastering Objections

- Veterans don't panic when they hear "I need to think about it." They've heard it all before and know how to handle objections with confidence and precision

Reading Body Language

- Top reps can spot hesitation, excitement, or doubt just by watching a customer's posture or facial expressions. They adjust their approach instantly

Building Long-Term Relationships

- Veterans know it's not just about today's sale. They focus on creating lifetime customers who come back and refer others

Closing with Precision

- They know exactly when to push and when to pull back. Their timing is flawless, and they close deals without making customers feel pressured

Leveraging Experience

- Top reps have seen every scenario. They draw from years of wins and losses to navigate complex deals and stay calm under pressure

PRODUCT KNOWLEDGE

ANSWERS THAT MATTER

Product knowledge is critical, but let's get real, you don't need to be a walking spec sheet. What you do need to know is what matters to the customer. Focus on the features that solve their problems or hit their hot buttons, fuel economy, safety, towing capacity, or tech features, whatever aligns with their needs. Skip the overload of irrelevant details that'll make their eyes glaze over. Instead, tie the key specs to benefits they care about. For example, "It has the highest power in the industry so you'll tow your boat with ease." Keep it simple, focused, and impactful. That's how you win.

Know Your Inventory:

- Walk your lot daily to know what you have and where it is at.
- Know what models, trims, and what features are different in one trim over the other
- Being able to explain what the brochure does not and save the customer time makes you valuable to the customer

Memorize & Explain These Specs :

- HP, towing capacity, MPG, EV range and charging, engines available, 4x4/4x2/AWD, and Hybrid/PHEV/BEV
- Being able to explain it so they can understand it at their level is important
- Knowledge = Credibility

Understand The Hot Buttons:

- Figure out what matters most to them; safety, fuel economy, tech, style, space
- Know how to tie the features to these hot buttons
- People buy based on emotions tied to their priorities

Master The Competition:

- Study the other brands
- Know where your car wins and where it does not
- Customers are comparing, so be ready to win that conversation

Practice The Walkaround:

- Open doors, pop the hood, show the trunk, make it interactive
- This is where the majority of the sale is made, so practice building the emotion and value. This way you will naturally do it and get less objections at the close

Understand Vehicle Technology:

- Learn how to demo infotainment systems, driver-assist features, and apps
 - **Tip:** they are similar in every vehicle, just learn how to recognize the different button images and where they are located and you will look like the expert with out ever being in the vehicle before
- Tech is a HUGE selling point

Understand Trade-Ins:

- Learn how trade-in values are calculated
- Know how to justify and explain the true value of the trade-in
- Trade-ins are often the key to closing a deal

Know The Warranty & Service Plans:

- Ensure you understand and believe in the importance and value of these plans
- Be able to plant the seed for Finance Manager
 - "Most of my clients choose to protect their purchase and have a peace of mind, I even do it on all of my vehicles. Make sure the Finance Manager goes over them with you."
- Peace of mind sells, makes you gross, and you become the "Hero" when something does happen down the road

Learn The Financing Options:

- Know finance vs. lease, payment structures and how to explain them
- You are not just selling the car, you are selling the affordability

10 STEP PROCESS TO A "WOW" PHONE UP HOW CAR BUYING SHOULD BE

Ready to supercharge your phone skills and create a "Wow" experience for car sales? Buckle up, because I'm taking you through the ultimate 10-step guide that's going to make your phone ups not just good—but absolutely unforgettable!

1. Mindset

Before you even pick up that phone, approach every call with enthusiasm and confidence. You're creating an experience. Picture yourself helping find their dream ride! This mindset will radiate in your tone, making your conversation more engaging and natural.

2. Body Posture

"Posture? I'm on the phone!" Trust me, it matters! Stand or sit up straight, smile, and keep your shoulders back. This physical posture translates into your voice, making you sound more confident and lively. It's like magic!

3. Meet & Greet

Kick off the conversation with a warm and friendly greeting. Use the customer's name (because who doesn't love hearing their name?) and make an instant connection. A simple, "Hi [Customer's Name], thanks for calling—how can I make your day better today?" can work wonders. Your goal is to create trustworthy rapport right from the start!

4. Answer Their Question

When customers ask questions, those aren't just inquiries—they're opportunities! Make it your mission to provide clear, concise, and informative answers. Whether it's about a specific car feature or financing options, your knowledge will shine through, giving them confidence in your expertise. Patience is key—listen carefully and let them express their concerns.

5. Discover Their Wants & Needs

Dig deeper! What does the customer truly want? Use open-ended questions to get them talking. Try, "What's the top priority for you in a vehicle?" This not only unveils their needs but also makes them feel valued.

6. Showcase the Value

Briefly highlight how your cars meet their needs. Perhaps it's advanced safety features for those family road trips or fuel efficiency for the daily commuter. Paint a picture of how their life will be better with the vehicle they want. Make it relatable—this isn't just a car; it's their ticket to life's adventures!

7. Set the Appointment

Transition the conversation towards setting an appointment. Say something like, "I'd love for you to experience this in person! How does tomorrow sound for a test drive?" Make it clear that they will benefit immensely from seeing the car up close. It's all about presenting the appointment as the logical next step in their exciting journey!

8. Explain the Next Steps

Once they agree, clarify what's next. Whether it's gathering paperwork, providing directions to the dealership, or discussing financing options, make sure they know exactly what to expect. This will eliminate confusion and build trust. You want them to feel comfortable and excited leading up to their visit!

9. Immediately Send Text w/ Video Introduction

After the call, boost that connection with a quick follow-up! Shoot them a friendly text with an introduction video of yourself. Short, sweet, and totally fun! This will personalize the experience even further, reminding them that there's a real, enthusiastic person waiting to help them out. Bonus points for being memorable!

10. Build the Relationship

Keeping the relationship alive even before they arrive shows you genuinely care. Little touches can turn a one-time customer into a lifelong client, ensuring they only work with you.

And there you have it—your roadmap to transforming phone ups into a "Wow" experience! Remember, each step is an opportunity to connect, build trust, and provide value. So, put on that confident smile and channel your enthusiastic mindset.

PHONE-UP SCRIPT

CALL TO APPOINTMENT

Mastering the phone up isn't just a skill, it's the foundation of your success in sales. The phone is where the relationship starts, where trust is built, and where you set the tone for the entire buying process. When a customer calls, they're already interested. They've taken the time to reach out, which means they're looking for answers, solutions, and someone they can trust. This is your moment to shine, but most salespeople blow it. They sound unprepared, robotic, or worse, uninterested. That's why having a structured script is non-negotiable. A script isn't about being fake, it's about having a proven framework that ensures you hit every key point while staying in control of the conversation. It's your roadmap to success, but you've got to make it your own. Inject your personality, your energy, and your style to make the interaction feel genuine and tailored.

The goal of every phone up is to get the customer the information they need and set the appointment. But this isn't just about answering questions. It's about creating urgency, building excitement, and leading the customer to the next step. You've got to understand that the phone is your weapon, and every call is an opportunity to dominate. If you're not setting appointments with at least 50% of your phone ups thus closing 25% of the calls you take, you're leaving money on the table. The phone is where you plant the seed of trust and confidence. When you execute a phone up correctly, the customer doesn't just want to come in, they feel like they need to. That's the power of mastering this skill.

"It's a FANTASTIC day at XYZ Auto! This is [Your Name]. Who do I have the pleasure of assisting today?"

"John, my name is [Your Name]. What can I assist you with today?"

"Is it available?"

"Absolutely, John! That [Model] is an incredible vehicle. What about that vehicle has you possibly wanting to come test drive it?"

Do you happen to have the stock number handy?"

"Great, John! That vehicle was available this morning, but let me double-check to ensure it's still here because our vehicles move FAST. Before I do, is this the best number to reach you at in case we get disconnected?"

"Perfect! Where are you calling from today, John?"

"Awesome! Now, I'm going to check on that vehicle for you. Do you mind if I place you on a brief hold while I verify. Hang tight!"

PUT THEM ON MUTE, NOT HOLD.

"John, are you still there? Fantastic! Now I did not get your last name.

John, I was able to verify that the vehicle is still available, and I also have [X amount] of similar [Model] options in stock. Would you be available to stop by today or tomorrow to check it out in person?"

"I have a few questions first."

"Great, John! I'd love to get you all the information you need to make your decision easier. What questions can I answer for you right now?"

Answer their questions and then go for the appointment

"John, the best way to make sure this is the perfect fit for you is to see it in person. I've got two appointment options, today at 4:15 PM or tomorrow at 10:45 AM. Which one works better for you?"

10 STEP PROCESS TO A SUCCESSFUL SALE HOW CAR BUYING SHOULD BE

Have you ever wondered what it takes to make a successful car sale? Selling a car is not just about exchanging a vehicle for money; it's about creating a memorable experience that leaves both you and the buyer feeling satisfied and excited. In this guide, we'll explore the 10 essential steps to follow in order to make every car sale a triumph. From building connections to sealing the deal, these steps will steer you in the right direction and empower you to drive out with a win-win outcome.

1. Mindset

Believe in your product and yourself—this confidence radiates to buyers. A positive attitude fosters trust and builds connections. When you're passionate, customers feel it and want to buy from you! Everyone is a buyer!!!

2. Meet & Greet

One of the most important steps is to establish rapport and build trust with your potential buyer. Greet them warmly, engage in friendly conversation, and show genuine interest in their needs and preferences.

3. Discover Their Wants & Needs

Ask probing questions to uncover the features, specifications, and benefits that matter most to your customer. Understanding their wants and needs is essential for presenting the right vehicle options.

4. Showcase the Value

Highlight the value of the cars you're presenting. Whether it's fuel efficiency, safety features, or advanced technology, showcasing the benefits can help your customer envision the value they'll gain from the purchase.

5. Address Concerns & Objections

Be prepared to address any concerns or objections your customer may have. Whether it's about pricing, vehicle history, or performance, respond with honesty and transparency to build trust.

6. Take A Test Drive

Get your customer to experiencing the vehicle through a test drive. Have them feel the comfort, performance, and features firsthand, allowing them to envision themselves owning the car.

7. Ask For The Sale

Connect with your customer emotionally by asking a powerful trial close: "Can you see this in your driveway tonight if we get the numbers right?" Watch their body language, listen closely, and paint the picture of ownership.

8. Present a Compelling Offer

Once you've found the perfect match, present a compelling offer that outlines the advantages of purchasing from you. Emphasize the benefits and unique selling points to seal the deal.

9. Overcome Objections & Close

If your customer has reservations, address their objections by highlighting the value and benefits of their purchase. You may need to negotiate and find common ground to reach a mutually beneficial agreement.

10. Build the Relationship

Building relationships after the sale is key to long-term success! Reach out for check-ins or service reminders—show you care! Happy clients become repeat buyers and recommend you.

The 10 steps are all about creating a positive and memorable experience for your customers. By building rapport, understanding their needs, and presenting compelling offers, you can turn every car sale into a mutually rewarding transaction. Remember, it's not just about selling a car – it's about creating a journey that your customer will remember fondly. So, rev up your enthusiasm and set your sights on driving out with a triumphant deal every time!

CUSTOMER DISCOVERY

Customer discovery is EVERYTHING in sales. Asking the right questions isn't just about finding the right vehicle, it is about uncovering the customer's true needs, wants, and motivations. You're not selling a car, you're solving a problem or fulfilling a dream. When you dig deep with questions about their lifestyle, family, commute, or even their frustrations with their current vehicle, you're gathering ammo for the close. Why? Because when it's time to present the deal, you're not just pitching a product, you're showing them how this vehicle solves their problems or upgrades their life. That's how you close with confidence and without resistance.

How will you be titling your next vehicle; name, address, and contact info?

It gets you the correct information earlier on and contact info.

What has you looking for a new car today and what would you like to accomplish today?

Sets the tone

If you could have the perfect car, what would it look like?

People buy the dream, not the product.

Do you prefer new or pre-owned vehicles?

It narrows the inventory and aligns with their mindset.

What is one thing you absolutely can not compromise on in your next car?

This pinpoints their top priority—non-negotiables drive decisions.

Are you replacing a vehicle or just adding one to your family?

Lets you know if you have a trade in or if they are thinking of selling it privately or keep it.

What's been your biggest frustration with your current car?

Solving their pain point builds trust and urgency.

What do you use your car for most?

It shows you're listening and positions you as a problem-solver.

What did you love or hate about your last car-buying experience?

It helps you avoid pitfalls and build trust.

Do you plan to finance, lease, or pay cash?

Understanding their payment method shapes the deal structure.

How important is warranty coverage to you?

Helps you position extended warranties or certified pre-owned options.

Who else will be involved in the decision-making process?

Identifies influencers or decision-makers you need to address.

Is there anything that might hold you back from making a decision today?

It prepares you to handle objections before they derail the sale.

Discovery isn't an interrogation, it is a conversation. People don't want to feel grilled, they want to feel understood. Active listening is the key. When you truly listen, you pick up on their emotions, their tone, and what they're not saying outright. Sure, sprinkle in questions like, "What color do you love?" or "Do you tow anything?" but don't make it robotic. Focus on their story and why they're here, what's frustrating them, what they dream of. Let them talk, and you'll uncover the real gold: their buying motives. That's how you connect and close.

TRADE-IN VALUATION

GETTING THE REAL VALUE

Getting the real value of a trade starts with flipping the script, this isn't about tearing down their car, it's about showing respect and professionalism while determining its true worth. A proper trade valuation builds trust, lowers resistance, and keeps you in control of the negotiation. It's not about "devaluing" their vehicle, it's about transparently assessing its condition, market demand, and reconditioning needs to justify your offer. When you master this process, you hold your value, protect your gross, and leave the customer feeling confident they're getting a fair deal.

Always Walk Around the Trade with the Customer

- You show them that you are doing a professional evaluation of the condition of their vehicle
- They are 77% more likely to believe your value when presented with it
- They also get to do a proper valuation themselves, as they likely forgot about the scratch ding in the side and now they start to lower what they thought initially they were going to get, getting to reality vs what a tool online said

Check Everything with the Customer

- Check the radio, windows, seats, blinkers, moonroof
- Start the car and turn the wheel
- Open the hood
- Look at tire tread, paint defects
- Take pictures of anything pointed out

Spend the Proper Time Here

- This is the second most important part of a deal
- Spending time here will save you time in negotiating a trade and holding gross later

Position Yourself as an Ally

- "I am doing this to ensure you get the absolute most for their trade."
- It builds trust and makes them feel like you're working with them, not against them.

The "Devaluation Explanation" Close

- "We consider mileage, condition, market demand, and reconditioning costs. Here's how we arrived at \$____. This is the absolute top value based on today's market."
- Transparency builds trust and makes the number feel justified

The "What You Owe vs. What It's Worth" Close

- When they say, "I want payoff for my trade," respond:
 - "What you owe and what it's worth are two completely different things. If you owed \$2000, would you expect \$2000 for it? No, right? Let me show you how we arrived at the top value of \$____."
- It reframes their thinking and separates emotional attachment from market reality

The "Condition Reality" Close

- Point out wear and tear respectfully: "Your car's condition affects its value. For example, the tires need replacing, and there's some wear on the interior. That's why we're at \$____."
- Helps them understand why the number isn't higher without offending them

The "Auction Value" Close

- Flip the paper over and explain:
 - "Here's what similar vehicles are selling for at auction. We're offering you top dollar based on this data."
- Data doesn't lie. It's hard to argue with facts

The "Trade-In Convenience" Close

- "Selling your car privately might get you more, but it takes time, effort, and risk. We're offering you a hassle-free process and immediate value."
- Convenience often outweighs a few extra bucks

The "Let's Focus on the Big Picture" Close

- "I understand you want more for your trade, but let's look at the overall deal, your payment, the new car's value, and the warranty. This is a win for you."
- Shifts focus from the trade-in to the total package

SHOWCASING THE VALUE BUILD YOUR GROSS

The real art of selling begins the moment you stop presenting and start personalizing. After you've completed a powerful discovery and walked around their trade, you now hold the key to everything, what they love, what they hate, and what's missing. You've uncovered the story behind their purchase decision. Now, it's time to connect that story to your product. You're not just showing a vehicle; you're showing a solution, a better version of their daily life. Every detail you learned from the needs assessment and trade walk becomes your ammunition for an exceptional, emotionally charged presentation, one that builds trust, creates excitement, and establishes such immense value that price becomes an afterthought.

This is the stage where legends separate themselves from the rest. This is where you spend the majority of your time in the sales process, in the value-building phase. It's where rapport becomes relationship, and information turns into inspiration. The more time you invest here, the more control you have over the outcome. The longer you stay in value, the stronger your gross. The deeper your connection, the fewer objections you'll face. Remember this: objections don't exist where value lives. When a customer fully believes your vehicle solves their problems, enhances their lifestyle, and meets their emotional needs, resistance disappears and confidence rises.

Your walk-around must never be random or robotic. It's not a tour of steel and buttons, it's a story. You are painting a mental movie in your customer's mind, one where they are the star and the vehicle is the supporting character that elevates their life. That's why every legendary presentation follows a simple but strategic path, designed to create rhythm, flow, and emotional momentum from start to finish.

THE LEGENDARY PATH AROUND THE VEHICLE

Start at the front of the vehicle. This is your opening scene, where first impressions and emotional engagement begin. Highlight the design, strength, safety, and craftsmanship. Talk about brand heritage or innovation that builds pride and credibility. If they're trading in an older model, emphasize how far technology and performance have advanced. Use visual comparisons to make them see and feel the upgrade. Example: "This new body design not only looks more aggressive, but it's also engineered to absorb 30% more impact, keeping your family safer." At this point, the customer should already feel that this car represents progress.

Move down the driver's side. This section is all about comfort, convenience, and confidence. Here, you layer in features that directly connect to their lifestyle and previously expressed needs. Example: "You mentioned you drive long distances for work, notice the advanced LED headlights and lane-keeping system that keep you safe and alert during those late-night commutes." Every word should link a feature to a benefit, then to a personal value that matters to them. If their trade had cloth seats and manual adjustments, show them the leather-trimmed, memory-powered seats and say, "This isn't just comfort; it's earned luxury, a daily reminder of what your hard work provides." You're not selling leather, you're selling pride and reward.

End on the passenger side. This transitions them from observing to owning. Invite them to sit in the passenger seat. This is intentional, it allows them to relax and begin mentally taking ownership while you move to the driver's side to showcase the vehicle's technology and driving environment. Demonstrate Apple CarPlay, navigation, driver-assist systems, and interior comfort features, always connecting back to what they shared in discovery. For example: "You said your last car didn't have Bluetooth and it drove you crazy, now your phone connects automatically, your messages read aloud, and you never have to touch your device. That's convenience, safety, and peace of mind all in one." At this stage, you're not listing features, you're showing value through experience.

Transition into the test drive with confidence and care. Once your interior demo is complete, your customer should be nodding, smiling, and leaning forward with curiosity and excitement. You've built anticipation, now it's time to transform that emotion into connection. Before heading out, this is the perfect moment to introduce your first trial close. This is not about "getting the sale." It's about confirming alignment, surfacing hidden concerns, and building trust before transaction.

"Mr. Customer, barring a great test drive that fits you perfectly and numbers that are affordable for your budget, would this be the vehicle you'd want to take home today?"

SHOWCASING THE VALUE BUILD YOUR GROSS

This simple, sincere question does several powerful things at once. It tells you whether you're truly on the right vehicle, it brings hidden objections to the surface before they become barriers, and it communicates that you genuinely care about helping them make the right decision. You're not pushing, you're partnering. You're positioning yourself as a professional advisor, not a salesperson. Remember: pressure creates resistance, but partnership builds trust.

Now, begin the test drive experience. You always drive first. This allows you to demonstrate confidence, comfort, and professionalism while maintaining control of the presentation. As you drive, highlight the feeling of smoothness, handling, and technology, reinforcing the same key value points you built during your walk-around. Keep your tone conversational, your energy focused, and your pace relaxed. This is not a race, it's a relationship. You're leading the customer from information to imagination.

After a few minutes, drive to a nearby, neutral location away from the dealership, a park, a scenic overlook, or a quiet side street. Stop the car, step out, and invite your customer to do the same. Let them stretch their legs, walk around, and see the vehicle away from the lot. This small, intentional step is pure sales psychology. Off the lot, the vehicle no longer looks like "inventory", it looks like ownership. They see it in natural light, standing on its own, and subconsciously begin to picture it parked in their driveway, not your dealership. Ask reflective, emotion-based questions that pull them into that vision:

"When you look at it from here, can you see yourself pulling into your driveway in this?"

"How does it feel seeing it out here, away from everything else?"

Then, with a confident smile, hand them the keys. Let them take the driver's seat and drive it back to the dealership. This moment is where the ownership emotion locks in. The energy in the car changes. The conversation shifts from you showing them the car to them experiencing their car. As they drive, stay quiet for the first minute or two, let the car speak for itself. Listen closely for emotional cues like, "Wow, this rides so smooth," or "This feels right." These are emotional buying signals, confirmation that your value-building worked.

Once they've felt that emotional connection, as you're pulling back into the dealership, it's time for your second, emotional trial close. With warmth and genuine enthusiasm, look over and say:

"Mr. Customer, it sounds like you absolutely love the way this vehicle drives, how it feels, and how it fits you. If I can get the numbers to a payment that's affordable for you, would you want to wake up in the morning and see this sitting in your driveway?"

This question does more than confirm interest, it builds emotional ownership. It shifts their mental image from a potential purchase to a personal experience. We say "wake up and see it in your driveway" for a reason; it's a positive emotional vision that triggers joy, pride, and fulfillment. Words like "buy" or "take home" trigger the opposite; buyer's pain, the subconscious resistance tied to spending money. But "seeing it in your driveway" evokes peace and satisfaction, it's a vision of reward, not cost.

If they say "yes," you know you're 100% on the right vehicle. If they hesitate, that's your cue to gently uncover what's holding them back. Either way, this trial close sets the tone for the next step: heading inside, sitting down, and creating an affordable path to ownership. You've set the expectation that your job is not to "sell" them, it's to help them take it home today.

When you master this process, you'll notice the difference instantly, fewer stalls, smoother transitions, higher closing ratios, and happier clients. The test drive isn't just a mechanical step; it's the most powerful emotional bridge in the sales process. The pros treat it like an experience, not a drive. Because average salespeople talk about cars, good salespeople show cars, but legends make people feel cars.

So, slow down. Let the experience breathe. Build the emotion. Ask the right questions. Paint the right vision. Because when you do, you won't have to "close" your customers, they'll close themselves. And when they walk back into the showroom smiling, already picturing that car in their driveway, you'll know you've done more than sell a vehicle... you've created a memory, built a relationship, and made another step toward becoming Legendary.

NEGOTIATION TECHNIQUES

CLOSING WITH GROSS

Negotiation isn't about giving in, it's about controlling the game. The goal? Close the deal and keep the gross. That means mastering techniques that build trust, create urgency, and highlight value without caving on price. It's about managing the buyer's mindset, reading their body language, and knowing when to push and when to pause. The best negotiators don't just sell a product, they sell the why behind it, making the customer want it more than the money in their pocket. These techniques will help you dominate the negotiation table, protect your profit, and leave your customers feeling like they won.

Only Talk Numbers With Numbers In Front of You

- When you talk numbers without putting them in front of the customer, they're imagining their own version of the deal piece by piece

Leverage Silence

- After presenting your offer, shut up. Silence creates pressure. Let them speak first

Get Knee to Knee and Not Across the Desk

- When you're sitting across the desk, it's "me vs. you", it creates distance, both physically and emotionally. But when you get knee to knee, you're on the same side

Position Yourself as an Ally

- "I'm on your side. Let me go to bat for you and see what I can do."
- It builds trust and makes them feel like you're working with them, not against them

Anchor High, Then Adjust

- Start with a higher number than you expect to settle on
- Never give your best offer upfront
- Adjust in small amounts and be willing to say NO, trust but verify their real number
- It sets the tone for negotiation in your favor

Break Down the Numbers

- "This payment is just \$15 more a week, less than what you spend on coffee."
- Smaller numbers feel more manageable

Sell the Value, Not the Price

- When the value outweighs the price, the price becomes irrelevant

Create Urgency

- "This deal is only good until the end of the day, after that, I can't guarantee it."
- People act faster when they feel time pressure

Highlight Limited Availability

- Scarcity creates urgency and eliminates price haggling

Leverage Reciprocity

- "I'm going to throw in a free tank of gas and a car wash. Let's wrap this up."
- Small gestures make them feel obligated to reciprocate by closing

The "Confidence" Close

- "This is the right car for you. You know it, I know it. Let's make it happen."
- Certainty is contagious, if you believe in the price, they will too

The "Trade-Up" Close

- "You're not just buying a car—you're upgrading your life. Isn't that worth the investment?"
- It shifts focus from cost to transformation

Use the "What's Holding You Back?" Close

- "What's stopping you from moving forward today? Let's solve that."
- It forces them to articulate their hesitation, which you can then address

The "If I Could, Would You?" Close

- "If I could get this [objection] handled for you, would you take the car today?"
- Forces commitment. If they say yes, you've got them. If they say no, you uncover the REAL objection

Tie Everything to the Payment

- 80% of customers focus on monthly payments, not the total price
- Getting to payment fast lets you anchor the conversation to what matters most to them, affordability
- Negotiating payment will save you thousands in gross due to flexible terms and rates

ICE CREAM CONE OF THE SALE

MASTERING TIME & EMOTION

The time you spend on the front end of the sale will always determine your success on the back end. Great salespeople know that if you slow down in the beginning, everything speeds up at the end. Think of the entire sales process like eating an ice cream cone, it's all about savoring each layer the right way, in the right order, and enjoying the full experience from start to finish.

THE SWEET START - THE MEET & GREET (5%)

This is that first sweet taste, the very first lick of the ice cream. The meet and greet should take about 5% of your total process, but it sets the tone for everything that follows. This is where first impressions are formed, and connection begins. It should be light, warm, and positive, not rushed or robotic. Just like tasting a new flavor, the customer is trying to decide if they even like you. Your smile, tone, and body language are your ingredients. Sweet, simple, and friendly. If it's too fast, too cold, or too forced, they'll set the cone down before it even starts to melt. John Maxwell says, "People don't care how much you know until they know how much you care." The Meet & Greet is where you show them you care.

THE FLAVOR DISCOVERY - THE NEEDS ASSESSMENT (15%)

Now you're diving a little deeper into the cone, this is where you really start to discover the flavor. You're spending about 15% of your time here. This is where the customer opens up and begins to trust you. You're asking the right questions, learning about their wants, needs, frustrations, and lifestyle. You're also letting them discover you, your professionalism, confidence, and authenticity. It's still sweet, but now it's meaningful. They're no longer deciding if they like the flavor; they're deciding if they can trust it. Done right, this phase transforms a stranger into a partner in the buying process.

THE CONE - BUILDING VALUE & THE TEST DRIVE (70%)

Here's where the real experience begins. The ice cream cone represents the foundation of your sale, the value-building stage. This is where you spend 70% of your time. It's still sweet, but it's also solid. The cone gives the structure to everything above it, just like your presentation and test drive create the structure for the close. This is where you show the customer what makes this vehicle the solution to their problems. You're demonstrating features, tying them to benefits, and creating emotional value that connects deeply to what they told you during discovery.

This is the part where you make them feel the vehicle. You're not just selling a car, you're selling comfort, confidence, safety, pride, and joy. This is where you showcase your expertise and build trust so strong that by the time you return from the test drive, the customer already feels ownership. The experience should be immersive, engaging, and emotional, the kind of moment that leaves them smiling, not calculating. Remember: the more value you build here, the less negotiating you'll do later.

THE TIP OF THE CONE - THE TRANSACTION & NEGOTIATION (10%)

Now you're at the very end, the transactional tip of the cone. This is the smallest part, but if you've done your job right, it's also the simplest. This phase should only take 10% of your time. Think about that, less time than you spent in discovery! This is where you simply align the numbers with the experience. If you built the emotional and logical value up front, the transaction becomes confirmation, not confrontation. The customer isn't "buying" anymore, they're owning. They're simply finalizing what already feels right. You've guided them through such a positive emotional journey that this step feels like the cherry on top, not the stress of a deal.

THE AFTERTASTE - RELATIONSHIP & RETENTION

Once they say yes, the sweetness doesn't end. This is where you build the real relationship, the loyalty, referrals, and repeat business that fill your future cones. Follow up with gratitude. Celebrate with them. Send a thank-you video or a text that says, "I'm honored to have been part of your story." This is how you earn the next sale before the ink even dries on this one. Remember, legends don't just close deals, they build relationships that outlast them.

ICE CREAM CONE OF THE SALE

MASTERING TIME & EMOTION

Now picture that same ice cream cone flipped upside down, a triangle turned the wrong way. What happens? The ice cream falls out. It hits the ground. And this isn't Dairy Queen — the ice cream doesn't stay in!

That's exactly what happens when you rush the front end of the sales process. When you spend too little time on the sweet parts, the Meet & Greet and Discovery, the whole experience collapses. The customer doesn't have anything solid to hold on to emotionally. This causes the "sweetness" of the experience, the trust, excitement, and connection to spill out before you even get to the numbers.

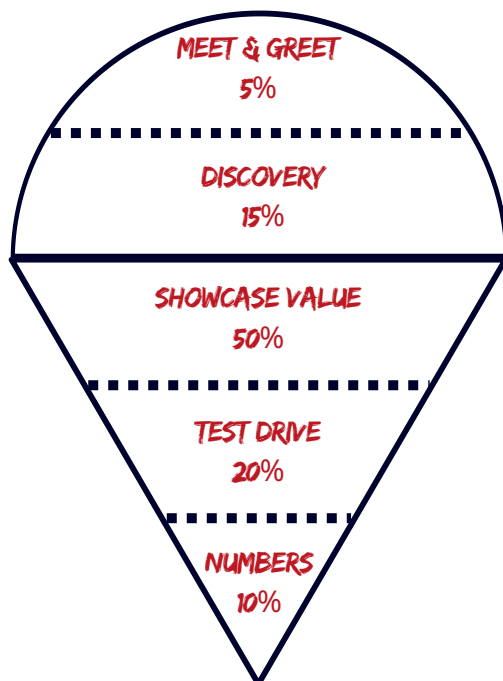
Think about it. Would you want to eat an ice cream cone without the ice cream? Of course not. It's dry, hollow, and disappointing. It's missing the part that makes it worth it. The same goes for the sales process, when you skip the emotional part of the sale, when you don't build value and connection early on, you're serving a cone with no ice cream. You're selling a product with no passion, a car with no emotion, and a transaction with no transformation.

Customers don't buy vehicles just for transportation, they buy them for how they make them feel. The smell, the look, the pride of ownership, that's the ice cream! When you flip the cone, you lose it all. The customer ends up focusing on price because there's no emotion left to hold the value together. It turns what should have been a sweet, exciting moment into a dry, transactional one.

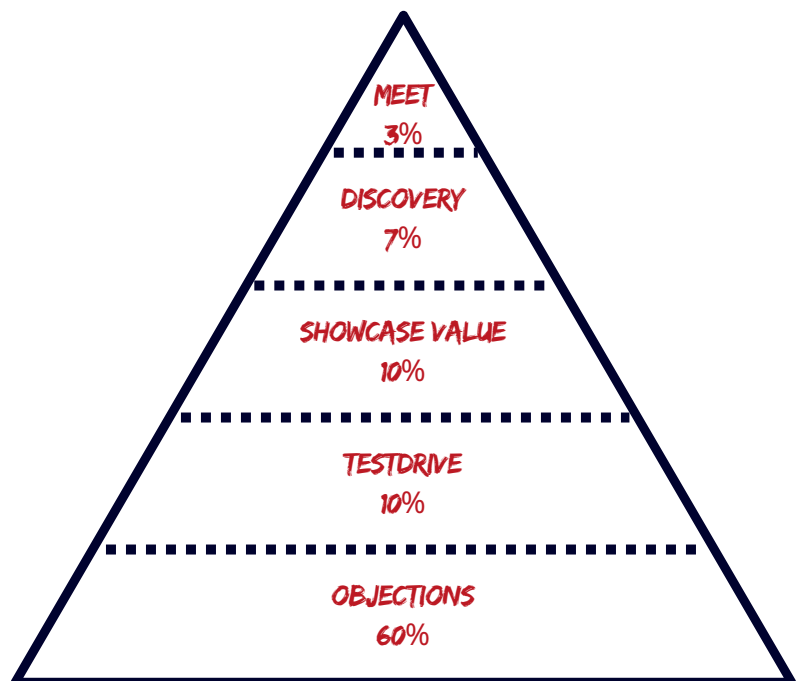
So, keep the cone upright. Build your foundation early. Let the customer experience every flavor of trust, excitement, and value before you ever talk numbers. Because if you do it right, by the time you reach the tip of the cone, they're smiling, satisfied, and ready for the cherry on top, the delivery. But if you rush, you're left holding an empty cone, wondering why it all melted away. And the question you should always ask yourself is simple:

Would you want to eat an ice cream cone without the ice cream? Then why would you ever want to sell a car without the sweet emotion that makes it special?

WHAT A LEGEND DOES



WHAT THE AVERAGE REP DOES



DO YOU REALLY WANT TO SPEND 60% OF YOUR TIME HANDLING OBJECTIONS?

HUNTING DEALS

When I first started selling cars, my trainer said "You will underestimate 100% of the time the amount of prospecting you will need to do to be successful selling cars". It stuck with me and could not of been more true. Be HUNGRY and go hunting for the deals.

Social Media

In today's digital age, social media is your first stop! Platforms like Instagram and Twitter are not just for sharing cat memes; they're bustling marketplaces filled with potential customers. Share eye-catching photos of your latest inventory, engage with followers, and answer questions in real-time. Create polls, host Q&A sessions, and use stories to highlight special deals. The more engagement you foster, the more leads you generate. Remember, folks love buying from those they feel connected to!

Marketplace

Facebook Marketplace is like a digital flea market but for cars! Here, buyers browse for their next set of wheels, and you can slide in with offers that are impossible to resist. List your vehicles, engage with inquiries, and use targeted ads to reach your local audience. Bonus tip: joining local buy/sell groups can amplify your reach. Just remember to keep it casual and fun; nobody wants to feel pressured when scrolling through their feed!

Service Drive

Every car that rolls into your service drive is a prospect for a new sale! These customers already trust you with their vehicles, so why not create an opportunity to help them upgrade? Strike up conversations during service appointments. Ask about their current vehicle's performance and hint at new models that meet their needs. A friendly chat while they wait for an oil change might just lead them to consider their next purchase!

Your Sold Clients

Don't underestimate the power of past clients! They already love your service, so reach out to them for referrals or chats about their next purchase. Create a personalized follow-up process—send birthday greetings, check in on their vehicle, or share exciting new inventory. A satisfied customer is your best advertisement; they can bring new buyers through their enthusiastic word-of-mouth!

Local Community

Nothing beats face-to-face interaction! Get out into your community—attend local events like fairs, car shows, or charity drives. Set up booths, sponsor events, or simply mingle. Be the friendly face of your dealership. Give away branded swag or host fun contests to draw in crowds. Being active in your community builds relationships that turn into leads. Plus, people love to support local businesses!

Orphaned Owners

Ah, the orphaned owners—those individuals who bought their car from your dealership but haven't returned. These customers may be drifting away! A simple check-in can work wonders. You never know—they might just be waiting for a gentle nudge to consider a trade-in!

GENTLE NUDGE SCRIPT

John! How's it going? It's Daniel from XYZ Auto—remember me? You bought that awesome truck from us! Got a quick second?

Your account just hit my desk, and this is BIG. First off, are you still driving the 2020 F-150? Perfect! Here's the deal, my GM is on a mission because we just had a crazy two weeks of sales. Now he's personally restocking our inventory ASAP, and he's laser-focused on trucks like yours. He's ready to pay \$3000 ABOVE the value of your vehicle, way more than it's worth today. Want to hear how much that would be?

Great! it's quick and painless. Just swing by for 5 minutes and my GM will personally check out your truck and I'll hand you an offer that'll blow your mind. No pressure, no hassle, in the end completely your decision on what you would like to do next. So, what works better for you, tonight or tomorrow?

SOCIAL MEDIA LEAD GENERATION

Social media isn't just a platform, it's your 24/7 sales machine if you know how to use it. These tips are designed to help you dominate the digital space, build trust, and turn followers into buyers. From crafting attention-grabbing hooks to mastering engagement strategies, this guide will show you how to create content that connects, converts, and keeps your pipeline full. Whether you're a seasoned pro or just starting out, these tips will give you the edge to stand out, stay consistent, and close deals like a boss.

Post Daily Without Fail

- Consistency builds trust. One killer post a day beats three rushed ones.

Use Video for Impact

- People buy from people. Show your face, your energy, and your passion.

Tell Stories, Not Features

- Stories paint the picture so they can visualize and relate to what you are saying, giving them the feeling of connection.

Call to Action in Every Post

- "DM me 'READY' for a test drive today!"

Leverage Testimonials

- Share customer success stories. Social proof sells.

Go Live Weekly

- Answer questions, showcase inventory, or just talk shop. Builds real-time connection.

Highlight Limited-Time Offers

- Urgency drives action.
- "This deal ends Friday—don't miss out!"

Use Polls and Questions in Stories

- Engage your audience.
- "What's more important—style or fuel economy?"

Show Behind-the-Scenes Content

- "Here's what happens when we prep your car for delivery."

Focus on Benefits, Not Just Features

- Get the to see how it solves their problems and makes their life better

Use High-Quality Photos

- Blurry pics scream amateur. Invest in good lighting and angles.

Educate Your Audience

- "Here's how to choose the right car for your family."

Use Hashtags Strategically

- Target your niche but use only 3-4 hashtags that have over 10k uses

Create a Sense of Community

- "Tag a friend who needs a new ride!"

Showcase Your Personality

- Be YOU. People buy from people they like.

Offer Free Value

- "DM me for a free guide on how to get the best trade-in value."

Respond to Every Comment and DM

- Engagement builds relationships. Don't leave anyone hanging.
- Do not engage in negative battles online though, STAY POSITIVE.

Collaborate with Influencers

- Partner with local influencers to expand your reach.

Track What Works

- Analyze your posts. Double down on what gets the most engagement.

Be Relentlessly Positive and FUN

- Energy sells. Stay upbeat, even when you're grinding.

Create Controversy at Times

- Controversy causes engagement and engagement gets your message past just your followers

SERVICE DRIVE PROSPECTING THE UNTAPPED GOLD MINE

Every day you walk past one of the biggest untapped gold mines in your dealership, the Service Drive. Most salespeople ignore it. The pros? They mine it daily. You see, the service drive is full of people who already believe in your brand. They've bought vehicles, they trust the store enough to bring them back for maintenance, and they're already spending money inside your dealership. But here's the kicker, most of them didn't even buy their car here. Let that sink in.

More people visit your service department in a single day than the showroom sees in a week. And if you add in the oil change lane, that number jumps to five to eight times more traffic than your showroom. That's not just opportunity, that's gold dust waiting to be mined.

Now, imagine if you greeted every single one of those people as they came in, with a smile, a handshake, and a genuine introduction. Not to "sell" them, but to get to know them. To build connection, to offer value, to become their car person.

Why the Service Drive is a Prospecting Powerhouse

Here's what makes the service drive so valuable:

- 70% of those customers didn't buy their vehicle from your dealership.
- Many moved from other cities or states and are now in your backyard.
- Others had their salesperson leave the industry (turnover is sky-high due to lack of training and leadership).
- Most haven't had a single follow-up call since their last purchase.
- Most people are driving 1-2 hours to get a great deal or even further with internet shopping and car buying being easier in some places.

That means they're what we call "Orphan Owners." They don't have a sales rep. They're waiting for one, and that could be you. It's your opportunity to make a first impression that lasts, to build trust where none existed, and to plant seeds that will turn into future sales, referrals, and repeat business. As John Maxwell says, "You can't win people if you don't first walk among them." The service drive is where you walk among your future clients.

How to Work the Service Drive Like a Pro

Here's your daily game plan to start mining the gold in your service drive:

1. Show Up Early – Be There When the Doors Open

The best time to meet service customers is first thing in the morning when they drop off their cars. This is your "rush hour of opportunity." Be visible, be approachable, and be helpful. Say good morning. Offer a bottle of water or coffee. Small gestures create big impressions. "First come, first served" isn't just a phrase, it's a sales advantage.

2. Greet Everyone – With Intention and Energy

Don't just stand there waiting – walk the lane. Smile, shake hands, introduce yourself:

"Hey, I'm Daniel with the sales team – I like to stop by each morning to meet folks and make sure we're taking good care of you."

That one line disarms people and opens conversation naturally. You're not "selling," you're serving.

3. Pass Out 3 Business Cards to Everyone

This is the rule of multiplication. You're not just meeting one person, you're meeting their network. Give them three cards and say:

"Here's a few extra in case you know someone looking for a vehicle or needs an honest car guy."

Now you've planted seeds that can turn into future deals or referrals.

SERVICE DRIVE PROSPECTING THE UNTAPPED GOLD MINE

4. Offer a Free Equity Check — Not a Trade Appraisal

Words matter. When you say “trade appraisal,” customers instantly throw up walls — they assume you’re trying to sell them something right now. Instead, say this:

“Would you like a free equity check on your vehicle while you’re here? Sometimes people don’t realize how much equity they’ve built since the market changed.”

The phrase “equity check” feels like information, not obligation. It positions you as a consultant, not a closer, and it starts conversations that lead to sales. If you’re confident, even add to build trust and open doors:

“No strings attached. If it makes sense, great. If not, at least you know where you stand.”

5. Build Relationships, Not Transactions

Every “hello” in the service drive is a long-term investment. Even if they don’t buy today, they now know your name, your face, and your energy. When they’re ready, or when a friend mentions they need a car, you’ll be the first person they think of. People buy from people they know like and trust. In this case, they need to buy into you before they buy another car.

6. Track and Follow Up

Every person you meet in the service lane should go into your CRM or personal contact list. Label them “Service Prospect.” Send a quick thank-you text later that day to show you are not just another salesperson, you care:

“Hey, it was great meeting you this morning in the service lane! If you ever need help with anything, I’m here for you.”

Turn the Gold Mine Into a Growth Plan

If you commit to showing up just one hour early every morning to greet service customers, you could easily meet 10–20 new people per day. That’s 200+ potential new relationships every month. Now imagine if even 5% of those eventually buy or refer someone — that’s 10 extra deals a month, just from conversations you initiated. That’s not theory. That’s math, and math never lies.

Mindset: You’re Not Interrupting — You’re Serving

Too many salespeople hesitate because they think, “I don’t want to bother people in service.” But you’re not interrupting, you’re adding value. You’re offering help, information, and genuine care. Most customers in service are bored, waiting, or stressed. You showing up with confidence and kindness is often the brightest part of their visit. The secret to the service drive is simple: show up where the people are. There’s no place in your dealership with more daily opportunity than right there in the lane.

Bonus Gold Opportunity — The High-Service-Bill Strategy

Here’s a hidden gem that most salespeople overlook: the high-service-bill customer. Every so often, service will have a client facing a large repair bill, sometimes hundreds, sometimes thousands. That’s your cue to pick up the phone. Why? Because in many cases, you can trade them out of that repair and into a new vehicle, covering the bill in the process and giving them peace of mind with a fresh warranty.

Even warranty repairs can open the door to opportunity. If a client’s vehicle has had repeat issues or major repairs, they might already be questioning its reliability. That’s your moment to step in and offer a solution, more dependability, more coverage, and a better experience.

This doesn’t work every single time, but it works far more often than ignoring the opportunity altogether. Every dealership has customers in this exact situation, and they’re often frustrated, vulnerable, and ready for help. Remember, this isn’t about taking advantage, it’s about serving. You’re giving them an option that protects their investment, saves them stress, and strengthens their loyalty to your store.

Pro Tip: Build a relationship with your Service Advisors. Ask them to flag high-bill tickets or warranty frustrations. Those leads are pure gold waiting to be refined.



Are you tired of spending valuable time manually posting your vehicle inventory to marketplace platforms? Are you looking for a way to streamline the process and generate more leads for your business? Look no further than Marketplace AutoLister, the revolutionary program that allows you to post a vehicle to marketplace in less than 60 seconds.

The benefits of using AutoLister Pro are undeniable. Not only does it save you time, but it also eliminates the need to choose which vehicles to post. With all your used inventory on your marketplace, you can reach a wider audience and increase your sales potential.

On average, it takes 5-10 minutes to post a vehicle to marketplace and other groups. With AutoLister Pro, you can cut that time down significantly, allowing you to focus on other important aspects of your business.

But the benefits don't stop there. By using AutoLister Pro, you can generate more leads and grow your business. In fact, the average sales rep sees a growth of 5-7 more car sales per month in just the 60 days of using this program. Imagine the impact on your bottom line!

So why wait? Get AutoLister Pro today and start scaling up your business. Say goodbye to the tedious task of manually posting vehicles and hello to a streamlined, efficient process that will take your business to the next level. Don't miss out on the opportunity to save time, generate more leads, and increase your sales. Get AutoLister Pro today and watch your business thrive.

UnitedLeadershipGroup.com



FACEBOOK MARKETPLACE

TIPS FOR SUCCESS

Facebook Marketplace is a goldmine for sales reps who know how to work it right. It's not just about posting cars—it's about posting with purpose. Success comes from standing out, creating urgency, and building trust through every ad and DM. You've got to know the tricks: eye-catching photos, killer descriptions, and strategic follow-ups that turn interest into appointments. Marketplace isn't a "set it and forget it" game—it's a daily grind that rewards consistency and creativity.

Post Daily Without Fail

- Consistency wins. Post at least 1-2 vehicles every single day to stay visible and relevant.

Use High-Quality Photos

- Take your own pictures. Bright lighting, clean cars, and multiple angles. No dealership stock photos—those scream "generic."

Write Killer Descriptions

- Tell a story about the car. Highlight unique features, condition, and why it's a great deal. Make it personal.

Post at Peak Times

- Early morning (7-10 AM) and late evening (7-9 PM) are prime times when people are scrolling.

Leverage Groups

- Join local buy/sell/trade groups and post your vehicles there. More eyes = more leads.

Respond FAST

- People on Marketplace expect quick replies. Be ready to engage immediately when someone messages you. (<5 minutes)

Ask Questions in Replies

- Don't just answer their question, ask one back. Example: "Yes, it's available! When can you come see it?"

Create Urgency

- Use phrases like "This won't last long!" or "Hot deal—act fast!" to push buyers to act now.

Limit Photos to 6-7

- Don't overwhelm buyers. Show the best angles and leave them wanting more so they reach out.

Use Emojis for Attention

- Add 🏠, 🚗, or 💰 in your titles and descriptions to make your posts stand out visually.

Post "Deal of the Day"

- Highlight one vehicle daily with a special offer or feature. People love fresh deals.

Include a Call-to-Action

- End every post with something like, "Message me now to schedule a test drive!"

Be Transparent

- Answer questions honestly but always steer the conversation toward an appointment.

Use Keywords

- Include terms like "low miles," "clean title," "one owner," and "great condition" to rank higher in searches.

Follow Up Relentlessly

- If someone inquires but doesn't respond, follow up with a friendly message the next day.

Highlight Financing Options

- Mention that financing is available to attract buyers who might not have cash upfront.

Promote Trade-Ins

- Let buyers know you take trades and will give them top dollar. It's a great hook.

Follow Up Relentlessly

- If someone inquires but doesn't respond, follow up with a friendly message the next day.

Track What Works

- Pay attention to which posts get the most engagement and replicate that style.

Use Video Posts

- A quick walkaround video of the car can grab attention and build trust faster than photos.

Stay Positive and Personable

- Be friendly, approachable, and professional in all your interactions. People buy from people they like.

FACEBOOK MARKETPLACE MESSAGE TEMPLATES

Facebook Marketplace isn't just a place to list cars—it's a battlefield where the right words win the war. The key? DMs that don't just answer questions but spark conversations, build trust, and drive appointments. Every message you send should move the sale forward—no fluff, no wasted words. Whether it's handling trade-in inquiries, follow-ups, or first-time buyers, these templates are designed to engage, create urgency, and get people off the screen and into your dealership. Remember, the goal isn't just to reply—it's to close.

"Is this still available?"

- Absolutely! It's ready to go. When's a good time for you to swing by and take a look?
- It is! Let's set up a time for you to see it. What works better for you, today or tomorrow?

"What's the price?"

- It's \$[Price], and it's priced to move fast! Let's set up a time for you to see it in person—what works for you?
- The price is \$[Price], but I'd love to go over all the details with you in person. When can you stop by?

"Can I see more photos?"

- Of course! I'll send you a few more photos now. When can you come by to see it in person?
- Sure thing! I'll do one better and send over a video. What features would you like to see? Let me know when you'd like to come check it out!

"What's the mileage?"

- It's got [Mileage] miles on it. Super clean and well-maintained! When can you come take it for a spin?

"What's the condition?"

- It's in excellent condition, clean inside and out! Let's set up a time for you to see it for yourself. What works better, today or tomorrow?
- It's super clean and runs great! You've got to see it in person. When can you come by?

"Do you take trades?"

- Yes, we do! Bring your trade in, and I'll make sure you get top dollar for it. When can you come by?
- Absolutely! Let's set up a time for you to bring your trade in so we can get you the best deal. What works for you?

"Can you hold it for me?"

- I'd love to, but this one's moving fast. Let's set up a time for you to come see it ASAP. When works for you?
- I can't hold it without a deposit, but let's set up a time for you to come check it out. What works for you?

"What's the best price?"

- The price depends on a few factors like financing, trade-ins and where you live. I have seen people get lower than advertised price before. Let's set up a time to go over everything. When works for you?
- I'd love to get you the best deal possible. Let's chat in person—when can you come by?

"Is it negotiable?"

- We're always willing to work with you to make a deal. When can you come by to discuss it?

"Can you deliver it?"

- We can discuss delivery options. When is a good time to connect over the phone to go over all the details for delivery and the vehicle with you?

"What's the history of the vehicle?"

- It's got a great history, and I'd love to go over all the details with you in person. When can you come by?

"Can I finance it?"

- Yes, we have great financing options! Let's set up a time to go over them. When works for you?

"Does it have any issues?"

- It's in great condition and inspected. Let's set up a time for you to see it for yourself. What works for you?

"Does it come with a warranty?"

Absolutely! I'd love to go over the warranty options with you in person. When can you come by?"

EMAIL TEMPLATES THAT GET ENGAGEMENT

Templates are a killer starting point—they save time and keep your messaging sharp. But here's the deal: a template only works if you make it personal. People can smell a copy-paste job from a mile away. Add their name, reference something specific about their situation, or tie in details like their family, vehicle, or goals. That's what makes it hit. A great message feels like it was written just for them, even if the bones of it came from a template. Personalization turns a good message into a powerful connection.

Did You Catch This?

"Hey [Name], just wanted to make sure you didn't miss this [Car Model], it's still available and ready for you to check out!"

Hot Off the Lot!

Hey [Name], we just got a [similar car or upgraded model] in stock. Thought you'd want to see it before it's gone!"

Price Drop Alert!

"Hey [Name], great news! The [Car Model] you were looking at just had a price adjustment. Want me to send you the updated numbers?"

This Made Me Think of You

"Hey [Name], I just helped a customer find their perfect car yesterday, and it reminded me of you. Let's find yours!"

Don't Miss Out on This!

"Hey [Name], just a heads-up—the [Car Model] you liked is getting a lot of attention. Want to lock it down before it's gone?"

A Little Something Extra for You

"Hey [Name], I'd love to offer you a free car wash when you come in to check out the [Car Model]."

See It Like You're Here

"Hey [Name], here's a closer look at the [Car Model] you were interested in. Let me know what you think!"

Quick Question for You

"Hey [Name], quick question, what's the most important thing you're looking for in your next car?"

Did You Know This About the [Car Model]?

"Hey [Name], did you know the [Car Model] comes with [specific feature]? It's perfect for [their stated need]. Let me know if you want to check it out!"

Still in the Market?

"Hey [Name], just checking in to see if you're still in the market for a [Car Model]. Anything I can do to help?"

I Found Something Even Better!

"Hey [Name], I just came across a [Car Model] that's even better than the one you were looking at. Want me to send you the details?"

Another Happy Customer—You're Next?

"Hey [Name], I just helped another customer find their perfect car, and it reminded me of you. Let's make it happen for you too!"

What's New Since We Last Talked?

"Hey [Name], just checking in—has anything changed since we last talked? Are you still in the market for a [Car Model]?"

Extra \$2,000 for Your Trade—This Week Only!

"Hey [Name], we're offering an extra \$2,000 on trade-ins this week. Want me to get you an updated value on your car?"

Take It for a Spin This Weekend!

"Hey [Name], we're offering extended test drives this weekend. Want to take the [Car Model] for a spin?"

You Crossed My Mind Today

"Hey [Name], I was just thinking about you and the [Car Model]. Let me know if there's anything I can do to help!"

End-of-Month Specials—Let's Talk!

"Hey [Name], it's the end of the month, and I've got some room to work on pricing. Let's make a deal!"

What's Holding You Back?

"Hey [Name], quick question—what's the one thing holding you back from moving forward on the [Car Model]?"

CRM SYSTEM PIPELINE POWERHOUSE

Managing hundreds of leads doesn't have to feel like chaos. The truth? Buyers buy when they're ready (80% after 21 days, 90% after 5-7 contacts), but most salespeople quit after two days and two contact attempts. That's where YOU become the difference. A powerful CRM system isn't just about tracking leads, it's about staying relevant, delivering the right message at the right time, and building relationships that convert. From instant buyers to long-term nurtures, your pipeline can be a powerhouse when you master follow-up, mine lost clients, and automate the grind. Spend less time in the CRM and more time closing deals, because the fortune is in the follow-up, and the winners are the ones who stay in the game.

Tag Leads Hot, Warm, Cold:

- Every lead starts as "hot." Why? Assume they're ready to buy until proven otherwise. Hot leads get daily follow-ups for 14 days—no exceptions. Engage fast, determine their stage, and adjust. Warm leads? Weekly follow-ups, spaced 5-7 days apart. They're researching, so stay relevant. Cold leads? They're waiting, but not forgotten. Follow up monthly or quarterly. Use your CRM's tagging system to track and prioritize these stages. This keeps your pipeline organized and ensures no lead gets neglected.

Follow Up with Lost Leads:

- A "no" today isn't a "no" forever. Even if they bought elsewhere, set reminders for 90, 120, or 180 days. Why? Relationships outlast transactions. Call to check in—not to sell. Ask about their family, their experience, their life. Most salespeople won't do this. You will. This builds trust, keeps you top of mind, and opens doors for referrals or future business. Use automated emails for consistency, but make personal calls for impact.

Use Notes and Pin Them:

- Every lead has a story—capture it. Pin notes at the top of their profile: buying points, pain points, family details, hobbies. Why? It makes you unforgettable. When you reference their daughter's soccer game or their frustration with past purchases, they'll feel seen. With hundreds of leads, you won't remember everything. Your CRM will. This saves time, builds trust, and positions you as the expert who truly cares.

Create a Nurture Funnel:

- Warm and cold leads need more than follow-ups—they need value. Build email templates with educational content: how to trade in a car, tips for financing, or vehicle maintenance hacks. Why? Be helpful, not pushy. This positions you as a trusted advisor, not just a salesperson. Use your CRM to automate these nurture sequences and stay in their inbox without being annoying.

Log Every Contact:

- Every person you meet—referrals, business cards, social media leads—goes into your CRM. Why? It tracks your KPIs, simplifies follow-ups, and builds your database. Even if they're not buying now, they might later. Or they might refer someone. No contact is wasted. Your CRM is your goldmine—fill it.

Keep a Written Hot Lead List:

- Outside your CRM, maintain a physical list of hot leads and tasks. Why? Writing things down increases completion rates by 78%. Check off tasks as you complete them. This list keeps your top priorities visible and ensures nothing slips through the cracks. Combine this with your CRM, and you're unstoppable.

Audit Your CRM Weekly and Monthly:

- Weekly, review old conversations. Did you leave any leads hanging? Re-engage them. Monthly, identify dead deals or lost clients. Move them into a long-term nurture system with automated emails and biannual personal calls. Why? It keeps your database clean and ensures no opportunity is truly lost.

AUTO SALES LINGO

UNDERSTAND THE LANGUAGE

Entering the automotive world can be exciting, but it can also be stressful, especially when you're surrounded by a fast-paced environment and everyone's speaking in abbreviations, acronyms, and dealership slang that sounds like a foreign language. It's even more overwhelming when you don't fully understand what's being said or how to respond with confidence.

That ends today. This glossary of common automotive terms is designed to help you bridge that gap, to understand what's being said around you, communicate upward with managers and leadership, and feel like you truly belong in the business.

The Key though is to not use this dealership lingo when speaking with clients. The goal isn't to sound like a "car guy" to your customers, it's to understand the business so deeply that you can translate complex dealership talk into simple, clear explanations your customers actually understand. Because in the automotive industry, language is leadership. The words you use reflect your confidence, understanding, and professionalism. Top performers don't just know how to sell, they know how to speak the language of success.

Master these terms, and you'll:

- Communicate with clarity and authority.
- Earn instant credibility with managers and peers.
- Build trust with customers through clear, confident explanations.

In short, the more fluent you become in the language of this business, the faster you'll rise in it. So, let's get fluent, and let's turn dealership confusion into communication mastery.

Dealership & Sales Terms

Desk Manager / Closer – The manager who structures deals, manages numbers, and steps in to assist with finalizing sales. Their goal: protect gross and support sales success.

F&I (Finance & Insurance) – Department responsible for financing, contracts, and offering backend protection products like warranties, GAP, and tire & wheel coverage.

BDC (Business Development Center) – Handles incoming leads, phone calls, and appointments, keeping the showroom traffic steady.

CRM (Customer Relationship Management) – The digital database that stores all lead, contact, and deal information. If it's not in the CRM, it didn't happen.

Up / Lot Up – A customer physically on the lot ready to be greeted.

EMI (Early Management Intervention) – Introducing management early in the process to establish leadership, trust, and unity. The goal is to create confidence before the negotiation stage.

"Mr. Customer, I'd love to introduce you to my manager. He's the one who helps ensure my customers get the best experience possible."

TO (Turn Over) – When a salesperson turns the customer over to a manager or another rep to assist or close. It's teamwork, not defeat.

Desk / Pencil / First Pencil – The first structured proposal presented to a customer.

House Deal – A sale that belongs to the dealership (not a salesperson).

Front-End Gross – Profit earned on the vehicle itself before any add-ons.

Back-End Gross – Profit generated in F&I from financing reserve and protection products.

Holdback – A percentage (usually 2–3%) of MSRP paid to the dealership by the manufacturer after the sale.

Pack – A flat fee subtracted from gross profit to cover dealership costs or advertising.

Mini Deal – A sale that pays the minimum commission due to low profit.

KPI (Key Performance Indicator) – The measurable actions that determine your success: calls, demos, appointments, and sales.

AUTO SALES LINGO

UNDERSTAND THE LANGUAGE

Units – The number of vehicles sold during a specific period.

PVR (Per Vehicle Retail) – Average profit per vehicle, combining front-end and back-end.

Draw – An advance on expected commissions, often paid weekly or biweekly.

Flat – A set commission paid on low-gross or incentive deals.

Spiff / Bonus – Short-term incentive for performance or hitting targets.

Reserve – Money earned from marking up the customer's finance rate.

Stips (Stipulations) – Documents required by lenders (proof of income, residence, insurance, etc.) before funding a loan.

Backend Product – Any F&I product sold after the vehicle sale: warranties, GAP, service contracts, etc.

Bump – Increasing the customer's offer or payment slightly to reach a workable deal.

Floorplan – The dealership's credit line used to finance inventory.

Delivery Board / Sold Board – A public scoreboard of daily and monthly results — your accountability wall.

Pack Meeting / Sales Huddle – Team meetings to align goals, share wins, and motivate the team.

Sales Process Terms

Meet & Greet – The first interaction. Sets the tone and establishes trust.

Discovery / Needs Assessment – Asking high-value questions to uncover the customer's needs, motivations, and emotional drivers.

Demo / Walk-Around – The Feature–Benefit–Value (F–B–V) presentation of the vehicle.

Trial Close – Asking an assumptive question to gauge interest:

“If the numbers work and it feels perfect, is this the one you'd want to see in your driveway?”

Write-Up – Completing the buyer's order or trade appraisal form before presenting numbers.

Objection – A concern that slows or stalls the sale. Not rejection, an opportunity for clarity and connection.

Value Building – Demonstrating the emotional and logical value of the vehicle and your process.

Delivery – The celebration moment when the customer takes possession.

CSI (Customer Satisfaction Index) – The manufacturer's survey measuring how satisfied the customer was with their buying experience. High CSI scores bring bonuses, repeat business, and trust. Low CSI hurts dealership reputation and future income. **Protect your CSI, because it protects your paycheck.**

NPS (Net Promoter Score) – A loyalty metric measuring how likely a customer is to recommend you or your dealership to others. Scores above 9/10 mean strong promoters. Focus on experience, follow-up, and gratitude to keep your NPS high. **Promoters create repeat business. Detractors create lost opportunity.**

Lead Management & Prospecting Terms

Lead – A potential customer who's shown interest through online inquiries, phone, or walk-ins.

Engagement Rate – The percentage of leads who reply or respond to your outreach.

Appointment Rate – The percentage of engaged leads who set an appointment.

Show Rate – The percentage of appointments who actually show up.

Closing Ratio – The percentage of customers who buy after sitting at your desk.

Be-Back – A customer who didn't buy initially but returns. High closing ratio opportunities.

Pipeline – All active prospects you're nurturing toward a sale.

Prospecting – Actively seeking new opportunities through calls, messages, social media, and networking.

AUTO SALES LINGO

UNDERSTAND THE LANGUAGE

Orphan / Orphan Owner – A customer whose original salesperson or advisor no longer works at the dealership. These are gold mines, customers who already trust the store but need a new point of contact. **Orphans don't need a cold call, they need a caring call.**

BDC Lead – A lead handled and scheduled by your Business Development Center before it's handed off to you.

Desk Log / Traffic Log – Tracks all customer interactions, appointments, and sales.

Ups System – The rotation system for assigning walk-in customers.

Hot Sheet – A daily list of active and pending deals – your “battle board.”

Trade-In & Wholesale Terms

Trade-In / Appraisal – Evaluating a customer's current vehicle for trade value.

ACV (Actual Cash Value) – The real, market-based value of the trade-in.

Over-Allow – Giving the customer more than the ACV to make the deal work, offsetting it elsewhere in the structure.

Book Value / Book Out – The vehicle's estimated value from guides such as NADA, KBB, or Black Book.

Recon (Reconditioning) – Preparing a vehicle for resale by repairing and detailing.

Front Line Ready – Fully reconditioned and ready for retail.

Aged Unit – A vehicle that's been in inventory for 60–90+ days and needs to move quickly.

Wholesale / Auction – Selling trades or used cars to other dealers or through auctions like Manheim or ADESA.

Equity Position – The difference between what the trade is worth and what's owed.

- Positive Equity: Vehicle is worth more than payoff.
- Negative Equity: Owes more than it's worth.

Vehicle Terms

OEM (Original Equipment Manufacturer) – The brand or manufacturer that built the vehicle (Ford, Toyota, Chevrolet, etc.). OEM parts and accessories are factory-approved.

Make – The manufacturer of the vehicle (Ford, Nissan, Honda).

Model – The specific line within that make (F-150, Altima, Civic).

Trim – The specific version or configuration of the model (e.g., XL, XLT, Lariat).

HP (Horsepower) – Horsepower is a measurement of the vehicle's power output, how quickly it can do work or accelerate.

Torque – Torque measures rotational force, the twisting power that gets the wheels turning. It's what helps a vehicle pull heavy loads or move from a stop with strength. If horsepower is speed, torque is muscle.

Infotainment System – This is the vehicle's information + entertainment hub, combining navigation, audio, apps, Bluetooth, and often Apple CarPlay or Android Auto into one central touchscreen.

GVW (Gross Vehicle Weight) – GVW is the total weight of the vehicle and everything in it – including passengers, cargo, and fluids. It's important as it determines the vehicle's weight classification and what it can safely carry.

GCVW (Gross Combined Vehicle Weight) – GCVW is the total weight of the vehicle plus the trailer it's towing, including passengers, cargo, and the load on the trailer. This number tells you how much the vehicle can safely move when towing.

5th Wheel – A large, towable RV that connects to a pickup bed using a “fifth wheel” hitch. Requires a compatible heavy-duty truck.

Gooseneck – Similar to a 5th wheel, but uses a ball hitch mounted in the truck bed (commonly used for horse trailers or commercial towing).

Conventional Tow – Towing setup using a rear bumper or frame-mounted hitch – most common for light-duty towing (boats, trailers, etc.).

WORDS MATTER

KEEP TRUST & VALUE ALIVE

Words are powerful. They either build trust and emotion, or destroy it. In sales, your words are your weapons, and your tone is your armor. Every phrase you speak either adds value or subtracts it. The wrong words can crush your gross faster than any negotiation ever will because they shift the customer's psychology from emotion to logic, from relationship to transaction.

The truth is, people don't buy cars with their wallets, they buy with their hearts. When your words pull them out of that emotional zone, you lose the power of momentum and the strength of belief. Let's dive into the deadly words that kill your closes, and how to replace them with language that builds confidence, ownership, and excitement.

“What do you think?” → “Which works best for you?”

This one seems harmless, but it's a silent killer. The moment you ask, “What do you think?” you've handed control of the sale to the customer's logical brain, the part that starts doing math, comparing prices, and talking themselves right into an objection. You've just invited them to think their way out of the deal.

Instead, give two confident, assumptive options that lead to action, not analysis:

“Would you prefer the white or the black one?”

“Does Thursday or Friday work better for delivery?”

“Would you like to handle everything here, or do you want to handle the paperwork at home?”

This keeps them in a state of emotional decision-making. People love choice, but they hate confusion. You're leading them without pushing them.

“But” → “And”

The word “but” is a trust eraser. The moment you say it, everything before it gets deleted from their mind.

“I understand what you're saying, but...”

What they hear is: “Forget what you just said, I'm right.”

Replace “but” with “and” to keep your empathy connected and your tone positive:

“I completely understand what you're saying, and that's exactly why this makes sense for you.”

The psychology here is powerful—“and” keeps the conversation collaborative. It builds a bridge instead of a wall.

“I'll try” or “Unfortunately” → Speak With Certainty and Positivity

“I'll try” screams doubt, and “unfortunately” screams apology. Both lower your authority and transfer uncertainty to the customer. When you say “I'll try,” the customer hears, “He's not confident.” When you say “Unfortunately,” they hear, “Something bad is coming.”

Instead, replace both with strength and optimism:

“Let me see what I can make happen for you.”

“Here's the good news, this is something we can absolutely work on together.”

Confidence breeds confidence. The customer mirrors your belief. John Maxwell said, “People buy into the leader before they buy into the vision.” Speak like a leader.

“Can't” and “Buy” → “Flexible” and “Own”

The two most toxic words in sales are “can't” and “buy.” When you tell a customer what you can't do, they instantly push back, it's human nature. Tell someone they can't, and they'll show you they can. And when you use the word “buy,” you trigger what psychologists call buyer's pain, the emotional resistance tied to losing money. People love the idea of owning something, but they hate the thought of buying it.

WORDS MATTER

KEEP TRUST & VALUE ALIVE

Instead, reframe:

“That option isn’t feasible, and here’s how we can make this work.”

“When you own this vehicle, you’re going to feel the difference immediately.”

The words feasible and flexible invite conversation and curiosity. They create opportunity instead of confrontation..

“Payment” → “Amount” or “Investment”

No one wants another payment. The word alone triggers tension. Payment means pain, it’s money leaving their pocket. Instead, use words that reflect value, comfort, and ownership.

“The good news is, that works out to only \$548 a month.”

“This vehicle will fit perfectly within your budget at around \$548.”

You’re communicating the same number, but in a way that feels positive, not painful.

Payment = Pain

Investment = Pride.

“Sign” → “Okay” or “Approve”

How many times in your life have you heard, “Don’t sign anything until you’re sure”? That’s why the word “sign” creates hesitation and second-guessing. It triggers fear and caution. Instead, replace it with softer, affirming words that signal comfort and progress:

“If you’ll just okay this here, we’ll get it prepped for you.”

“Go ahead and approve this section, and I’ll get everything ready for delivery.”

Bonus tip: replace those big X marks on contracts with checkmarks or circles. Psychologically, a checkmark means completion and success, while an X means wrong or rejection.

“Discount” and “Cheap” → “Savings” and “Cost-Effective”

“Discount” sounds like desperation, and “cheap” sounds like low quality. They both devalue your product, and your professionalism. Instead, use words that create excitement and gratitude:

“We’re including a special saving of \$400 for you today.”

“That option is really cost-effective—it gives you more without sacrificing quality.”

When you use positive language, you reinforce value instead of lowering it. Remember, you’re not the cheapest, you’re the best value.

“I Believe” → “Here’s What We’ll Do”

The phrase “I believe” is weak because it implies uncertainty. You don’t need to believe, you need to know. Confidence closes deals; hesitation kills them.

Instead of:

“I believe we can make that work...”

Say:

“Here’s what we can do for you...”

Your customer doesn’t need your opinion, they need your leadership. Speak in absolutes. Lead with clarity.

WORDS MATTER

KEEP TRUST & VALUE ALIVE

“I Understand How You Feel” → “I Completely Get Where You’re Coming From, And Here’s What I’ve Found Helps Most People in Your Situation...”

This one sneaks into almost every salesperson’s vocabulary, and at first, it sounds like empathy, but it’s actually surface-level sympathy. When you say, “I understand how you feel,” the customer subconsciously knows you don’t. You haven’t lived their exact experience, so it feels generic, rehearsed, and transactional. In their mind, they’re thinking, “No, you don’t. You just want to sell me something.”

The phrase creates distance instead of connection. Instead, demonstrate real empathy through understanding and action.

Say this instead:

“I completely get where you’re coming from, and I’ve worked with a lot of clients who felt the same way. What they found was that once they experienced [insert feature/value], it actually solved that exact concern.”

This shows emotional intelligence, you’re validating their feelings and guiding them toward a solution. Remember: empathy doesn’t mean agreement; it means alignment. Customers buy from people who make them feel understood, not pitied.

John Maxwell said it best: “Leaders touch a heart before they ask for a hand.” Use your words to connect to the heart, and the close will take care of itself.

“No Problem” → “Absolutely, My Pleasure” or “Of Course, I’ll Take Care of That for You”

This phrase kills gross because it unconsciously minimizes the value of what you’re doing. When you say “No problem,” you make your effort sound like it costs nothing, as if your time, your service, or your flexibility aren’t valuable. You’re teaching the customer to expect concessions, favors, and freebies without gratitude or respect.

The psychology here is subtle but deadly: “No problem” shifts the emotional frame from service and professionalism to casual compliance. You’re giving away authority and value with two careless words.

Instead, elevate your language with affirmation and pride:

“Absolutely, my pleasure.”

“Of course, I’ll take care of that for you.”

“I’m happy to make that happen for you.”

These responses reinforce service with strength, a posture of confidence, not servitude. You’re saying, “I’ve got you,” not “I owe you.”

Words like “Absolutely,” “Of course,” and “My pleasure” send a powerful subconscious message: this professional cares, they’re in control, and I’m in good hands. It builds credibility, deepens trust, and maintains your authority throughout the process.

“Is there anything I can do to get you to buy today?” → “What would make this the right decision for you today?”

This is the most dangerous phrase in sales. It smells like desperation and tells the customer you’ve got more money in your sleeve. You’ve just undone all your trust-building.

Instead, keep control and stay in service mode:

“What would make this the perfect fit for you today?”

“Is there anything still missing that would make you 100% comfortable moving forward?”

This communicates care and leadership without triggering the customer’s guard.

MY SUCCESS PLAN LEGENDS START HERE

To be legendary in the auto sales industry means you're not just playing the game, you're rewriting the rules. A legend isn't forgotten because their impact is too massive to ignore. They don't just break records, they obliterate them, setting new ones so high they become untouchable. Being legendary means you're the name whispered in every dealership, the standard everyone measures themselves against but can't reach. It's about dominating so completely that your legacy becomes the blueprint for success. So, ask yourself: do you want to be average, good, great, elite, or do you want to be LEGENDARY? Because legends don't settle. They don't coast. They don't stop. They eat records for breakfast and set the bar so high it becomes a damn mountain. The choice is yours. They create a legacy that inspires others to dream bigger, work harder, and push further. Legends don't just sell cars, they transform lives, build empires, and leave a mark that time can't erase.

These next few things are the foundation of my plan that I used as a rookie and quickly got me scaling up. As I scaled up, I added more to it. Now this was just the start to my legendary journey, and it can be yours too.

My Monthly Goals As A Rookie

(First 90 Days):

- \$10k a month
 - Max Unit Pay (non-commissioned) was \$400 and Bonus was \$75 per Unit
- 21 sales
- 42 Visits In Store
 - 20 Lot-Ups (1/day)
 - 22 Visits from Appointments
- 44 Appointments (2/day)
- 130 Leads (6/day)
 - 20 from Lot-Ups
 - 10 from Phone Ups
 - 100 from Internet and Prospecting (4-5/day)

How I Prospected:

- Put every pre-owned vehicle we had on Facebook Marketplace
 - I did not pick or choose
 - I responded to everyone everyday 24/7
- Passed 3 business cards out to anyone I came in contact with
 - Gas station, restaurant, retail store, service area, etc.
- Made calls to orphan owners
 - Lease expiring in 6 months
 - 36 months or less left on their loan
 - Private Offers that OEM was giving certain customers
- Took internet leads that sales reps, BDC, or management thought were dead or waste of time
 - Everyone is a buyer! Today or Tomorrow they will buy when they are ready and they will buy from someone. I was going to be helpful and stay in their mind for when they were ready.

Organization I Used:

- Kept notes and information in the CRM for what is going on with the customer and the next steps
 - Anyone should be able to login and immediately know what is going on
 - Management does not know otherwise and you will not remember with all the leads
- Kept folders for each client to keep all paperwork you do in
 - It will speed you up and ensure nothing is lost
 - **Tip:** File each folder in its perspective stage (Hot/Warm/Cold) and color code the top of the folder by month
 - You can then make sure you never miss a client in your follow up steps and you look professional too
- Kept a notebook like this playbook to keep track of all my "Hot" leads and follow through tasks that needed to be completed
 - Everything was written and in "ONE PLACE"

My Wow Experiences & Relationship:

- Made sure you are "THE" product expert and able to answer any question and if I did not know, I knew where to find the answer quickly
- Customized the vehicle delivery and ensured they were fully comfortable with the vehicle before they drove off after delivery
 - Candy or goody bag in the car for them when they open the door
 - "Thank You" note hidden somewhere for later
- Mailed a hand written "Thank You" card to my customer the next day with 3 business cards in it
- Wrote and hand written "Birthday Month" and "Christmas" card for them that week and placed it in one of 12 monthly boxes for when it is to be mailed out and included 3 business cards

YOUR FIRST 30 DAYS HIT THE FLOOR RUNNING

Every legend you've ever heard of; every top performer, every name etched into the record books, they all started in the same place you are right now: Day One. Nobody starts at the top. Every champion begins as a student of the game, learning, falling, adjusting, and rising stronger every single day. This is your first step on the road to legendary, and what you do over these next 30 days will set the tone for the rest of your career.

John Maxwell said it best: "You'll never change your life until you change something you do daily. The secret of your success is found in your daily routine." These next 30 days are your routine, your system, your opportunity to build habits that create momentum. Follow the plan, stay focused, and execute daily. Because success doesn't respond to emotion; it responds to execution.

Every day you'll get a little sharper, a little more confident, a little more unstoppable. As you put in the work, your confidence compounds, your skill multiplies, and your momentum becomes a machine that's impossible to slow down. Remember the Law of Process, "Leadership develops daily, not in a day." The same applies to sales mastery. It's not one deal that defines you; it's the discipline to show up every day with focus and faith that builds your legacy.

There will be challenges, moments when you're tired, uncertain, or frustrated. That's when leaders are forged. That's when your faith and commitment matter most. Louie Herron says, "Struggles don't happen to you, they happen for you." Every obstacle you face is shaping you into the person capable of carrying your future success.

So lean into the process. Believe that the habits you build now will become the foundation of your empire. When you stay consistent, your results begin to chase you. When you execute daily, you stop being ordinary — you become extraordinary. When you stay committed, you move from average... to good... to great... to LEGENDARY.

Because once you get that momentum going, you become a force of nature, too focused to be distracted, too hungry to be stopped, and too disciplined to fail. Every day from here on out, remind yourself: this is not just a job. It's your calling. It's your stage. It's your time.

"Don't wait for everything to be perfect before you decide to move forward, leaders move first." — John Maxwell

This is your Day One. And when you look back months from now, you'll remember this moment as the one where everything began. Now, take a deep breath, lock in, and let's start your journey to legendary.

Leads Needed:

- 1 Lot-Up a day (Min. 15 in a month)
 - At 50% closing, that will get you **7 UNITS**
- 1 Phone-Up every other day (Min. 10 in a month)
 - At 25% closing, that will get you **2-3 UNITS**
- 2 Internet leads a day (Min. of 50 in a month)
 - At 10% closing, that will get you **5 UNITS**
- 1 Service Lead a Day (Min. of 15 in a month)
 - At 5% closing, that will get you **1 UNIT**
- **Every Pre-Owned Vehicle on Facebook Marketplace (NO EXCUSES - NO EXCEPTIONS!)**
 - This will get you generating opportunities like crazy no matter what market you are in
 - At 5% closing, that will get you **3-5 UNITS**
- 25 Orphan Owner Calls Daily - NO EXCUSES!
 - At a 5% appointment rate, that will get you:
 - **1 APPOINTMENT A DAY EXTRA!!!**
- **LEAVE 3 BUSINESS CARDS WITH EVERYONE YOU MEET AT DEALERSHIP AND IN TOWN!!!**
 - **100 A WEEK GET PASSED OUT!!!**

Power Hour - Time Management Tips

- Set time blocks in your daily schedule that unless you have an appointment that won't schedule in your normal appointment spot, this gets done
 - When do you do Personal Development
 - Show up 1 hour before dealership opens and do your Marketplace vehicles, "Deals of the Day", and "Stories" posts (Social Media Done!!!)
 - Service Drive the Moment the Open (Be the Greeter!!!)
 - When is it slowest to sit down and Follow-Up
 - What hours see the most traffic on the Lot
 - 8:30 - 9:30 (Early ready to buy)
 - 3:30 - 5:30 (Getting off work and ready to buy)
 - After Close (Wanting to look and no sales rep out there)
 - What time are people likely to answer the phone
 - 6pm - 8pm perfect time for those Prospecting calls

SALES GOAL CALCULATOR

PREDICTABLE & SCALABLE

In sales, too many people dream about success but never define it with numbers. They say they want to “make more money,” but they can’t tell you what that actually means in activity, effort, or execution. The truth is, what gets measured gets mastered. That’s where the Sales Calculator comes in.

This calculator is your roadmap — your personal GPS for success. It doesn’t just tell you what you want to make; it shows you exactly what you need to do to make it happen. From your desired monthly income all the way down to how many leads you need to contact, this tool takes the guesswork out of the grind.

Step 1: Start With Your Destination — Your Desired Income

Let’s start with the dream. Maybe you want to make \$10,000 a month. That’s \$120,000 a year, a six-figure lifestyle. Now, let’s reverse engineer it.

If you make an average of \$500 per sale after bonuses and commissions, you’d need 20 sales that month. Sounds simple enough, right? That’s where 95% of sales reps stop. They set a unit goal but have no idea what it actually takes to get there.

That’s where your Sales Calculator changes the game. Because this isn’t guessing — this is proven math and data backed by over a century of sales performance.

Step 2: Understand the Formula — Sales Is a Science

There’s no mystery to success. The data is crystal clear and it hasn’t changed in decades:

- 80% of customers who send in leads will engage in a conversation.
- 50% of engaged customers will set an appointment.
- 50% of those appointments will show up.
- 50% of customers who sit at your desk will buy.

That means to get one sale, you need six leads that engage in conversation. If you need 20 sales, you’ll need 120 engaged leads. And to get 120 engaged leads, you’ll need to generate about 150 total leads

Now the path is visible. No more guessing. No more hoping. Just math. And as we like to say: Math doesn’t lie, it tells the truth about your habits.

Step 3: Break Down Your Flow — From Desk to Deal

Once you know how many vehicles you need to sell, you can work backward with precision.

1. Sales Needed: 20
2. Customers at Desk Needed (50% close rate): 40
3. Lot-Ups You Will Get: 10
4. Appointments That Show (50% show rate): 30
5. Appointments Set (50% set rate): 60
6. Leads Engaged (80% engagement rate): 120
7. Leads You Will Need: 150

Now you can see every number you must hit, every key performance indicator (KPI) that drives your paycheck. These numbers don’t care about luck or talent; they reward consistency, discipline, and focus.

If you have a BDC team that handles your leads until the appointment is set, you may have stronger appointment show rates and can adjust your calculator accordingly. But once you track your numbers for a month, this calculator becomes laser-accurate to your store, your process, and your reality.

Step 4: Use the Numbers as a Mirror, Not a Hammer

Falling below the national averages isn’t failure, it’s feedback.

If your appointment show rate is low, it’s not the lead quality; it’s the follow through.

If your engagement rate is low, it’s not your CRM — it’s your communication or follow-up.

SALES GOAL CALCULATOR

PREDICTABLE & SCALABLE

Use the Growth Plan Troubleshooting Section in this Playbook to diagnose which step of your process needs work. When one metric is weak, the whole system slows down. When you strengthen one area, everything improves.

Step 5: Build Your Prospecting Plan — Create Your Own Leads

Once you know how many leads you need, the next step is creating a plan to get them. Your store might give you 50–60 lot ups and internet leads, but that only covers part of your funnel. The rest comes from prospecting, your personal business.

Here's what the data tells us:

- Internet leads close around 10%.
- Phone leads close around 25%.
- Facebook Marketplace and social leads close around 5–10%.
- Referrals and repeat customers close between 40–60%.

That means the more you work your relationships and social channels, the higher your close rate and the better your income consistency.

Now that you know your ratios, you can create a non-negotiable prospecting rule:

“For every sale I make, I’ll make X number of prospecting calls.”

That's how you keep your pipeline full and your income steady. Sales is a momentum sport, when you stop feeding your funnel, you starve your future.

Step 6: Execute the Plan Daily — Discipline Is the Equalizer

Once you know your KPIs, your only job is to execute relentlessly. Track your calls. Track your appointments. Track your demos. And every morning, start your day by looking at your calculator — not your paycheck.

The top performers in every dealership don't rely on luck; they rely on math and mission. They know their daily goals like athletes know their stats.

John Maxwell says, “You'll never change your life until you change something you do daily.” This calculator gives you that daily focus, a measurable plan for growth, momentum, and mastery.

Step 7: Believe in the Law of Cause and Effect

This is where mindset meets math.

If you do A, you'll get Z; because, B-Y should happen automatically naturally, PERIOD!!!

Over a century of sales data proves it: activity drives appointments, appointments drive opportunities, and opportunities drive income.

If you've ever said, “I don't know why I'm not selling more,” this calculator is your answer. You now have clarity, control, and accountability — the three pillars of growth.

The question is no longer “Can I?”

The question is “Will I do what the math says?”

Final Thought: Numbers Don't Lie — They Lead

This Sales Calculator isn't just a tool — it's a truth meter. It strips away excuses and replaces them with direction. It takes “I hope” out of your vocabulary and replaces it with “I know. When you use it daily, you'll stop chasing sales and start controlling them. You'll become intentional, disciplined, and unstoppable. Because legends don't guess their goals — they calculate them, they execute them, and they crush them.

So, open your calculator. Plug in your dream income. And start reverse-engineering your future — one lead, one call, one deal at a time. This is your roadmap. Follow it with faith, focus, and fire... and you'll never have to wonder again where success comes from.

TROUBLESHOOTING KPI'S SOLUTIONS TO YOUR GROWTH

Your Key Performance Indicators (KPIs) tell the truth. They don't lie. They don't sugarcoat. They don't make excuses. They're the mirror that reflects your consistency, execution, and mindset. When one of your KPIs is low, it's not failure, it's feedback. It's your personal performance dashboard saying, "Something needs tuning."

Below is your Legendary KPI Diagnostic Chart, breaking down the most common problem areas and how to fix them fast. Each section gives you the five most likely causes and powerful, real-world fixes that top performers use daily.

1. Low Leads

If your lead volume is low, you're starving the top of your funnel, and an empty funnel equals an empty paycheck.

Possible Causes & Fixes:

- You're waiting on the dealership instead of generating your own business.
 - Fix: Use Facebook Marketplace, referrals, and social posts daily. Create your own traffic.
- You're not asking for referrals from delivered customers.
 - Fix: Follow up every delivery with a thank-you video and a referral request.
- You're invisible online.
 - Fix: Post content that builds brand, not just inventory. Share wins, value, and personality.
- You're not mining your CRM.
 - Fix: Revisit unsold leads, orphan owners, and lost deals from 30–90 days ago.
- You're not prospecting consistently.
 - Fix: Block "Power Hours" every day for 30–60 minutes of outbound calls and texts. Make it non-negotiable.

2. Low Engagement Rate

You're reaching out, but nobody's responding. Leads go dark.

Possible Causes & Fixes:

- Your first message sounds robotic or salesy.
 - Fix: Lead with curiosity, not a pitch. "Hey Mike, saw your interest in the F-150, upgrading or adding another?"
- You're responding too slowly.
 - Fix: Speed wins. Respond within two minutes, before competitors even log in.
- Your tone lacks confidence or enthusiasm.
 - Fix: Smile when you speak. Send quick video messages to humanize your outreach.
- You're inconsistent with follow-up rhythm.
 - Fix: Use the 7-5-3-2 Rule — 7 contacts first 48 hours, 5 over next 3 days, 3 after that, then 2 weekly.
- You're not giving them a reason to respond.
 - Fix: End every text or email with a curiosity hook, "I've got something that might surprise you, want to see it?"

3. Low Appointment Rate

Leads are engaging, but you can't convert conversations into confirmed appointments.

Possible Causes & Fixes:

- You're not giving a compelling reason to come in.
 - Fix: Add urgency and exclusivity. "I want to show you this before it's gone."
- You're asking if they want to come in instead of when.
 - Fix: Give two options: "Would 10am or 3pm work better for you?"
- You're giving too much info upfront.
 - Fix: Create curiosity. "There's a feature you'll love, easier to show than explain."
- You're lacking confidence in the invite.
 - Fix: Speak like it's the natural next step, not a request. Energy transfers.
- You're not pre-framing the benefit of meeting.
 - Fix: "My goal is to save you time and get everything ready before you arrive, sound good?"

TROUBLESHOOTING KPI'S SOLUTIONS TO YOUR GROWTH

4. Low Show Rate

Appointments are being set but not showing — this crushes efficiency and morale.

Possible Causes & Fixes:

- You're not confirming appointments.
 - Fix: Always text confirmation immediately, then again 2 hours before the appointment.
- You didn't connect emotionally on the phone.
 - Fix: Build trust through curiosity and warmth. People show up for people they like.
- They don't see enough value in showing.
 - Fix: Use scarcity or urgency: "That vehicle's got a lot of interest — let's make sure it's available for you."
- You're not sending pre-appointment videos.
 - Fix: Send a short clip next to their vehicle: "Hey Sara, your new Escape's ready for 2:00 — can't wait to meet you!"
- You're not reconfirming with energy or gratitude.
 - Fix: Text in the morning: "Appreciate you coming in today, I've got everything ready for you — see you soon!"

5. Low Lot Ups

You're not getting traffic through the door or onto the lot.

Possible Causes & Fixes:

- You're not visible or greeting fast enough.
 - Fix: Be outside and engaged. Stand tall, phone down, ready to serve.
- Dealership's marketing is weak or inconsistent.
 - Fix: Partner with management to boost local campaigns, or build your personal brand online.
- You're not prospecting the service drive.
 - Fix: Meet service customers, start conversations, and offer vehicle appraisals.
- You're not networking locally.
 - Fix: Get involved in community events, schools, and small businesses.
- Your energy is low and customers feel it.
 - Fix: Energy attracts. Crank up your confidence before each shift, enthusiasm sells before words do.

6. Low Closing Rate

You're getting opportunities, but not locking them down.

Possible Causes & Fixes:

- You're not building enough value upfront.
 - Fix: Slow down during F-B-V (Feature-Benefit-Value). Value kills objections.
- You're asking weak closing questions.
 - Fix: Stop saying "What do you think?" Ask assumptive questions with two options.
- You're skipping trial closes.
 - Fix: Ask before the desk: "If the numbers work and you love the drive, is this the one you'd see in your driveway?"
- You're letting emotion fade at the desk.
 - Fix: Keep excitement alive. Don't go cold at the table — stay upbeat and focused on the solution.
- You're losing control of silence.
 - Fix: Ask, shut up, and smile. Let the customer process. Confidence lives in composure.

TROUBLESHOOTING KPI'S SOLUTIONS TO YOUR GROWTH

7. Low Commissions / Low Gross

You're selling, but you're leaving money on the table.

Possible Causes & Fixes:

- You're discounting too early.
 - Fix: Rebuild value before price. Never lead with concession, lead with confidence.
- You're using words that devalue the experience.
 - Fix: Replace "cheap" or "discount" with "savings" and "cost-effective."
- You're not presenting add-ons with conviction.
 - Fix: Believe in your F&I products, they're protection, not pressure.
- You're not asking for the sale clearly.
 - Fix: Ask confidently: "Let's make this yours, sound good?"
- You're not reviewing your deals for missed profit areas.
 - Fix: Go back over every sold deal weekly with your manager, find where you can tighten your process.

8. Low Prospecting Calls

Your future pipeline is shrinking — no activity, no opportunity.

Possible Causes & Fixes:

- You're reactive instead of proactive.
 - Fix: Block two "prospecting power sessions" daily and protect that time like a client meeting.
- You've lost touch with your "why."
 - Fix: Write your goals out every morning. Purpose fuels persistence.
- You're not tracking your ratios.
 - Fix: Know your call-to-sale number. If it takes 30 calls for one deal, make 60 for two.
- You're avoiding calls because of fear or boredom.
 - Fix: Change your state before you start. Music, movement, motivation — whatever gets your energy up.
- You're not using a variety of contact methods.
 - Fix: Mix calls, texts, and videos. Some people reply to sound, others to sight. Adapt to your audience.

Final Word — Diagnose, Don't Excuse

Top performers don't blame, they analyze. They look at their KPIs not as criticism, but as a coaching tool. When one dial drops, they don't panic, they pivot. Your KPIs are your cockpit controls. When you know what each gauge means, you can fly your career with confidence and precision.

Numbers don't lie, but neither does the effort. Fix the lead flow, strengthen the engagement, tighten the follow-up, and execute daily. The sales pros who consistently track, test, and troubleshoot are the ones who dominate their markets and protect their gross. Because legends don't hope for better numbers, they build them.



EXAMPLE TO MAKE
\$10K PER MONTH

SALES GOALS CALCULATOR

\$10K

÷

\$550

=

18

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

22

WORKING DAYS

1

SALES / DAY

18

÷

50%

=

36

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

2

CUSTOMERS AT DESK
PER DAY

36

—

15

=

21

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

21

÷

50%

=

42

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

2

APPOINTMENTS /
DAY

42

÷

50%

=

84

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

84

÷

80%

=

105

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

5

OUTSIDE LEADS / DAY

18

×

50

=

900

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

41

CALLS / DAY

WHAT IF YOU GOT
JUST 10% BETTER

SALES GOALS CALCULATOR

22

WORKING DAYS

\$15K

÷

\$550

=

27

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

1.5

SALES / DAY

27

÷

60%

=

45

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

2

CUSTOMERS AT DESK
PER DAY

45

—

15

=

30

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

30

÷

60%

=

50

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

3

APPOINTMENTS /
DAY

50

÷

60%

=

84

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

84

÷

80%

=

105

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

5

OUTSIDE LEADS / DAY

27

×

50

=

1350

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

61

CALLS / DAY

SALES GOALS CALCULATOR

WORKING DAYS

÷

=

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

SALES / DAY

÷

=

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

CUSTOMERS AT DESK
PER DAY

—

=

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

÷

=

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

APPOINTMENTS /
DAY

÷

=

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

÷

=

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

OUTSIDE LEADS / DAY

×

=

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

CALLS / DAY

SALES RESULTS

GROWTH EVALUATION

GOAL	ACTUAL	LAST MONTH	GROWTH PLAN
SALES	SALES	SALES	
COMMISSION / SALE	COMMISSION / SALE	COMMISSION / SALE	
LOT UPS	LOT UPS	LOT UPS	
VISITS	VISITS	VISITS	
APPOINTMENTS	APPOINTMENTS	APPOINTMENTS	
ENGAGED LEADS	ENGAGED LEADS	ENGAGED LEADS	
LEADS	LEADS	LEADS	
CALLS	CALLS	CALLS	

SALES GOALS CALCULATOR

WORKING DAYS

÷

=

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

SALES / DAY

÷

=

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

CUSTOMERS AT DESK
PER DAY

—

=

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

÷

=

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

APPOINTMENTS /
DAY

÷

=

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

÷

=

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

OUTSIDE LEADS / DAY

×

=

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

CALLS / DAY

SALES RESULTS

GROWTH EVALUATION

GOAL	ACTUAL	LAST MONTH	GROWTH PLAN
SALES	SALES	SALES	
COMMISSION / SALE	COMMISSION / SALE	COMMISSION / SALE	
LOT UPS	LOT UPS	LOT UPS	
VISITS	VISITS	VISITS	
APPOINTMENTS	APPOINTMENTS	APPOINTMENTS	
ENGAGED LEADS	ENGAGED LEADS	ENGAGED LEADS	
LEADS	LEADS	LEADS	
CALLS	CALLS	CALLS	

SALES GOALS CALCULATOR

WORKING DAYS

÷

=

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

SALES / DAY

÷

=

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

CUSTOMERS AT DESK
PER DAY

—

=

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

÷

=

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

APPOINTMENTS /
DAY

÷

=

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

÷

=

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

OUTSIDE LEADS / DAY

×

=

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

CALLS / DAY

SALES RESULTS

GROWTH EVALUATION

GOAL	ACTUAL	LAST MONTH	GROWTH PLAN
SALES	SALES	SALES	
COMMISSION / SALE	COMMISSION / SALE	COMMISSION / SALE	
LOT UPS	LOT UPS	LOT UPS	
VISITS	VISITS	VISITS	
APPOINTMENTS	APPOINTMENTS	APPOINTMENTS	
ENGAGED LEADS	ENGAGED LEADS	ENGAGED LEADS	
LEADS	LEADS	LEADS	
CALLS	CALLS	CALLS	

Sold Clients

[illegible]

Sold Clients

[illegible]

Sold Clients

[illegible]

Sold Clients

[illegible]

Sold Clients

[illegible]

Sold Clients

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Fresh Trades

[illegible]

Weekly Goal

Monthly Goal

“The harder you work, the luckier you get.” – Gary Player

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I AM ONLY INTERESTED IN THAT VEHICLE

I get it, you’ve got your heart set on that car. But let me ask: is it the features, the look, or the price that’s got you hooked? Because if it’s the features, I can show you a few others that match perfectly. Let’s make sure you don’t miss out. Sound fair?

Today’s New “HOT” Leads

Notes

Tracker & Planner

Calls

Connected

Appointments

☐ Service Walk

☐ 15 Min. Personal Growth

☐ 1 Min. Video/Reel

☐ Finance Check-In

☐ Inventory Walk

☐ 5 Vehicles To Stories

☐ Deal Of The Day

☐ Marketplace

5am-8am

8am-11am

11am-2pm

2pm -5pm

5pm-8pm

8pm-EOD

Weekly Goal

Monthly Goal

“Sales are contingent upon the attitude of the salesperson, not the attitude of the prospect.” – W. Clement Stone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT WANT TO SETTLE AND NOT GET THE FEATURES I WANT

I totally understand, you want all the features. To be clear, what is more important to you; getting the perfect feature or saving money? If it's the feature, we can explore options. If it's savings, this car is the right move.

What do you think?

Today's New "HOT" Leads

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UNITED LEADERSHIP
TRAIN DEVELOP LEAD

UnitedLeadershipGroup.com

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8pm-EOD

Weekly Goal

Monthly Goal

“Success is not final, failure is not fatal: It is the courage to continue that counts.” – Winston Churchill

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WE WANT TO KNOW THE PRICE FIRST

I understand, you want to know the price first. Totally makes sense. But let me ask you this: if the price was perfect, would this be the car you'd want to own? Because here's the deal—price is just one piece. The real question is whether this car fits your needs, your lifestyle, and your goals. Let's make sure it's the right one first, then we'll dive into the numbers. Would you be opposed to that?

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8pm-EOD

Weekly Goal

Monthly Goal

“Your time is limited, don’t waste it living someone else’s life.” – Steve Jobs

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WE DO NOT FEEL LIKE WE CAN AFFORD THIS VEHICLE

I understand that you don’t feel like you can afford it. Totally get it. But it’s not just about the payment, it’s about the total cost of ownership. Your current car? Out of warranty, higher miles, repairs stacking up. That’s money out of your pocket every month. A newer car? Lower maintenance, better gas mileage, full warranty. It might feel like more upfront, but it actually costs you less in the long run. Would you be opposed to looking at the numbers together and see what your bank account would say?

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5pm-8pm

8pm-EOD

Weekly Goal

Monthly Goal

"Make the decision to level up every single day" - Andy Elliott

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I HAVE TOO MUCH NEGATIVE EQUITY

I hear you, you've got negative equity. But is it the negative equity that's stopping you, or the payment it creates? Because here's the deal: negative equity doesn't go away, it grows. Every mile you drive, every day you wait, your car's worth less. The smartest move? Roll it in now, lock in a payment you can handle, reset the clock, and make a smart move for your future. Sound good?

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8pm-EOD

Weekly Goal

Monthly Goal

“You don’t close a sale, you open a relationship if you want to build a long-term, successful enterprise.” – Patricia Fripp

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT WANT TO FINANCE FOR THAT LONG OF A TERM

You don’t want to finance for that long, I get it. But here’s the great news; there’s no prepayment penalty on this loan. That means you can keep the lower payment now and pay it off faster whenever you’re ready. Would you be opposed to having the flexibility to control your terms without locking you in?

Today’s New “HOT” Leads

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8pm-EOD

Weekly Goal

Monthly Goal

“The best salesperson in the world is someone who listens more than they talk.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WE NEED TO GET LUNCH AND DISCUSS THE DEAL FIRST

Totally get it. But let me ask; is it really about lunch, or is there something in the deal that's holding you back? Because if it's the numbers, the payment, or the trade, let's tackle that right now. We're 99% there, so would you be opposed to making this quick and easy so you can enjoy lunch knowing it's DONE?

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8pm-EOD

Weekly Goal

Monthly Goal

“Leadership is not about being the boss. It’s about being a mentor and a guide.”

– John C. Maxwell

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I WANT A LOWER INTEREST RATE

You want a lower rate Which I would too. But let me ask; is it the rate you care about, or the payment? Because rates are temporary, and you can refinance anytime when they drop. What’s permanent is the car you’re buying and the deal you’re getting today. Don’t let a temporary rate stop you from locking in the car you love. Would you be opposed to making it happen now, and you can always adjust the rate later?

Today’s New “HOT” Leads

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5pm-8pm

8pm-EOD

Weekly Goal

Monthly Goal

"Whether you think you can or think you can't, your right." – Henry Ford

Date: _____

Today's Goal

Lessons Learned

Today's Wins

IT IS LATE, WE WILL FINISH TOMORROW

Totally understand, it is getting late. But what's going to change between now and tomorrow? Nothing, except you'll have to carve out more time to come back. So would you be opposed to finishing this now and save you the hassle of coming back?

Today's New "HOT" Leads

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UNITED LEADERSHIP
TRAIN DEVELOP LEAD

UnitedLeadershipGroup.com

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8pm-EOD

Weekly Goal

Monthly Goal

“Success is not about being the best. It’s about being better than you were yesterday.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I AM GOING TO WAIT TO SELL MY CAR OUTRIGHT TO GET MORE MONEY

I totally understand you’re thinking about selling outright for more money. Makes sense on paper, but the reality is how much is your time worth? Ads, calls, no-shows, strangers test-driving your car. It’s a big hassle and a bigger risk. Plus, every day you wait, your car’s value drops, and the market shifts. Why not let me handle everything for you? I’ll get you top dollar today, no stress, no waiting. What’s stopping us from making this easy right now?

Today’s New “HOT” Leads

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5pm-8pm

8pm-EOD

Weekly Goal

Monthly Goal

“Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.” – Zig Ziglar

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WE ARE GOING TO HOLD OFF ON PURCHASING FOR RIGHT NOW

I totally understand that you want to hold off. But let me ask; what’s really holding you back? Is it timing, budget, or just needing to feel 100% sure? Because waiting could mean missing out on this car or paying more later. If this is the one you love, let’s figure out how to make it work today. What’s stopping us from locking it in right now?

Today’s New “HOT” Leads

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8pm-EOD

Weekly Goal

Monthly Goal

“The most unprofitable item ever manufactured is an excuse.” – John Mason

Date: _____

Today's Goal

Lessons Learned

Today's Wins

IS THIS VEHICLE AVAILABLE

Great question. It was available this morning but vehicles like this move FAST, let me check again right now for you. If it's available, I'll make sure it's ready for you to see. If not, don't worry, I'll find you something that checks all the same boxes. You're in good hands.

Today's New "HOT" Leads

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8pm-EOD

Weekly Goal

Monthly Goal

“Cold calling is hard, but it’s also one of the fastest ways to increase your sales.”

– Chet Holmes

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT ARE THE INTEREST RATES

Oh, I’m so glad you asked that! Your rate is dependent on your credit situation and many other factors like the vehicle. We have over 50+ lenders so getting you the best rate out there is the easy part. I’ve never had anyone throw a fit over that part of the deal. In fact rates can drop and when they do, you refinance. No need to worry, you are in good hands! So would you be opposed to finding the right vehicle first?

Today’s New “HOT” Leads

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Tracker & Planner

Calls

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5pm-8pm

8pm-EOD

Weekly Goal

Monthly Goal

“Success usually comes to those who are too busy to be looking for it.”

– Henry David Thoreau

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT HAVE A COSIGNER

I get it! I’ve been there myself, it’s tough—I used a cosigner for my vehicle, and let me tell you, it can chop your payment in half. That cosigner can be anyone—your mom, dad, grandma, or your sibling, So, who can we call for a quick chat to help you save some serious cash?

Today’s New “HOT” Leads

Notes

Tracker & Planner

Calls

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8pm-EOD

Weekly Goal

Monthly Goal

“Show up early. Treat people with respect. Perform at the highest levels. “

- Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT ARE MY PAYMENTS GOING TO BE

I’m so glad you asked that! Your payments depend on a few key factors like the price of the car, your credit score, the loan term, and the interest rate. But listen, payments are just a piece of the puzzle. What’s more important is making sure the car fits your needs and budget. Let’s figure out what works best for you. What kind of monthly range are you comfortable with. Then would you be opposed to making the deal fit that for you?

Today’s New “HOT” Leads

Notes

Tracker & Planner

Calls

Connected

Appointments

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5pm-8pm

8pm-EOD

Weekly Goal

Monthly Goal

“Don’t go to work to work, go to work to prosper.” - Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I AM NOT HERE TO BUY

Awesome, we can take this one step at a time, no pressure. But let’s at least explore your options so you don’t miss out on something great. If it’s not the right time, that’s okay. But if it is, you’ll be glad you acted, sound fair?

Today’s New “HOT” Leads

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UNITED LEADERSHIP
TRAIN DEVELOP LEAD

UnitedLeadershipGroup.com

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8pm-EOD

Weekly Goal

Monthly Goal

“The secret of getting ahead is getting started.” – Mark Twain

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT IS THE PRICE OF THIS VEHICLE

I understand price is important. But let me ask you, is price the only thing that matters, or is it about getting the right vehicle that fits your needs perfectly? Because you do not want to pay for something and 6 months later realize it really does not fit you or your family. So let's make sure this is the one you love, and then I'll show you how we can make the numbers work. Fair enough?

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Weekly Goal

Monthly Goal

“Everything in life is a sale and everything you want is a commission.”

- Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

THIS IS MY FIRST PLACE TO VISIT

That is completely awesome! I'm so grateful we're your first stop in your journey to purchase a vehicle. Most people now do a lot of research on the vehicle and price before even stopping by, so they spend less time doing this. Since this a vehicle you like would you say this is a GREAT deal too or would you say something is off on the deal?

If this is a GREAT deal then lets lock this up for you and save you time and money, sound fair?

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Weekly Goal

Monthly Goal

“Prospecting is the art of finding a needle in a haystack and then selling the hay.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I NEED TO THINK ABOUT IT (NO NUMBERS)

Of course you need to think about it—I’d be doing the same! Honestly, I haven’t given you enough information to make a decision yet. would you be opposed to taking just five minutes to lay out all the numbers and details for you? This way, when you head home, you’ll actually have all the information to think about!

Great follow me.

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Weekly Goal

Monthly Goal

“Focus on creating and producing a future, not what happened yesterday. “

- Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT ARE MY FINANCING OPTIONS

I understand that is super important to you. We’ve got a lot of options and more than 50 national lenders ready to serve up the best deals. In fact, over 95% of our customers decide to finance with us because we make it simple, fast, and competitive. Now, let me ask you, what’s most important to you? Lower monthly payments, paying it off faster, or something else? Let’s tailor this to fit you perfectly.

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Weekly Goal

Monthly Goal

“Your greatness is limited only by the investments you make in yourself.”

- Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

THE MILLAGE IS JUST TOO HIGH

I get it that the miles are making you hesitate. But with higher miles, you're saving thousands upfront. Lower miles, you're paying more now, higher payments, and more interest. This car's been driven responsibly—12,000 miles a year, below average. And if it had fewer miles, it'd cost thousands more. So, let me ask you, do you want to pay more for a number, or would you be opposed to saving money and still get a great car?

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Weekly Goal

Monthly Goal

“Don’t watch the clock; do what it does. Keep going.” – Sam Levenson

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT WANT TO DRIVE THAT FAR

Look, I know the drive feels like a lot. But if this car was sitting in your driveway right now, would you take it? If the answer’s yes, then the only thing standing between you and the perfect car is a couple of hours. a few hours to save thousands, get exactly what you want, and avoid settling? That’s worth it. I’ll make it easy with having the car prepped, ready, and waiting. So, what time works for you to come see it?

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Weekly Goal

Monthly Goal

“The key to successful cold calling is to focus on making a connection, not a sale.” – Wendy Weiss

Date: _____

Today's Goal

Lessons Learned

Today's Wins

EV VEHICLE BATTERIES DO NOT LAST LONG

I totally get it that battery life is a big deal! EV batteries are advancing at lightning speed! They're not like your traditional 12-volt car battery that's begging for an upgrade every three years. With an 8-year/100k mile warranty on maintaining range, that's a pretty sweet deal, right?

Your engine might be covered for 36k miles, but it usually lasts way longer—just like these EV batteries, which are built to last up to 17 years/200k miles! When do you usually trade in your vehicle?

Most folks do it in less than 5 years/100k miles, right?

So as a new EV owner, you can kick back and relax; this battery life thing isn't going to keep you up at night!

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Weekly Goal

Monthly Goal

“Your ability to communicate is an important tool in your pursuit of your goals.”

– Les Brown

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I THINK THE PRICE IS TOO HIGH

Alright, you feel the price is too high. Is it the price or the cost you're saying is too high? Because price is a one-time thing. Cost? That's what you'll live with every day. Let me ask you, what's more important to you? Saving a little upfront or saving big over time? This car's value, reliability, and ownership cost will crush anything else out there.

So, is it really the price—or is it something else holding you back?

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Weekly Goal

Monthly Goal

“The only way to do great work is to love what you do.” – Steve Jobs

Date: _____

Today's Goal

Lessons Learned

Today's Wins

CAN I GET A BETTER PRICE

I'm so glad you asked that. Our store uses market-based pricing. That means we don't just throw numbers out there. We use advanced tools to compare similar vehicles in the market and ensure we're priced below fair market value. So, the price you see? That's already our best price upfront. No games, no haggling. But let me ask you this, if the price works and the car is perfect, are you ready to move forward today?

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Weekly Goal

Monthly Goal

"Never lower your price, add value" - Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT IS MY CAR WORTH

I am so glad you asked! I would want to get the most for my vehicle as well and I want to get that for you. Do you mind if I share with you how we can do that?

You would agree that no two vehicles are ever driven and cared for the same, so they also wear differently. In order for us to now how great your vehicle is mechanically we would need to see it and touch it. This way we would feel very confident in paying the most for your vehicle. You would not pay the most for a used vehicle if you were purchasing one with out seeing it first, right? We need your vehicle and I want to get you the most for it, so would you be able to bring it by today or tomorrow for a quick 10 minutes to get the most?

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Weekly Goal

Monthly Goal

“Sales success is not the result of making one big sale; it’s the result of making hundreds of small sales.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT WANT ANOTHER PAYMENT

I understand that you don’t want another payment. But let’s get real for a second. Your current car? It’s costing you money every single day: repairs, gas, depreciation. That’s a payment, whether you see it or not. The question isn’t about having a payment, it’s about having the right payment. One that gets you into something reliable, efficient, and worth every penny. So, what’s really holding you back? Fear of change or fear of making the wrong move?”

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Weekly Goal

Monthly Goal

“It’s not about having the right opportunities. It’s about handling the opportunities right.” – Mark Hunter

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I NEED A BETTER DEAL TO PURCHASE

I get it, you want to know that you got the best deal before pulling the trigger. Let me tell you something though, we don’t put our second-best price upfront. We put our BEST price upfront because we want to earn your business the right way. But I don’t own the store. I’ll go to bat for you, fight tooth and nail to make this work. Now on a scale of 1 - 10 how close are we and what is the one thing making it that?

What would it take to get that to a 10?

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Weekly Goal

Monthly Goal

"Never fear the haters. You can't reach your potential without them."

- Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

YOU ARE HIGHER THAN YOUR COMPETITOR

Yeah, we're higher than the competition and there's a reason for that. You get what you pay for, right? Let me ask you, do you want the cheapest option, or do you want the BEST option? Because we don't cut corners. We deliver value, reliability, and peace of mind. That's why people choose us. So, what's more important to you, saving a few bucks upfront or getting something that lasts?

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Weekly Goal

Monthly Goal

“Success is walking from failure to failure with no loss of enthusiasm.”

– Winston Churchill

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I NEED TO THINK ABOUT IT (AFTER NUMBERS)

I totally get it! After being in this game for a while, I've learned that when someone says they need to ‘think about it’ after seeing the deal, it usually means something’s off in the deal. So, what’s got you concerned? Is it the price, the payment, or your trade-in?

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Weekly Goal

Monthly Goal

“The best time to plant a tree was 20 years ago. The second-best time is now.”

– Chinese Proverb

Date: _____

Today's Goal

Lessons Learned

Today's Wins

IS THIS VEHICLE AVAILABLE

Great question. It was available this morning but vehicles like this move FAST, let me check again right now for you. If it's available, I'll make sure it's ready for you to see. If not, don't worry, I'll find you something that checks all the same boxes. You're in good hands.

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Weekly Goal

Monthly Goal

“Leadership is not about being in the front; it is about making sure that you don’t leave anyone behind.” – Ken Blanchard

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT WANT MY PAYMENTS TO GO UP

I understand that you don’t want your payment to go up. But let’s talk about the big picture. Right now, your trade-in is worth more than it will be in six months, and repairs on your current car could hit hard. With this new car, you’re locking in reliability, a warranty, and peace of mind. Would you be opposed to explore options to keep your payment manageable while giving you the upgrade you deserve?

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Weekly Goal

Monthly Goal

“Cold calling is like a sport. You have to practice to get better.” – Mike Brooks

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I AM NOT PAYING A DOC FEE

I do not like paying the doc fee either, nobody does. But the reality is every dealership charges one either in their price (the no doc fee stores) or transparently like we are. Ours is \$500, while most places are charging \$1,000 or more. This fee covers all the legal work, title, and ensures everything is done right. In the end it all boils down to the out the door number though and not the fee and this is the best out the door price out there right? So let's not let \$500 stand in the way of you driving off in the car you want today. Let's make this happen.

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Weekly Goal

Monthly Goal

“Don’t let the fear of striking out hold you back.” – Babe Ruth

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT IS YOUR BEST PRICE

I’m so glad you asked that. Our store uses market-based pricing. That means we don’t just throw numbers out there. We use advanced tools to compare similar vehicles in the market and ensure we’re priced below fair market value. If we did not offer the BEST price, you probably would not be talking with me right now, right?

The price is also dependent on the VIN, where you live, and how you buy the vehicle. So we focus not only on the BEST price but the BEST deal. Would you be opposed to getting the BEST DEAL with the Best price?

Great, lets find the perfect vehicle for you first.

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Weekly Goal

Monthly Goal

“Leadership is not about being in charge. It is about taking care of those in your charge.” – Simon Sinek

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I WANT PAYOFF FOR MY TRADE

I understand wanting to get payoff for your trade. Let me ask you this though. If you owed less on your car, would you want less for it? Of course not. You'd want what it's worth, right? What you owe and what it's worth are two completely separate things. Now, let me explain how we arrived at the top value for your trade.

We're also paying it off in these numbers, so you're not coming out of pocket for the difference.
Let's move forward and get this done."

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Weekly Goal

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“It’s a never ending battle of making your cars better and also trying to be better yourself.” – Dale Earnhardt

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I AM NOT BUYING FOR A WHILE

You’re not buying for a while so something must have you holding off. But waiting only costs you more. Prices go up, trades lose value, and the car you want might not be here later. Let’s figure out what’s holding you back and see if we can make this work today. No pressure, just making sure you don’t miss out, fair?

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Weekly Goal

Monthly Goal

“A leader is one who knows the way, goes the way, and shows the way.”

– John C. Maxwell

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I WANT TO CHECK OUT SOME MORE CARS BEFORE I DECIDE

I completely understand that you want to look at more vehicles. But let me ask, if this was the last car you looked at, and you'd already seen the others, what would be the deciding factor? The car itself or the deal? If it's the deal, let's make it right now. Or, if you'd prefer, I can break everything down for you so you've got all the info you need to compare. What works best for you?"

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Weekly Goal

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“Motivation is what gets you started. Habit is what keeps you going.” – Jim Ryun

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I NEED TO TALK TO MY SPOUSE

I totally respect that you want to talk to your spouse, it's a big decision. Here's what I'll do: I'll put together all the numbers and details so you can have a clear, confident conversation with them. Or, if it's easier, we can get them on the phone right now and save you both time. What works best for you?

Great, before we do that though, I am sure you two spoke a little bit before you came down, right?

Now on a scale of 1-10, what would you rate the one thing on this deal that your spouse would be concerned about with a 10 being “Buy It”.

What would it take to make it a 10 for your spouse?

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Weekly Goal

Monthly Goal

“The only place where success comes before work is in the dictionary.”

– Vidal Sassoon

Date: _____

Today's Goal

Lessons Learned

Today's Wins

EV VEHICLES TAKE TOO LONG TO CHARGE

I totally get that the charge time of an EV from 0-100% might give you pause! But here's a fun fact: one of the coolest benefits of owning an EV is that you can charge it whenever you use it—no need to wait until it's running on fumes like an old gas guzzler! In fact, most folks only tap into about 25% of their EV's battery daily. And with the charger that comes with it, a regular 220 outlet can get you back to full charge in just a few hours! So, talk about convenience—you'll actually spend less time charging than you would pulling into a gas station! Plus, you're saving money while you're at it. It's like hitting two birds with one eco-friendly stone!

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Weekly Goal

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“If you think you are too small to make a difference, try sleeping with a mosquito.” – Dalai Lama

Date: _____

Today's Goal

Lessons Learned

Today's Wins

THAT IS NOT A GOOD CARFAX

Most cars on the road have had something happen, even if the Carfax looks clean some shops that don't report to Carfax. They fix cars all the time. A clean report doesn't always mean untouched.

Now, not all accidents are created equal. A 3-mile-per-hour bump in a parking lot that gets a bumper replaced is not the same as a major collision. This car has been inspected, repaired to factory standards, and certified by our mechanics. It's as good as new.

Here's the kicker though, it's priced to reflect its history. That means you're getting more value for your money. If the car drives perfectly, looks amazing, and saves you money, would you let that Carfax stop you from owning it?

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Weekly Goal

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"“The elevator to success is out of order. You’ll have to use the stairs... one step at a time.” – Joe Girard Quotes"

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I WILL BUY FROM THE DEALERSHIP WITH THE BEST DEAL

You’re looking for the best deal? I totally get it. But let me ask, what does ‘best deal’ mean to you? Is it just the lowest price, or is it the best value for your money? Because here’s the thing, cheap deals come with cheap problems. Ours have been inspected, serviced, and comes with peace of mind. Plus, you’re not just buying a car, you’re buying me and my service to you after the deal for years to come. I’ll be here for anything you need after this, service, parts, warranty, anything. Would you be opposed to not just getting the best deal but the right deal for you and your family, today and the many days after?

Today’s New “HOT” Leads

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☐ Inventory Walk

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☐ Deal Of The Day

☐ Marketplace

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2pm -5pm

5pm-8pm

8pm-EOD

Weekly Goal

Monthly Goal

“I find that the harder I work, the more luck I seem to have.”

– Thomas Jefferson

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DID NOT BRING MY TRADE

You didn't bring your trade? No problem. Here's the deal, your trade doesn't stop us from locking in this car today. We'll structure everything so when you're ready to bring it in, it's seamless. The car you want is here now, and the trade's just a detail we'll handle later. Let's focus on what matters, getting you into the car you love. Sound fair?

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Weekly Goal

Monthly Goal

“If you don’t ask, you don’t get.” – Mahatma Gandhi

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I NEED MY TRADE VALUE FIRST

You need your trade value first? I totally get it. Let’s appraise it right now and make sure you’re getting every penny it’s worth. But here’s the thing, your trade is just one piece of the puzzle. Would you be opposed to making sure the whole deal works for you; trade, price, payments, everything?

When could you come in so we can get you the most for your trade and the perfect vehicle for you at the same time and the best deal?

Today’s New “HOT” Leads

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Weekly Goal

Monthly Goal

“The road to success and the road to failure are almost exactly the same.”

– Colin R. Davis

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I HAVE NO DOWN PAYMENT

No down payment? Totally fine. Most of my clients are in the same spot. Many just put it on a credit card to keep things simple and flexible. It helps with better rates and approvals, and you can pay it off on your terms. Or, we can structure the deal with no money down at all. So what works best for you?

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Weekly Goal

Monthly Goal

“Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.” – W. Clement Stone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

IS THIS THE BEST PRICE I SEE

I'm so glad you asked that. Our store uses market-based pricing. That means we don't just throw numbers out there. We use advanced tools to compare similar vehicles in the market and ensure we're priced below fair market value. If we did not offer the BEST price, you probably would not be talking with me right now, right?

The price is also dependent on the VIN, where you live, and how you buy the vehicle. **I have even seen clients buy a vehicle cheaper than our internet price because of that.** So we focus not only on the BEST price but the BEST deal. Would you be opposed to getting the BEST DEAL with the Best price?

Great, lets find the perfect vehicle for you first.

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Weekly Goal

Monthly Goal

“People don’t buy for logical reasons. They buy for emotional reasons.”

– Zig Ziglar

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I WANT FAMILY TO LOOK AT THE CAR BEFORE BUYING IT

I totally get it. You’ve probably heard it before, ‘It’s your vehicle, and you have to be happy with it!’ But you already said you love this vehicle, so let’s cut to the chase and save you some time. Let’s make those folks proud of you for making such an awesome decision all on your own. What is one thing that they might say about the car that they would be concerned about?

What would it take to get that to a perfect 10?

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Weekly Goal

Monthly Goal

“Sales is not about selling anymore, but building trust and educating.”

– Siva Devaki

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT HAVE MUCH TIME

I respect that your time's tight. Let's cut the fluff then and get straight to it. What's the ONE thing you need from me right now to make this worth your time? Let's handle that and get you moving. Deal?

Today's New “HOT” Leads

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Weekly Goal

Monthly Goal

“The greatest leaders are not the ones who strive to be the best, but inspire others to become their best.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

THERE IS NOTHING I LIKE HERE

I totally get it. We’ve got hundreds of vehicles here, and some of ones that just came in haven’t even made it to the front lot yet. So how about we take a quick moment to go inside and check out our full inventory? This way, you won’t miss out on that perfect vehicle hiding in plain sight, sound fair?

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Weekly Goal

Monthly Goal

“Sales leadership is not about being in control, but about empowering and enabling your team to succeed.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WE ARE GOING TO BUY FROM OUR LOCAL DEALER

I totally get it. The fact that you're reaching out tells me that maybe your local dealer isn't exactly your cup of tea.

When I hear this, it usually boils down to either the deal or the distance, so which is it for you?

DEAL - If I could beat that deal, would you be ready to purchase from me?

DISTANCE - No worries. How about I whip up a travel voucher and get my manager to add that to your trade value.

That way, it's not just worth the drive; you'll experience a VIP, world-class buying journey like you've never seen anywhere else. So, what do you say? Will you let me have the privilege of earning your business?

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Weekly Goal

Monthly Goal

“Success in sales is not about luck, it’s about hard work, determination, and a relentless focus on customer satisfaction.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

MY PARTNER IS NOT WITH ME

I totally respect that. We can digitally sign their portion and you can drive home in your new ride today. This makes car buying easy and saved you and your partner time. Sound great?

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Weekly Goal

Monthly Goal

“Never lower your target; increase your actions.” - Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I CAN NOT MAKE IT IN TODAY

I understand you are busy. We’ve had a ton of calls today about this vehicle, and honestly, I don’t think it’s going to last the day. What is something I can do to make it easier for you so that you do not miss out, maybe bring it out to you? Or we can handle everything remotely—appraisals, financing, even paperwork. I’ll make it so easy you’ll feel like you’re here. Which route works best for you?

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Weekly Goal

Monthly Goal

“The key to successful selling is to aim not to sell a product, but to solve a problem.” – Brian Tracy

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I ONLY PAY CASH

I’m so glad you brought that up. All those finance gurus love to preach about only paying cash for everything. But let’s be real, you’re spending that cash on something that’s just going to depreciate fast, right? What if I could show you how to finance or lease based on how often you like to upgrade and actually make some money while you’re at it? Now that would be a win-win, don’t you think?

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Weekly Goal

Monthly Goal

“Your most unhappy customers are your greatest source of learning.” – Bill Gate

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT NEED TO TEST DRIVE IT

I get it, you’ve driven one like it before. But every car is unique. The way it drives, feels, even the way the doors close—it’s all specific to THIS car. Let’s take a quick spin, even if it’s just down the service road and back. You’ll know for sure it’s the one. Fair enough?

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Weekly Goal

Monthly Goal

“Success in sales comes from creating a connection with your customers and becoming their trusted advisor.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I HAVE BAD CREDIT OR NO CREDIT

Bad credit? No credit? Doesn't matter. Here's the truth—your credit score is just a snapshot of your past, not your future. What we're gonna do is focus on fixing the situation starting TODAY. I'll get you into a reliable car that builds your credit back up. One year of on-time payments, and you'll be in a whole new game. Ready to take control?"

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Weekly Goal

Monthly Goal

“A good sales leader doesn’t just create followers, they create more leaders.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I AM NOT BUYING AT MY FIRST STOP

Not buying at your first stop? That’s cool. But let me ask you this, why waste time shopping around when you’ve already found the right car? If it’s here, it’s available, and it’s perfect for you, why not lock it in now? You know what happens when you wait? Someone else grabs it. Let’s make sure that doesn’t happen. Sound fair?

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Weekly Goal

Monthly Goal

“I never lose. Either I win or I learn.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

THERE ARE NO EV CHARGERS AROUND ON TRAVELS

I totally understand, charger availability is definitely a hot topic. If you don't mind my curiosity, when you roll up to a gas station with a charger, do you spot it from the road or do you see it once you pull in?

Exactly! That's because those gas stations were designed with their pumps right out front, so chargers are often tucked away on the side.

There are now several apps to help you locate public charging stations with more networks joining the party all the time. Plus, a lot of these charging stations are in shopping centers, so you can charge up your vehicle while you shop.

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Weekly Goal

Monthly Goal

“Obstacles are those frightful things you see when you take your eyes off your goal.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DRIVE TOO MANY MILES FOR A LEASE

I drive too many miles for a lease, right? But let me flip this for you. Leasing isn't about the miles—it's about the math. If we structure the lease to match your driving habits, you're still saving money compared to buying. Lower payments, less depreciation risk, and you're always in a newer car. Let's run the numbers and see if it actually works better for you. Fair?

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Weekly Goal

Monthly Goal

“It’s not about how hard you hit, it’s about how hard you can get hit and keep moving forward.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT IS THE BENIFIT OF A PHEV

I'm so glad you asked that! PHEVs are like the ultimate hybrid superstars—mixing the best of both worlds with Internal Combustion Engines (ICE) and Electric Vehicles (EV)! You get to charge the EV part right from a cozy little 110 outlet overnight. So, if you're cruising less than 35 miles a day, guess what? You could be flying around without ever needing to pump gas—talk about living the dream!

But wait, there’s more! You also get the reliability of a gas engine, giving you the ability to travel far beyond the usual MPG of a standard gas guzzler. I’ve even got clients (myself included) who rack up more than 100 MPG in a PHEV! It all comes down to how much you drive daily. So, how many miles do you typically cruise each day?

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Weekly Goal

Monthly Goal

“Life is 10% what happens to us and 90% how we react to it.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I DO NOT WANT TO PAY THAT MUCH

I understand price is important to you. So that I full understand when you say, ‘I do not want to pay that,’ what are you really mean? Is it the price, payment, cost?

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Weekly Goal

Monthly Goal

“Challenges are what make life interesting and overcoming them is what makes life meaningful.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

THEY HAVE THE IDENTICAL VEHICLE, LOWER MILES AND LOWER PRICE

They've got the same car, lower miles, lower price? Let me ask you, if it's that great of a deal, why didn't you buy it? The truth is something's off. Either the car's not as clean, it's missing features, or the dealership doesn't back it like we do. You're not just buying a car—you're buying peace of mind. Let me show you why this deal is better for you long-term. Sound good?

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Weekly Goal

Monthly Goal

“The phone is your most powerful sales tool. Hang up on a prospect, and it’s like hitting the jackpot.”

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WHAT IS A LEASE

I'm so glad you asked that. A lease is like the cool VIP pass in the world of financing. What it means for you is that once your lease wraps up, you’ve got options to choose from. You can cash in on any positive equity if you’ve got it by trading it in. If you love your vehicle, you can buy it for an agreed-upon price that’s usually lower than the fair market value. If you decide to just turn the vehicle in, you don’t have to worry about the negative equity that usually haunts folks who trade in a financed car. It’s like being able to walk away with no scary strings attached, who wouldn’t want that? So let’s get you into a flexible leasing deal today, sound fair?

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Weekly Goal

Monthly Goal

“Approach every situation with a whatever-it-takes-mindset. ”

- Grant Cardone

Date: _____

Today's Goal

Lessons Learned

Today's Wins

WE ARE JUST LOOKING (AFTER TEST DRIVE)

You're just looking? Perfect! That's where everyone starts. Let me ask, what brought you in today? Are you replacing your current vehicle or just exploring options? Either way, I'll make it easy. If you find something you love, I'll get you all the info you need to make a decision. Sound fair? Let's start with what caught your eye.

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Weekly Goal

Monthly Goal

"Sales success comes after you stretch yourself past your limits on a daily basis." – Grant Cardone

Date: _____

Today's Goal

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Today's Wins

CAN I GET A BETTER PRICE

I'm so glad you asked that. Our store uses market-based pricing. That means we don't just throw numbers out there. We use advanced tools to compare similar vehicles in the market and ensure we're priced below fair market value. So, the price you see? That's already our best price upfront. No games, no haggling. But let me ask you this, if the price works and the car is perfect, are you ready to move forward today?

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Weekly Goal

Monthly Goal

"Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust." – Zig Ziglar

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I NEED A BETTER DEAL TO PURCHASE

I get it, you want to know that you got the best deal before pulling the trigger. Let me tell you something though, we don't put our second-best price upfront. We put our BEST price upfront because we want to earn your business the right way. But I don't own the store. I'll go to bat for you, fight tooth and nail to make this work. Now on a scale of 1 - 10 how close are we and what is the one thing making it that?

What would it take to get that to a 10?

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Weekly Goal

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"If you are not taking care of your customer, your competitor will." – Bob Hooey

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I WANT PAYOFF FOR MY TRADE

I understand wanting to get payoff for your trade. Let me ask you this though. If you owed less on your car, would you want less for it? Of course not. You'd want what it's worth, right? What you owe and what it's worth are two completely separate things. Now, let me explain how we arrived at the top value for your trade.

We're also paying it off in these numbers, so you're not coming out of pocket for the difference.
Let's move forward and get this done."

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Weekly Goal

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“The difference between failure and domination is simple: a proven system and the discipline to work it” – Daniel Willis

Date: _____

Today's Goal

Lessons Learned

Today's Wins

I NEED MY TRADE VALUE FIRST

You need your trade value first? I totally get it. Let’s appraise it right now and make sure you’re getting every penny it’s worth. But here’s the thing, your trade is just one piece of the puzzle. Would you be opposed to making sure the whole deal works for you; trade, price, payments, everything?

When could you come in so we can get you the most for your trade and the perfect vehicle for you at the same time and the best deal?

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5am-8am

8am-11am

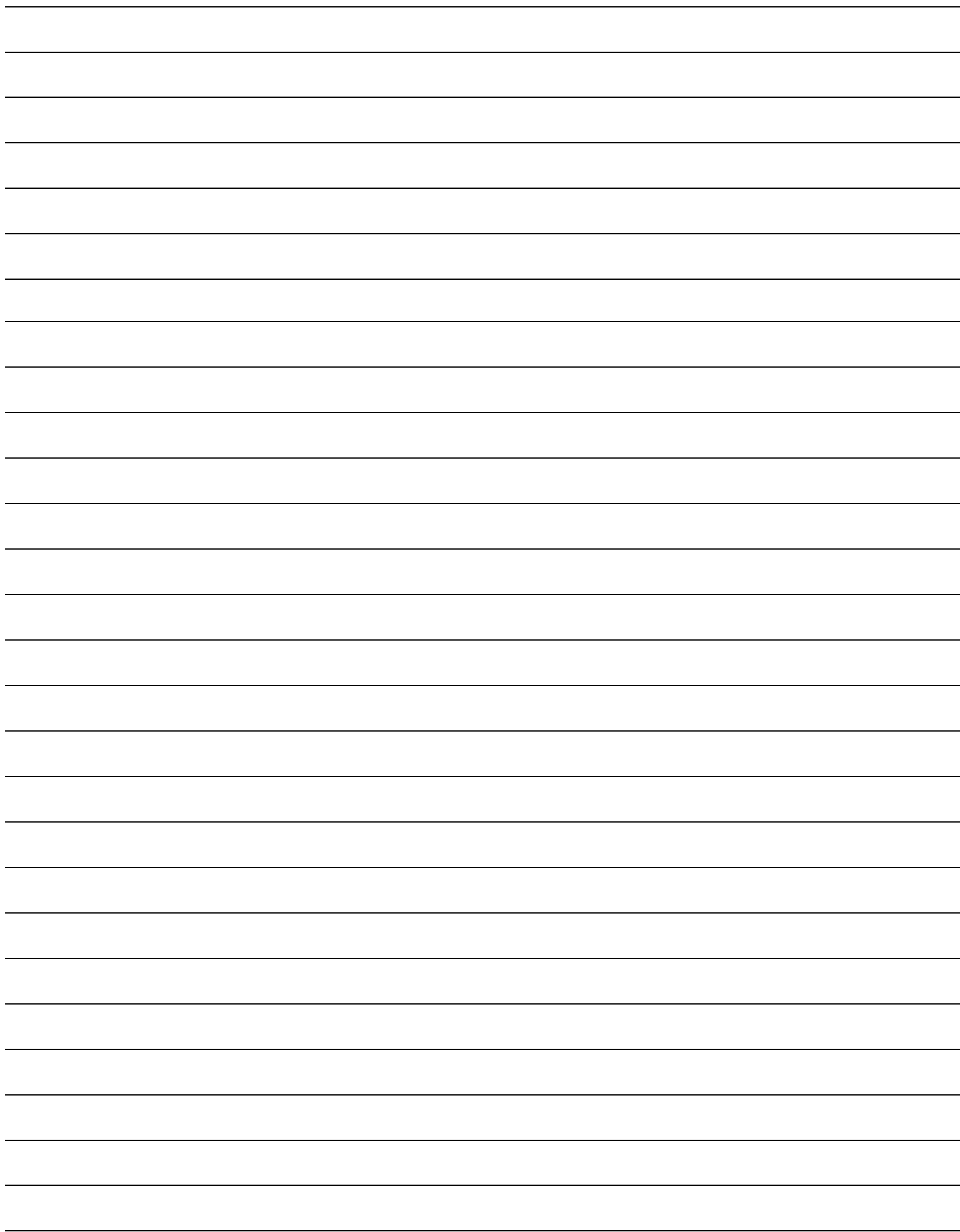
11am-2pm

2pm -5pm

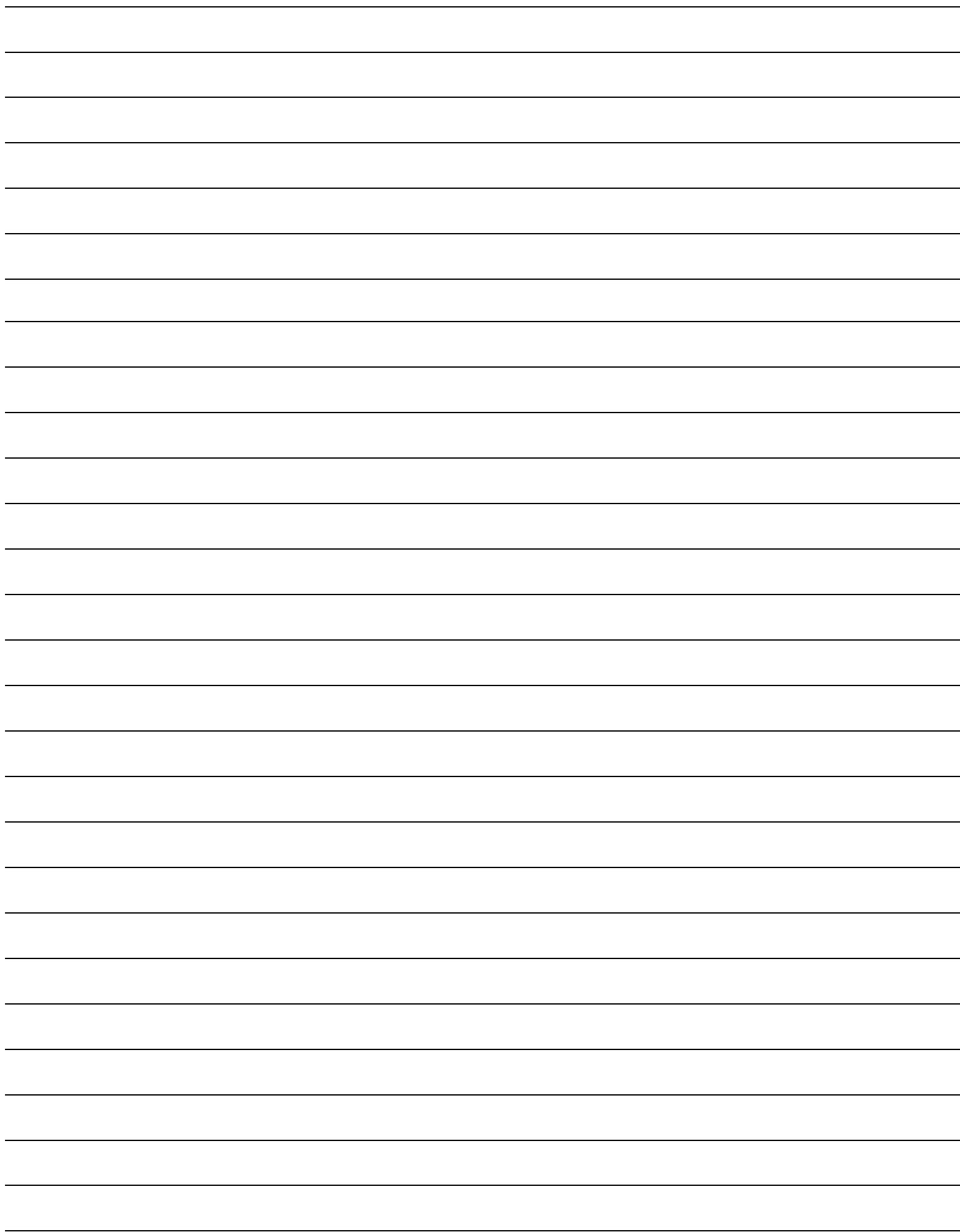
5pm-8pm

8pm-EOD

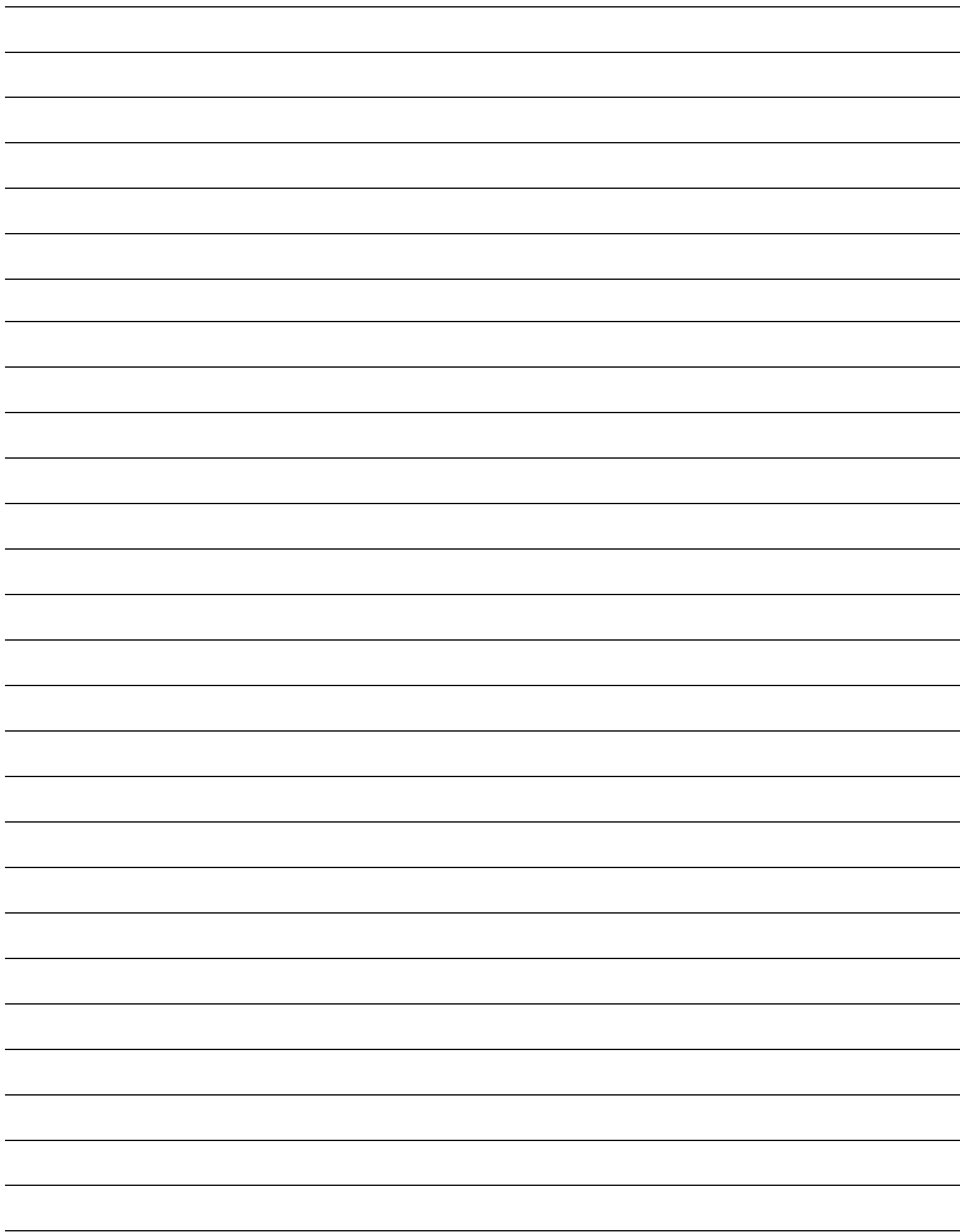




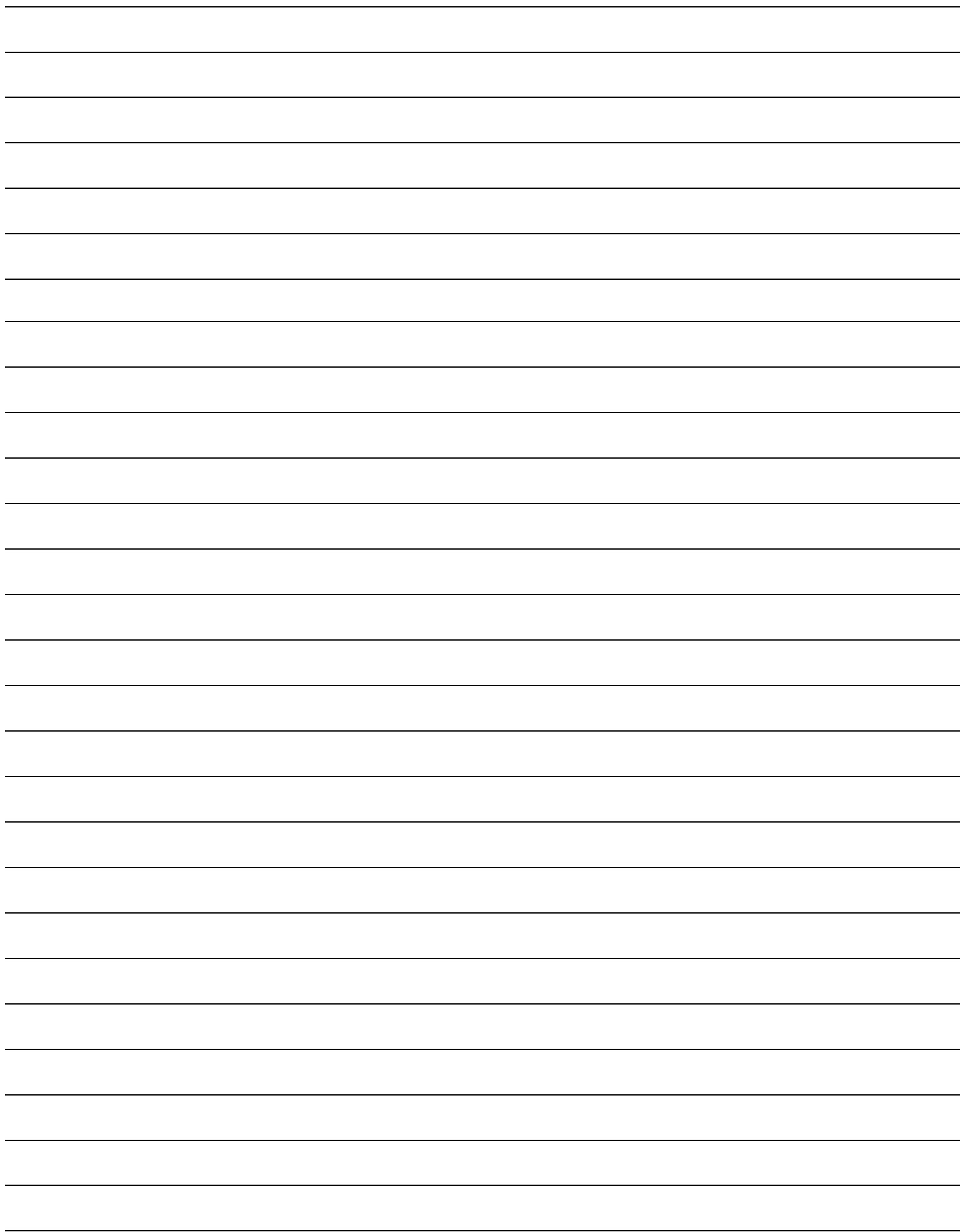




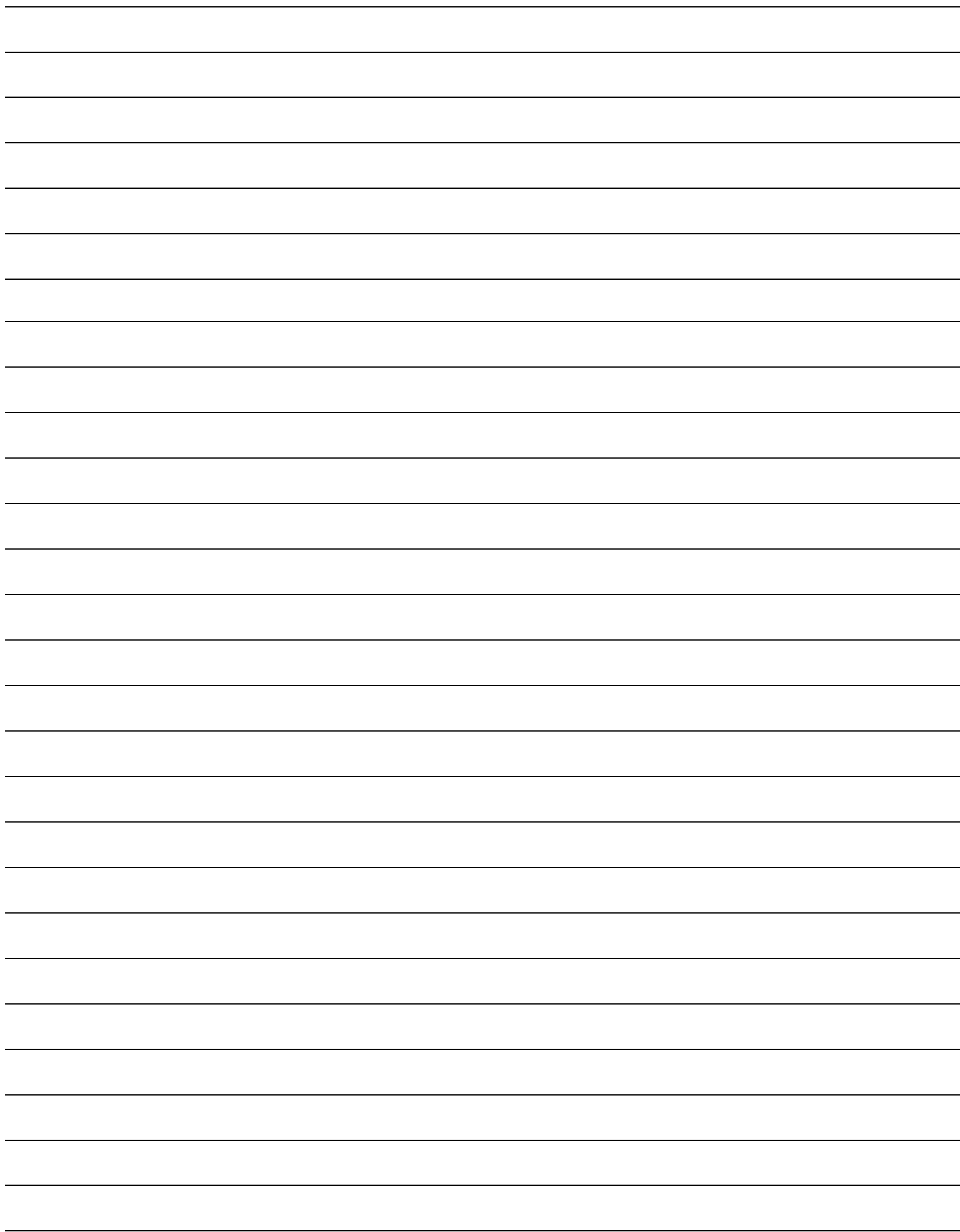




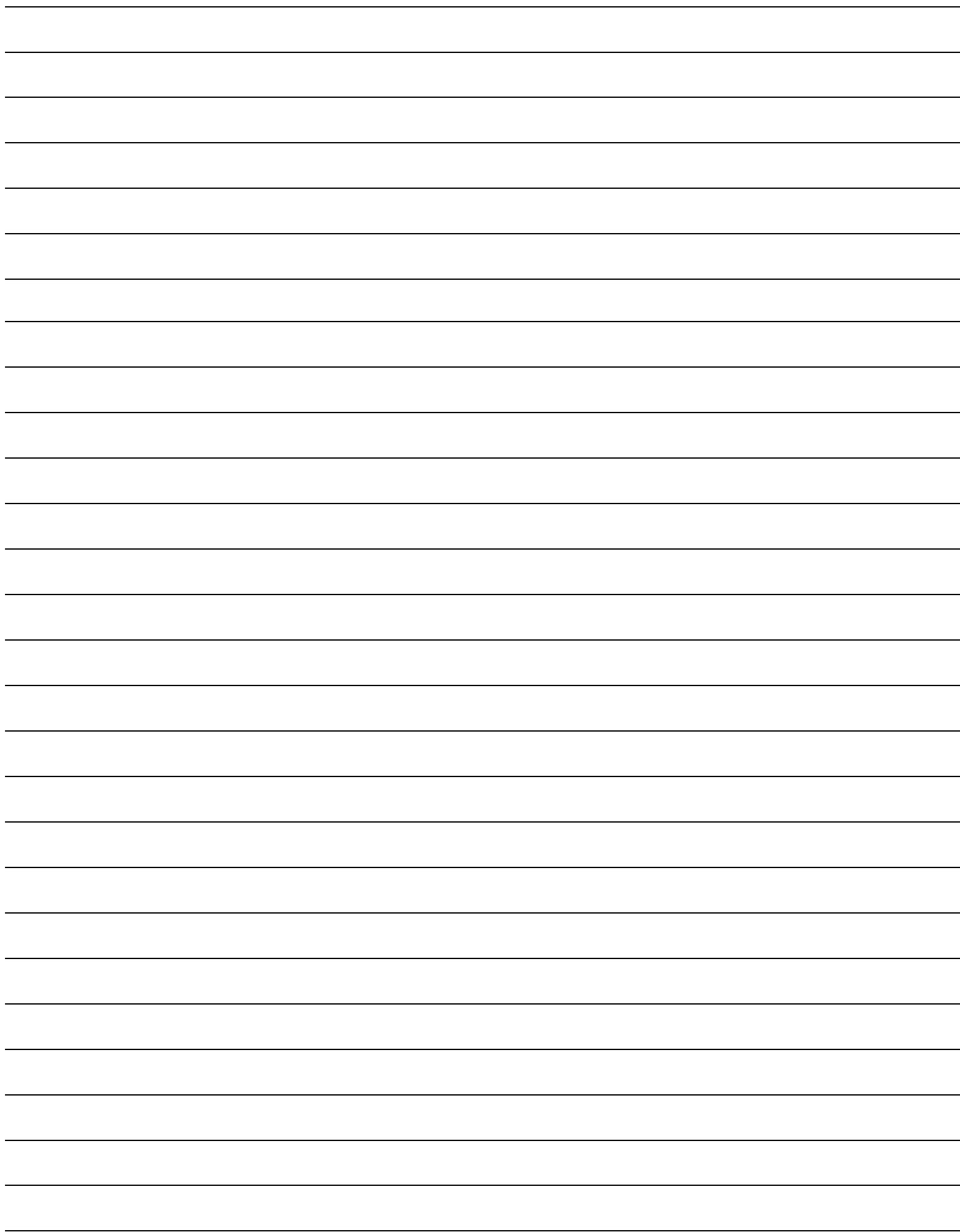




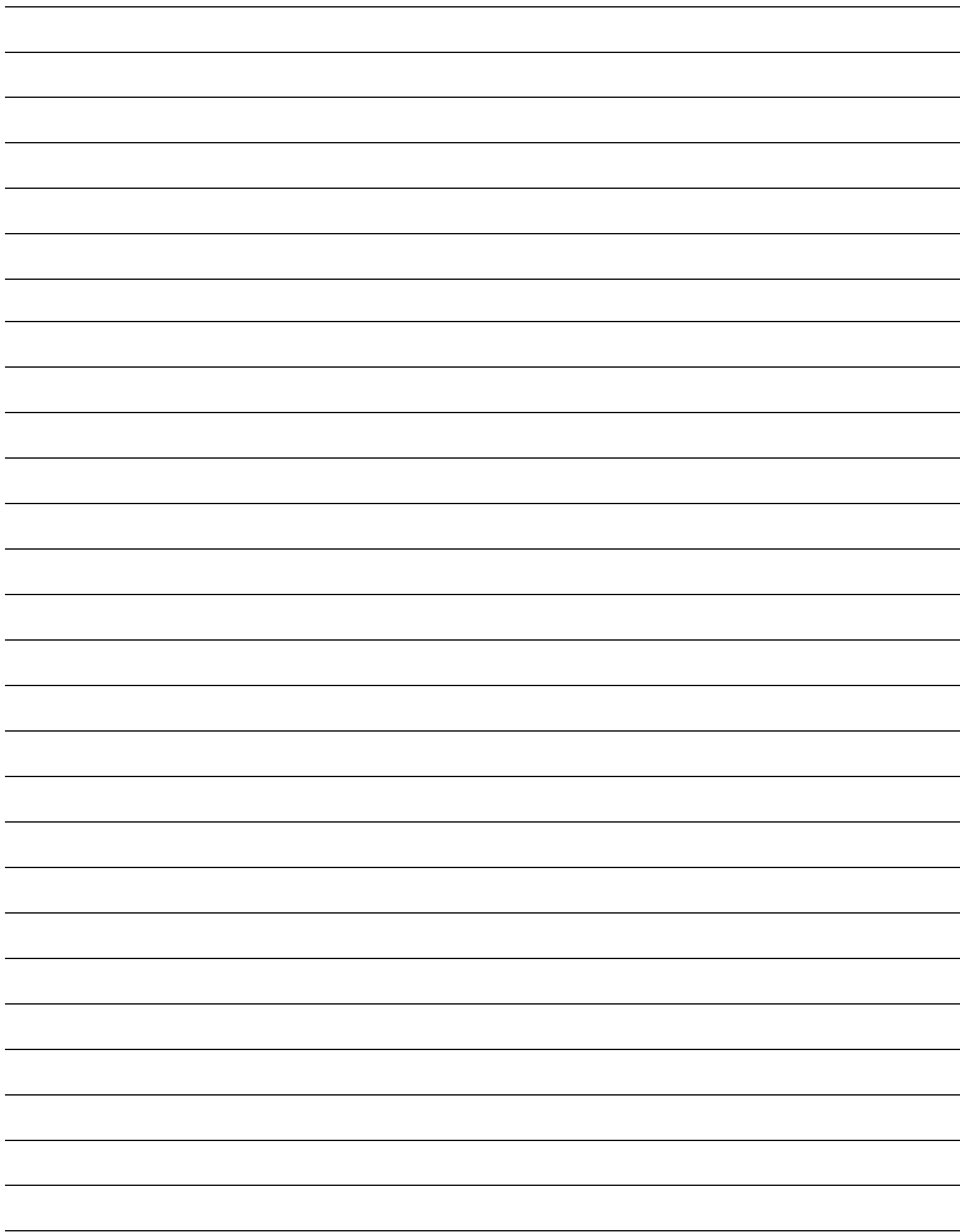




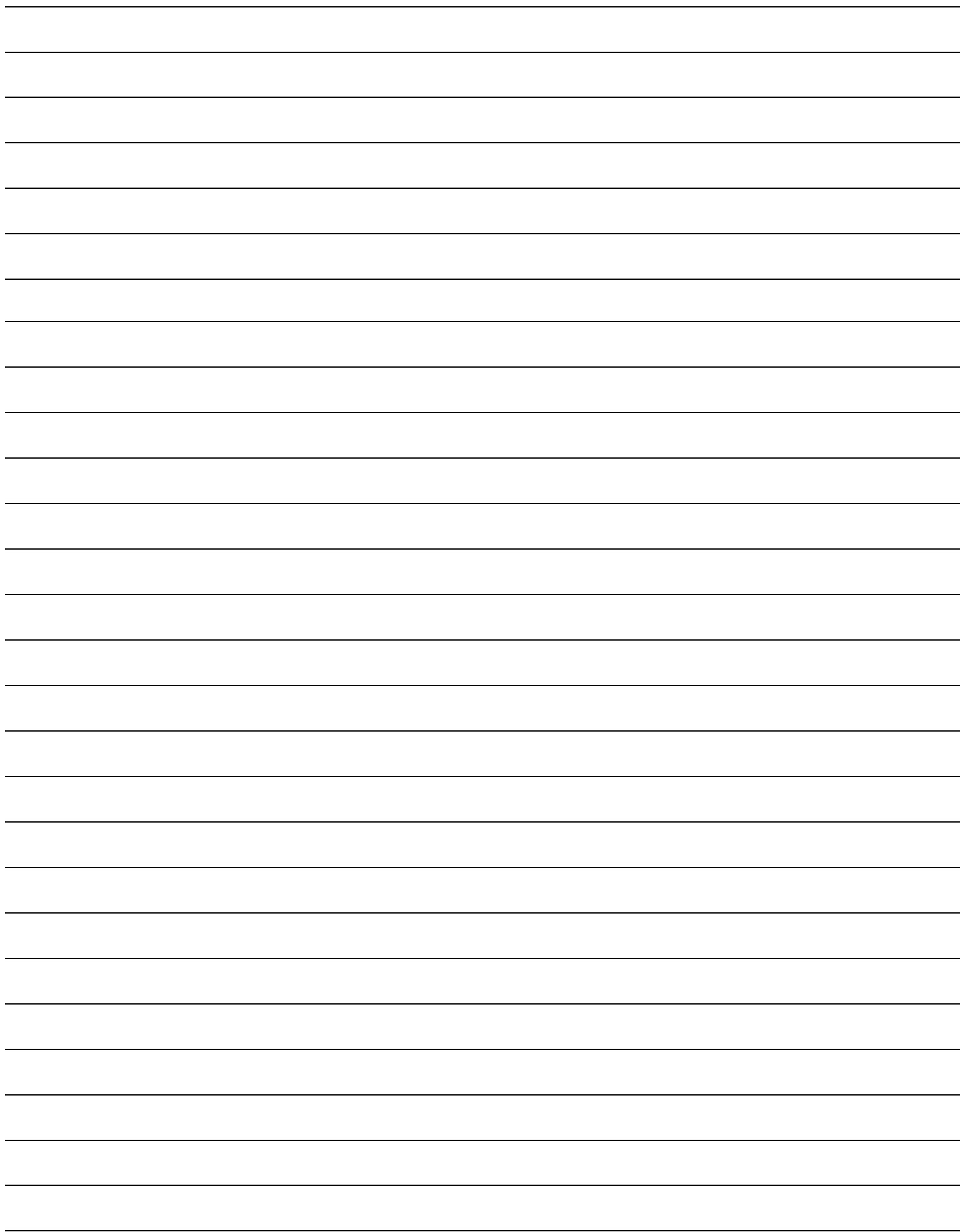




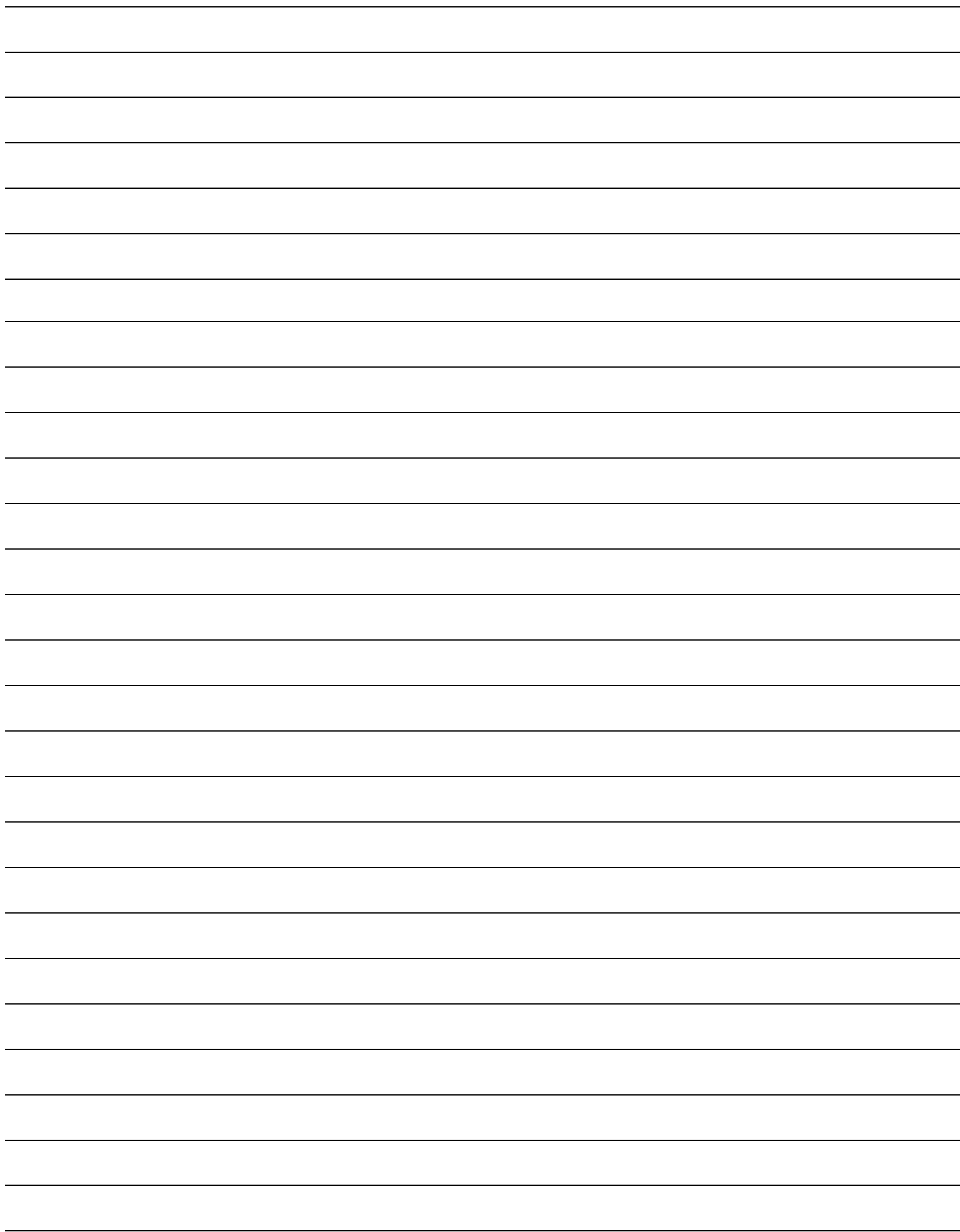




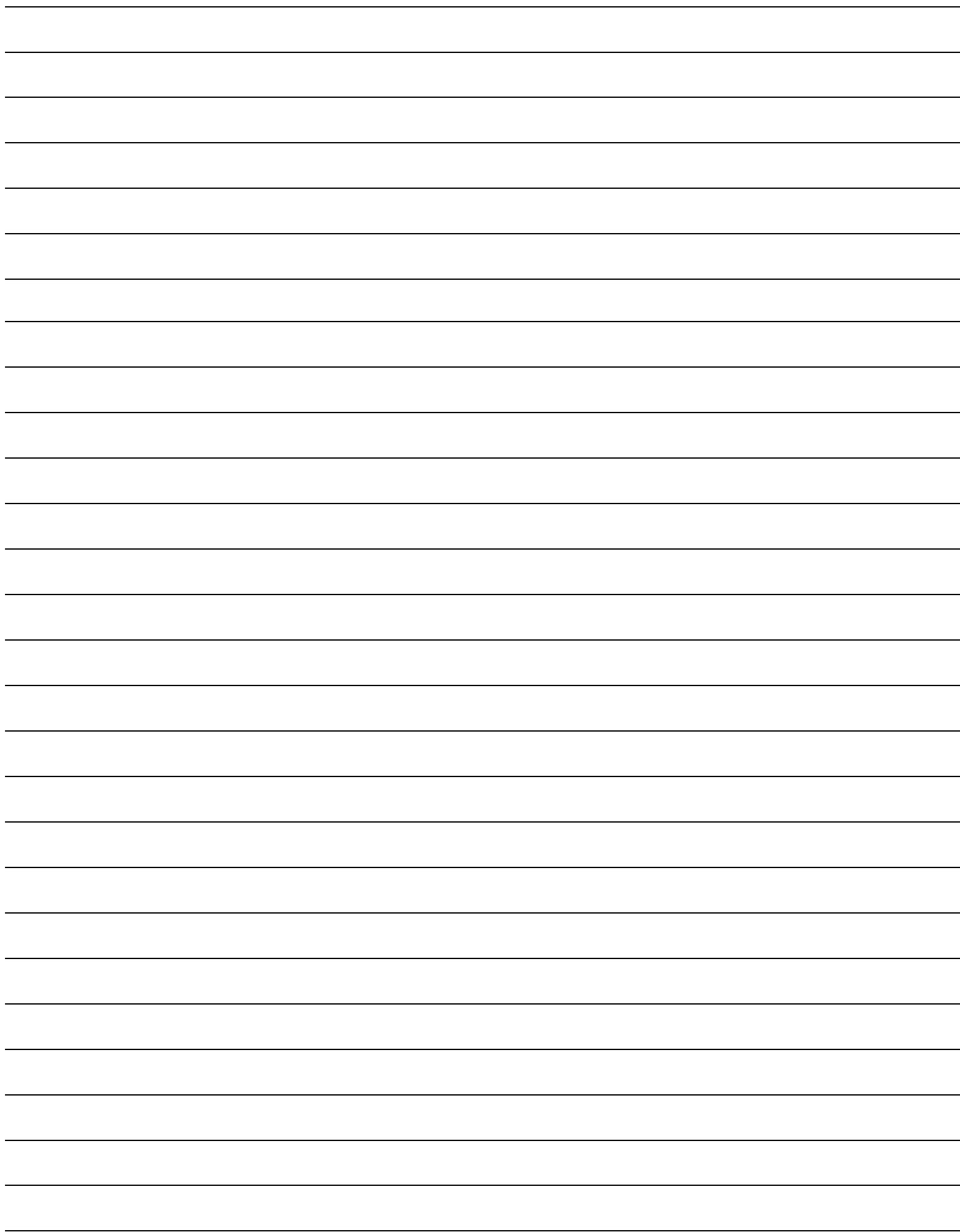




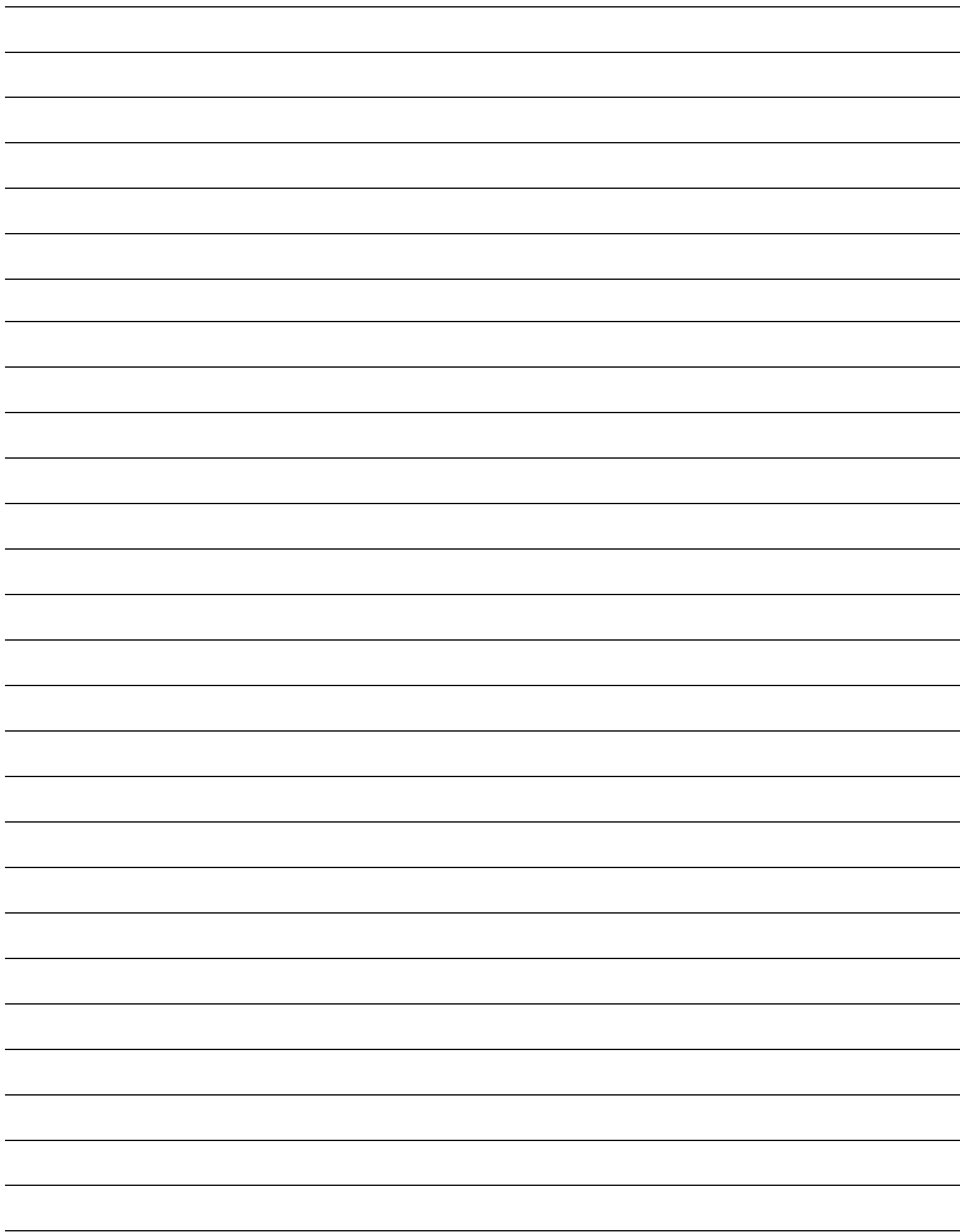




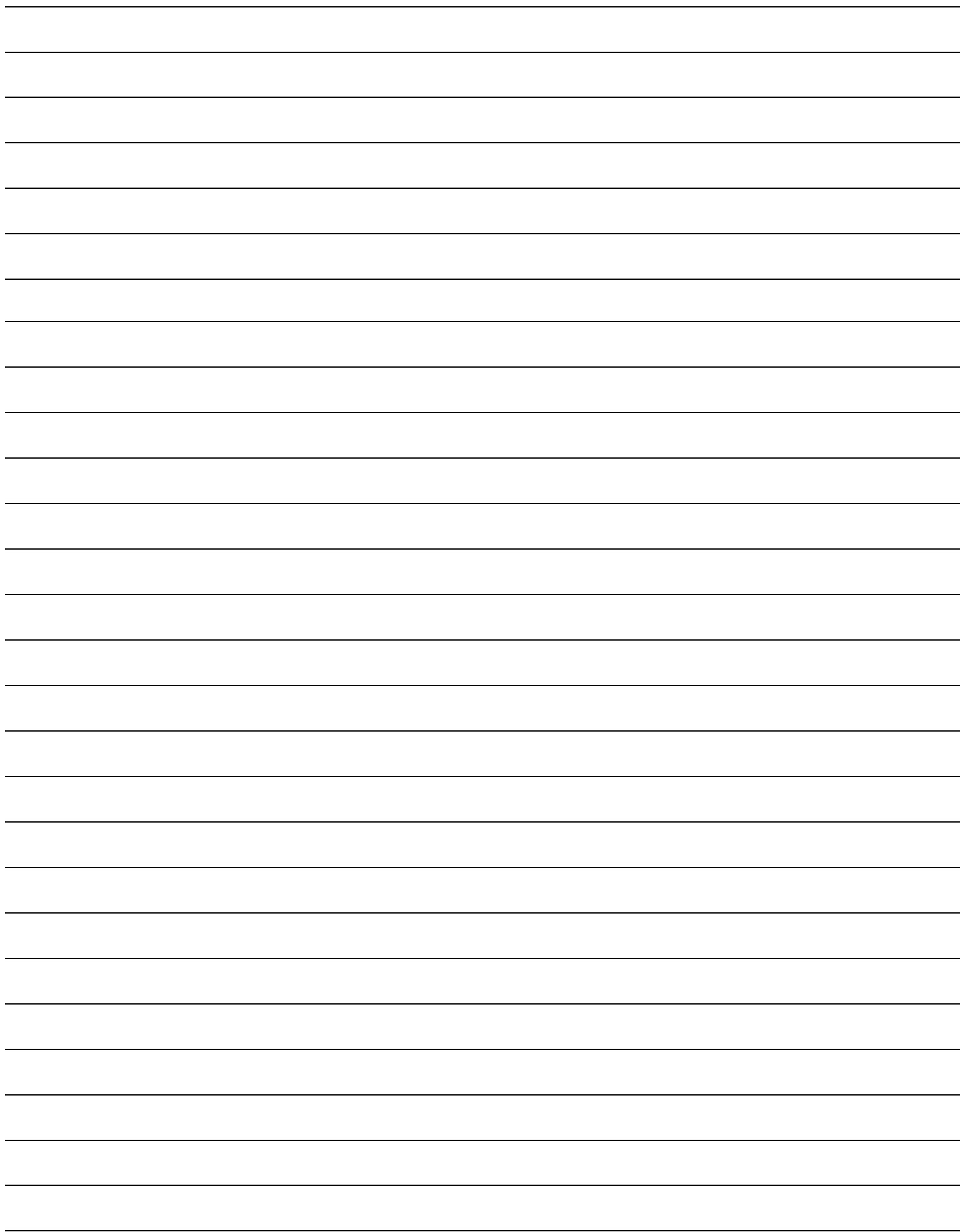




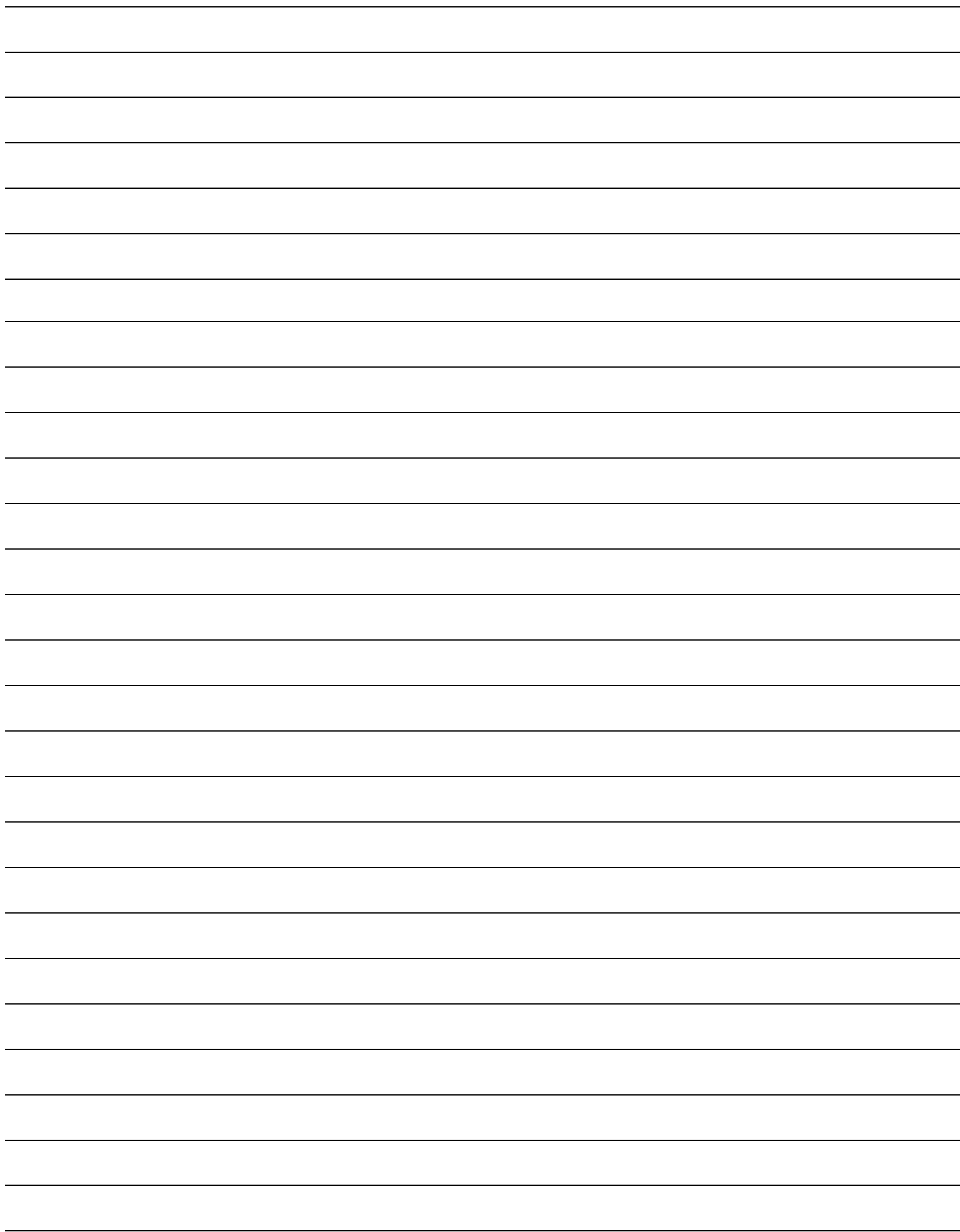




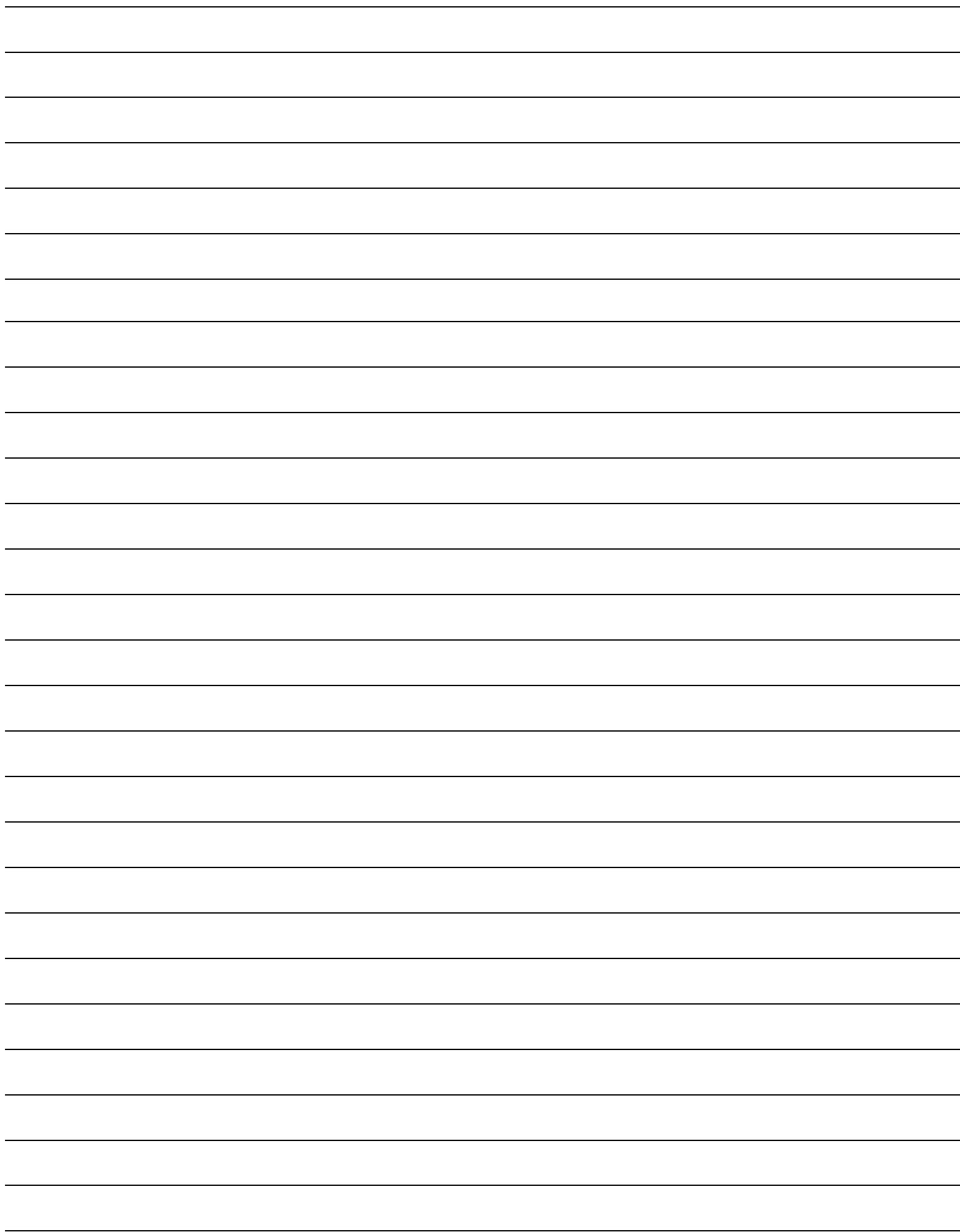




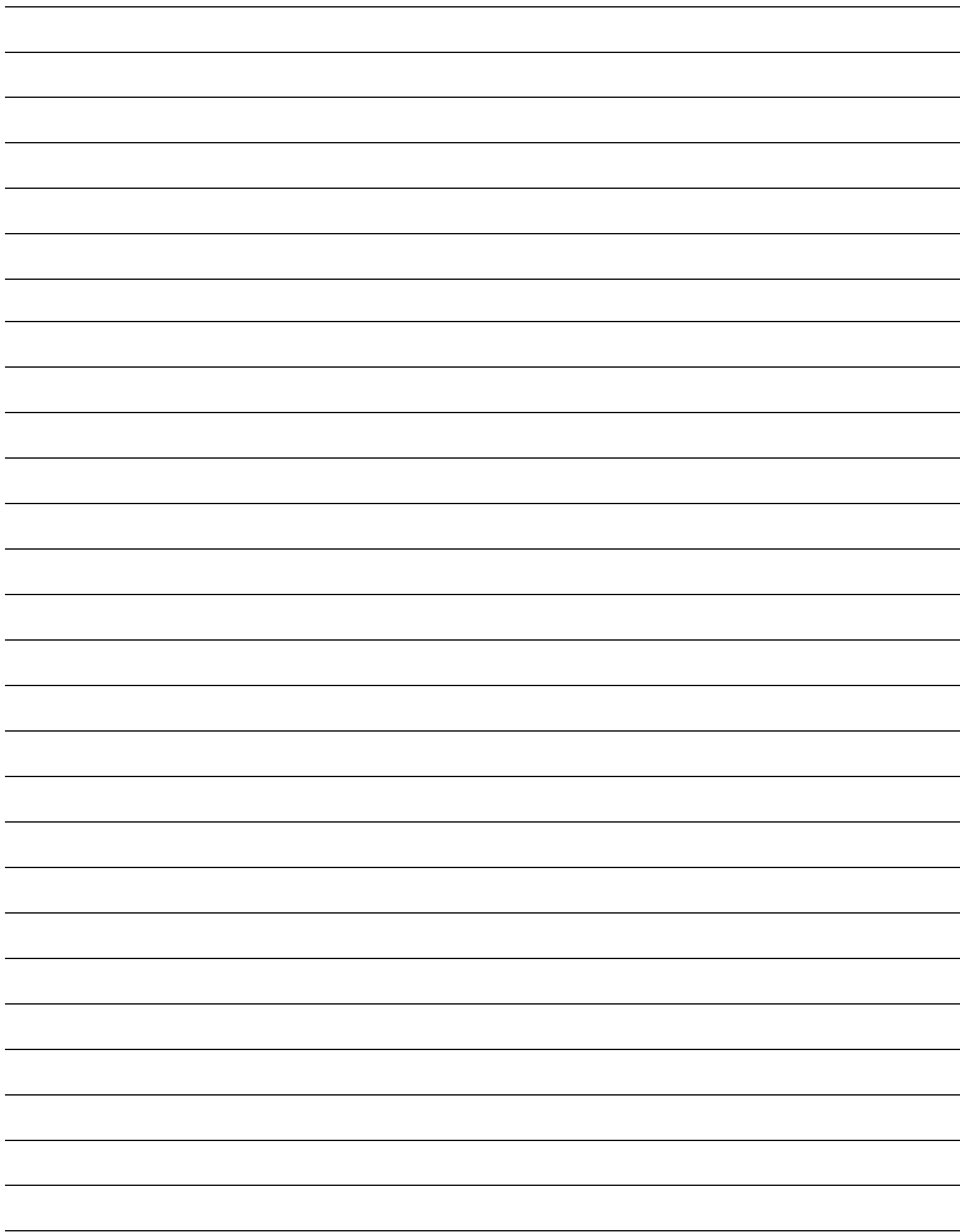




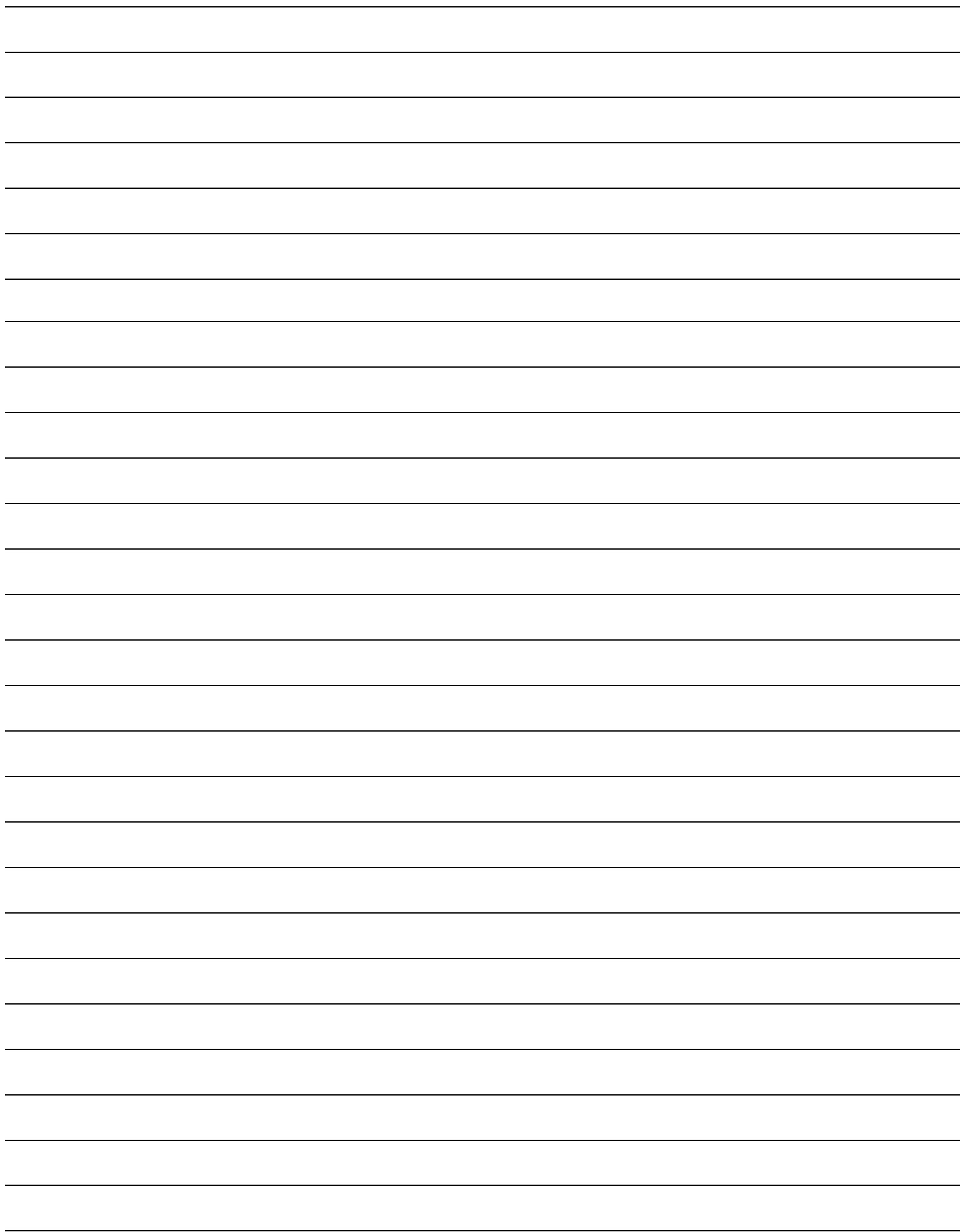




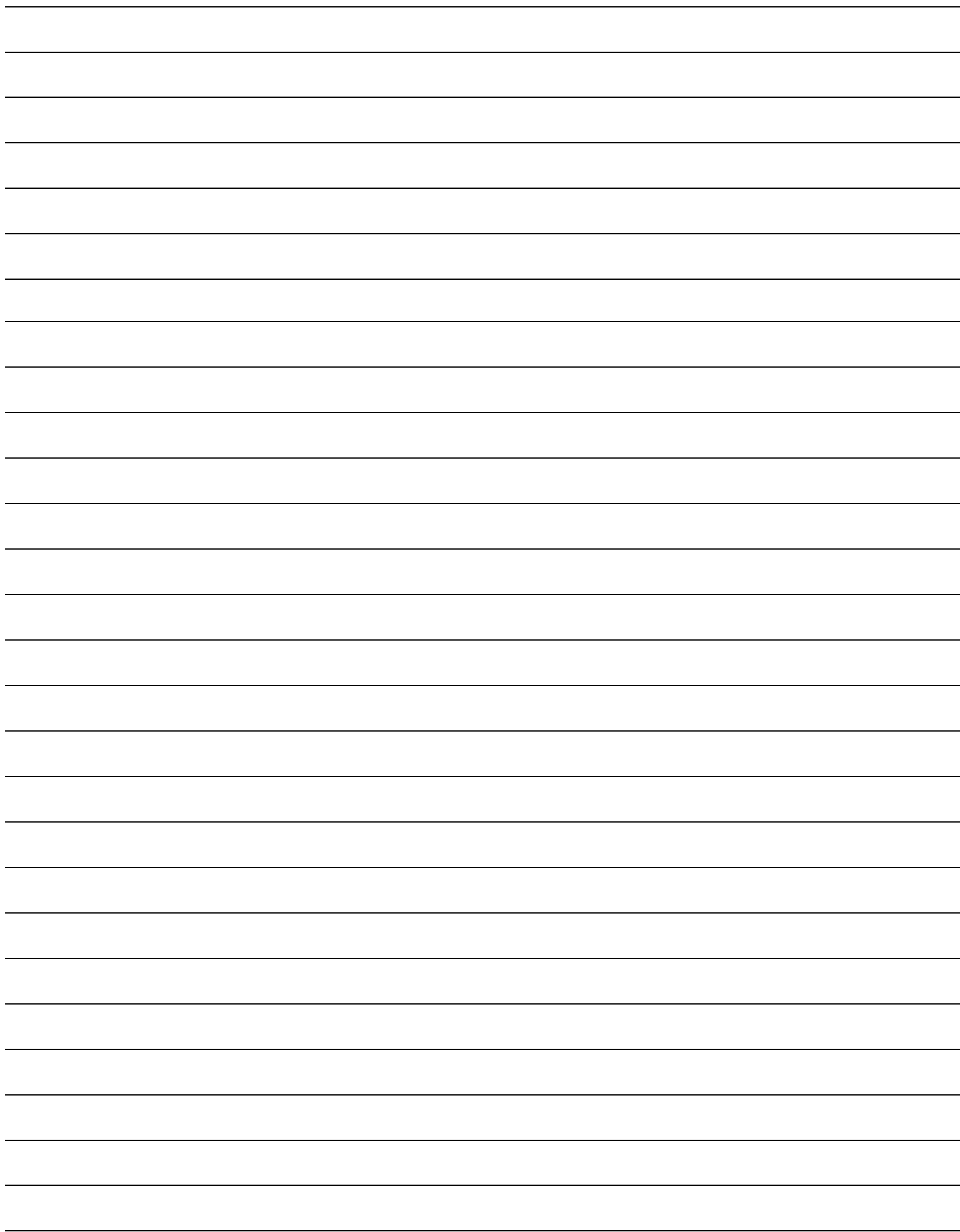




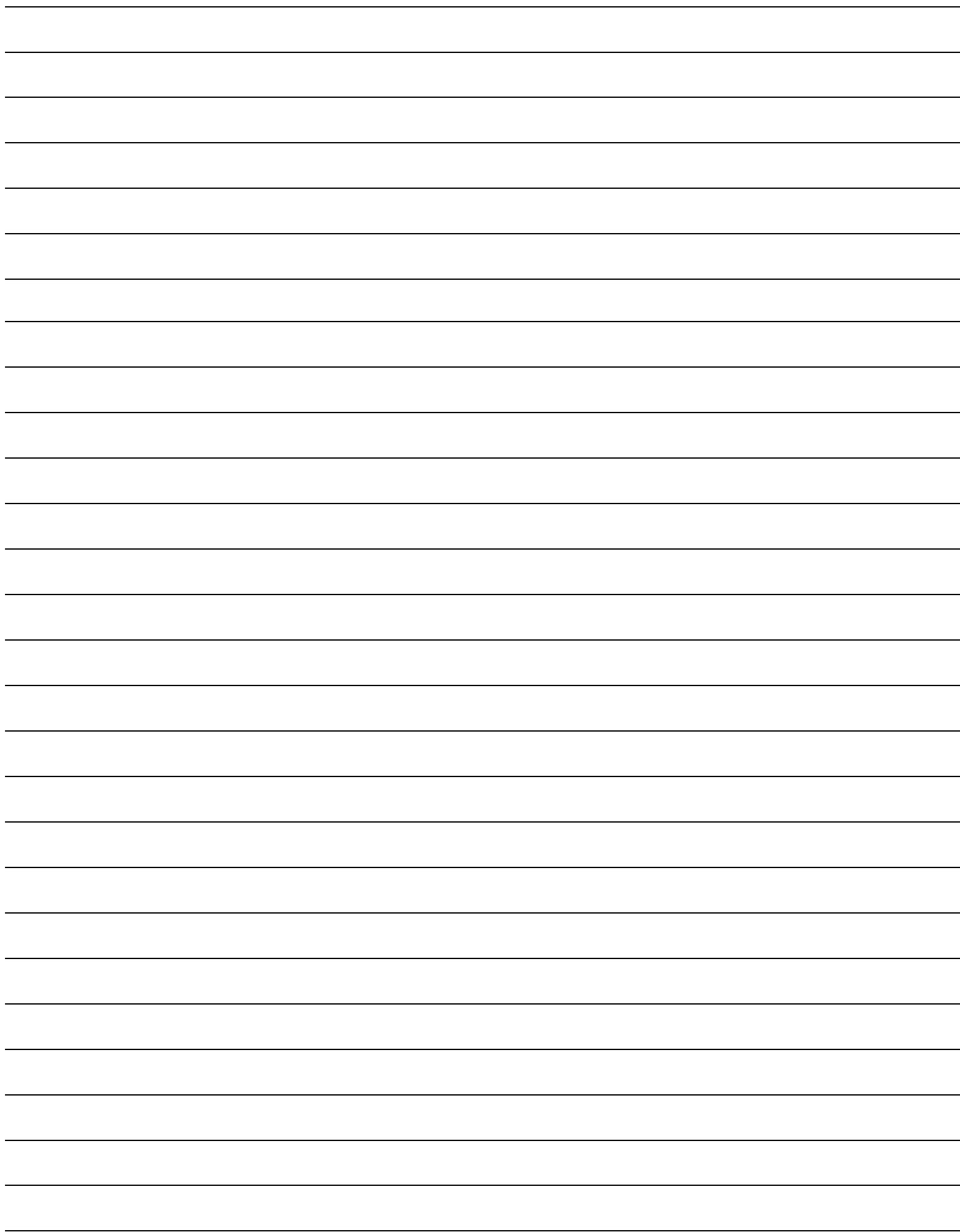




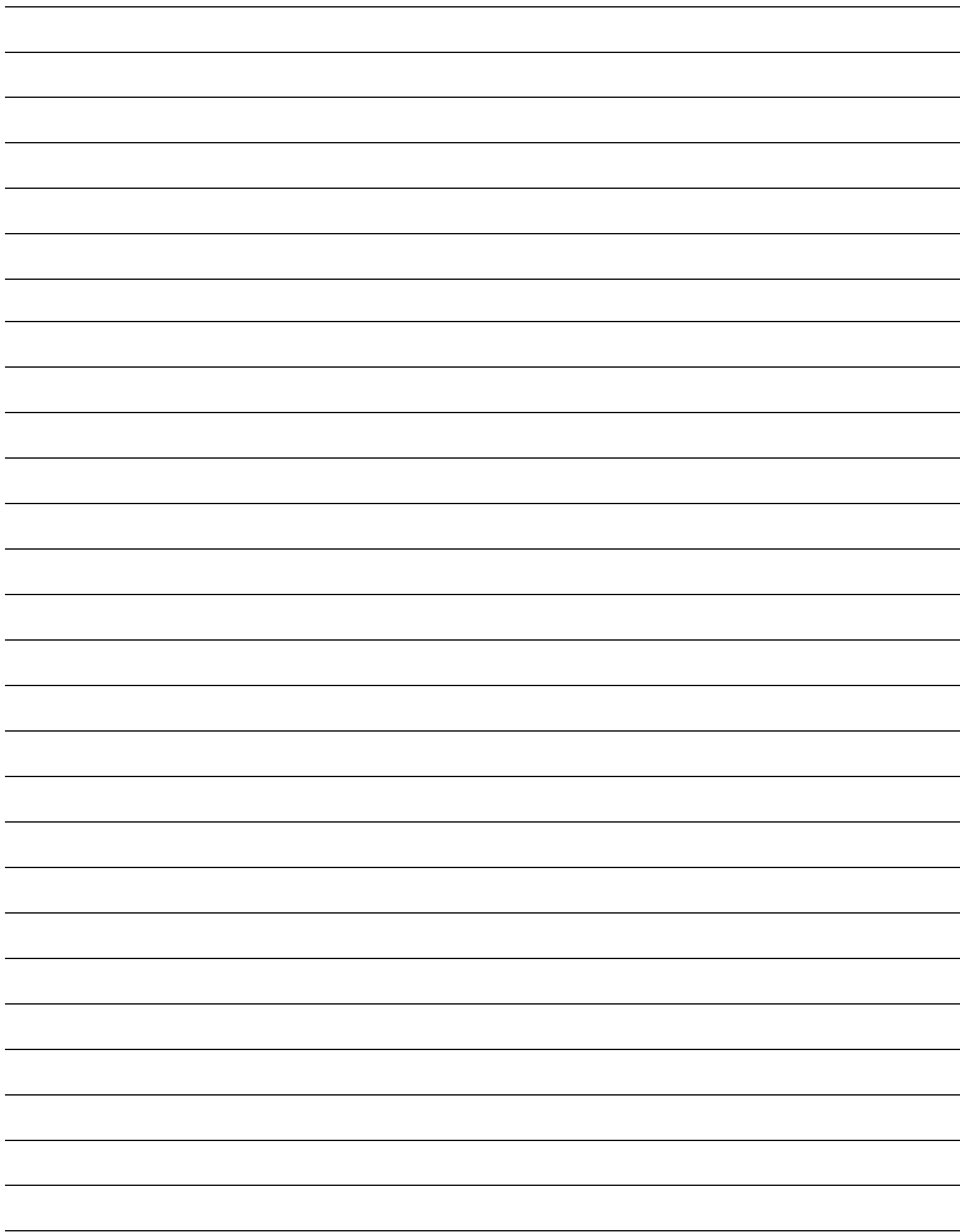




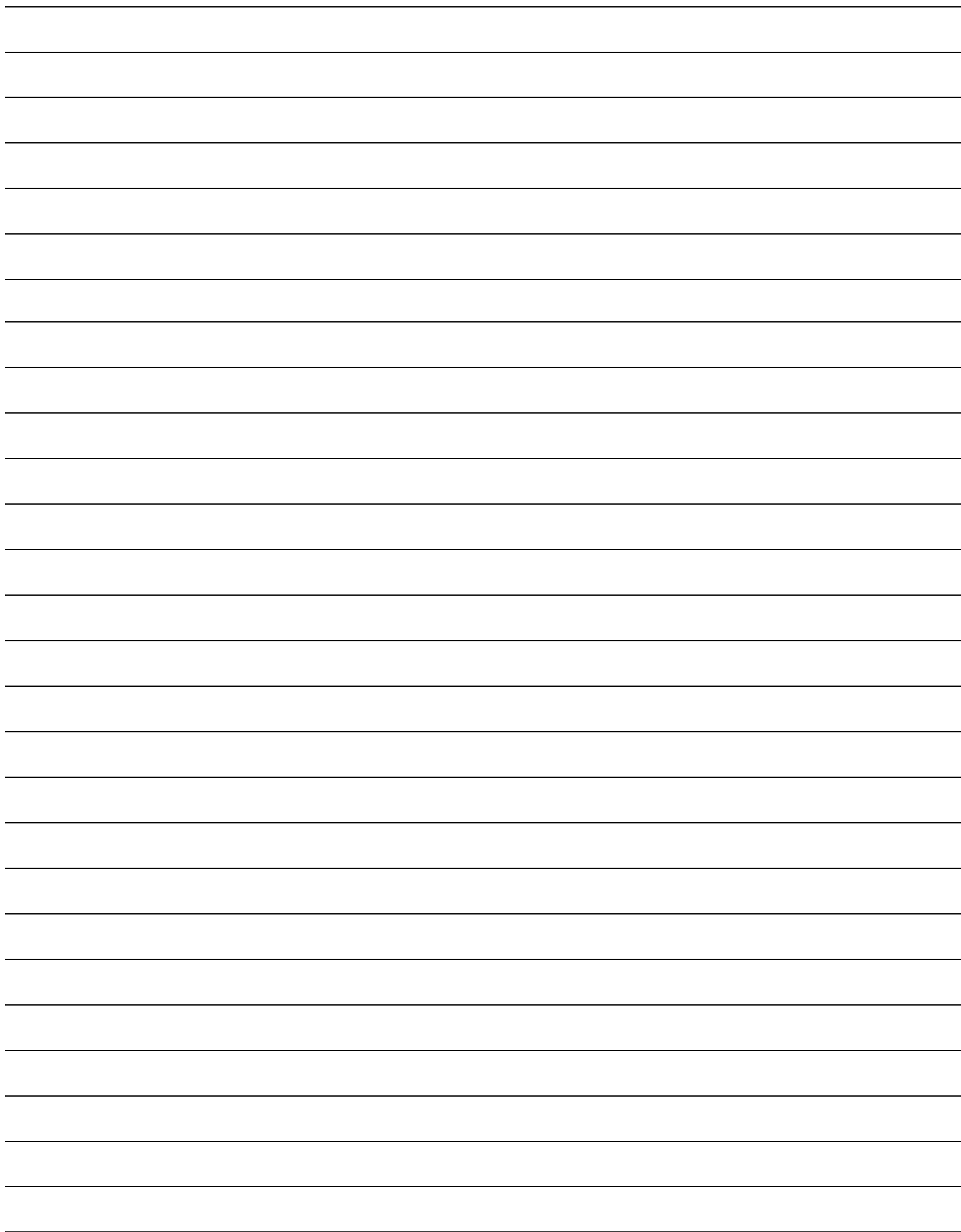




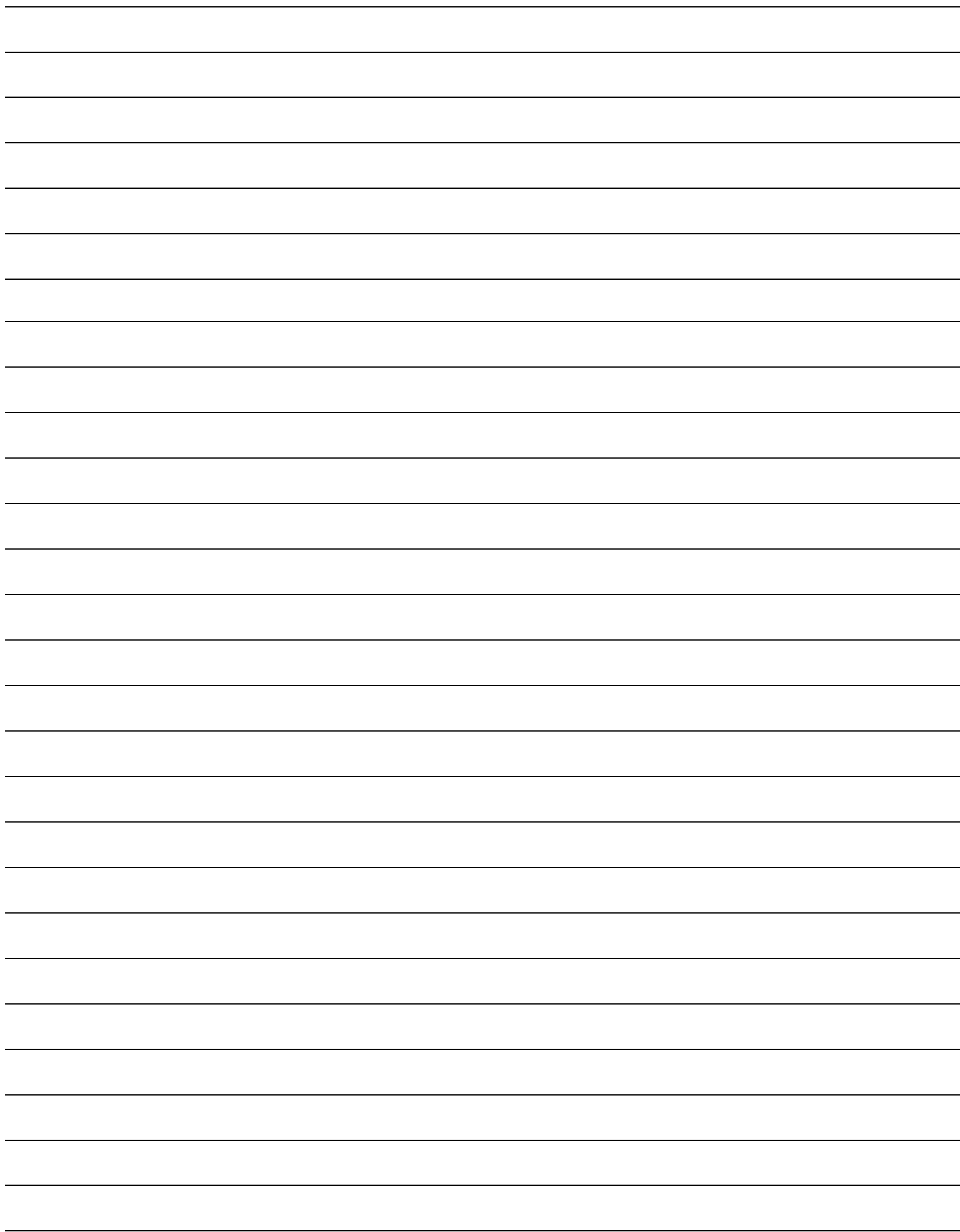




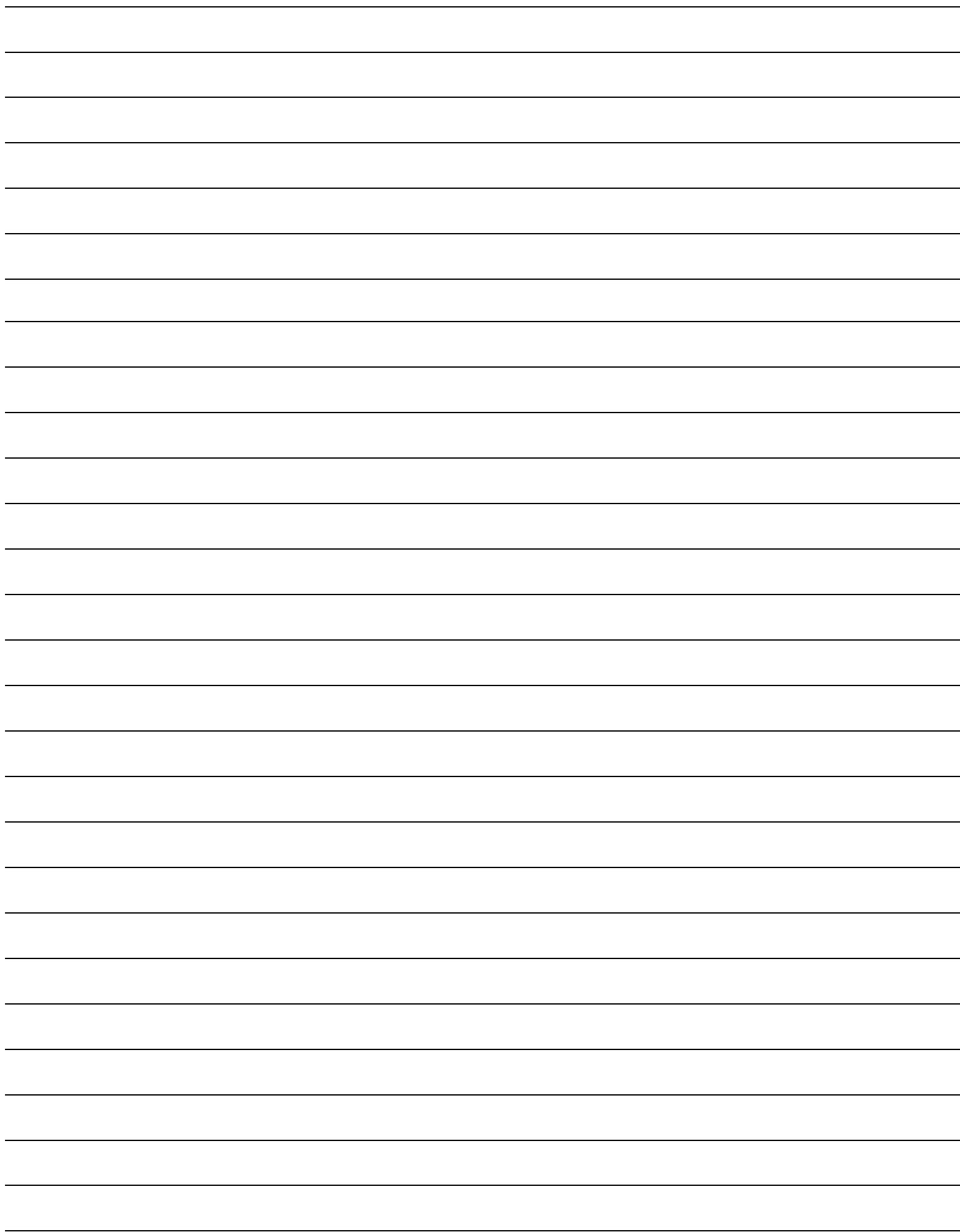




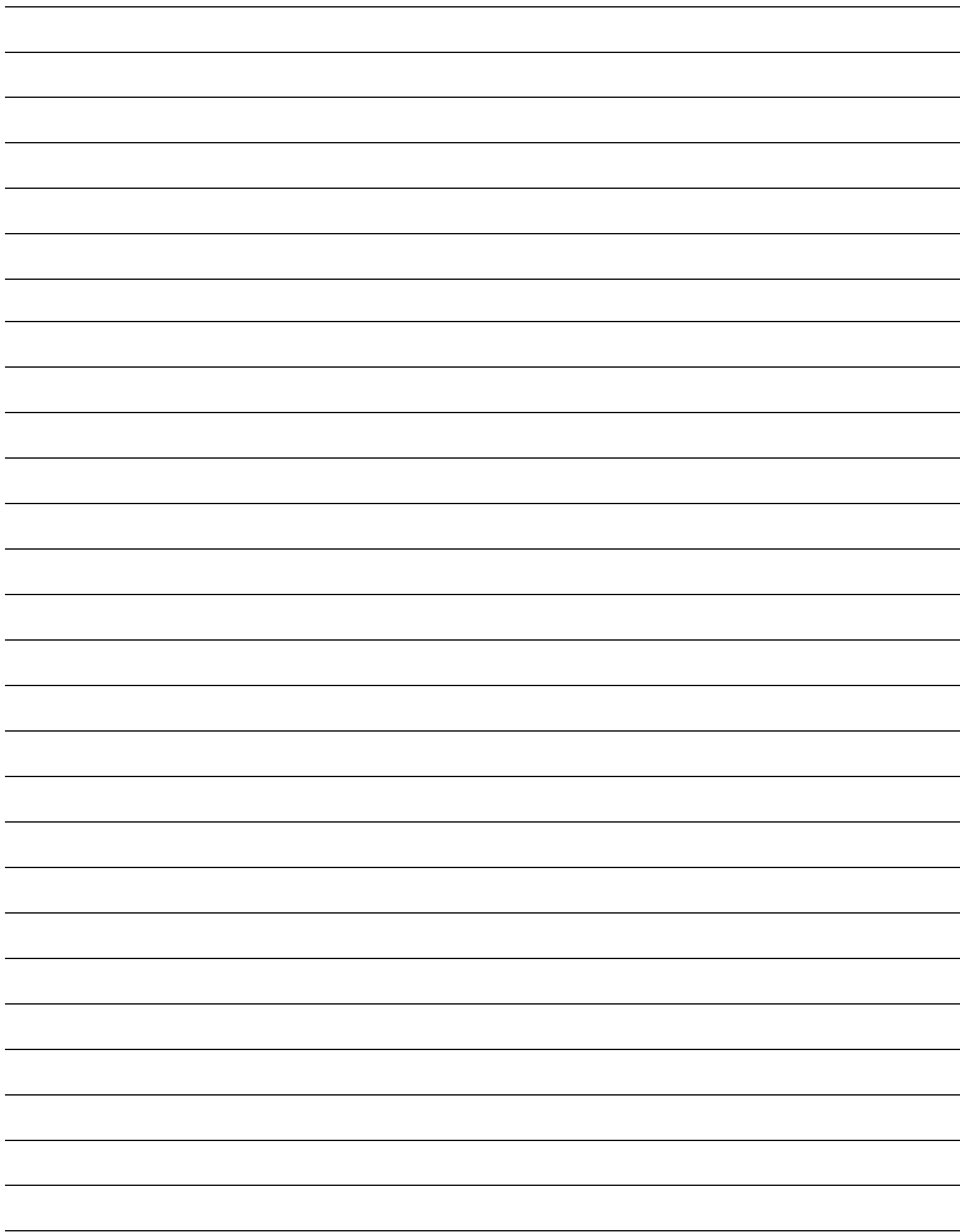




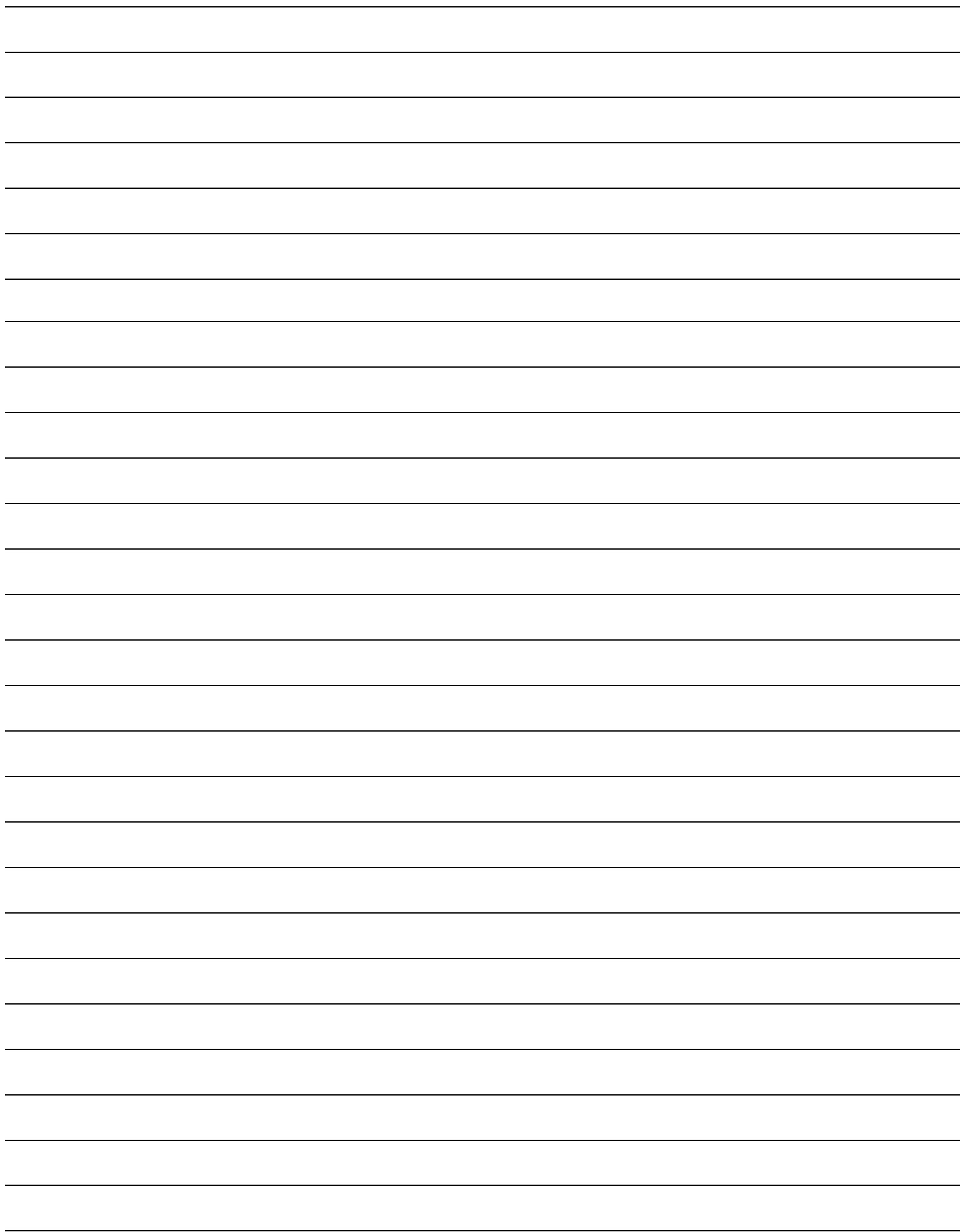




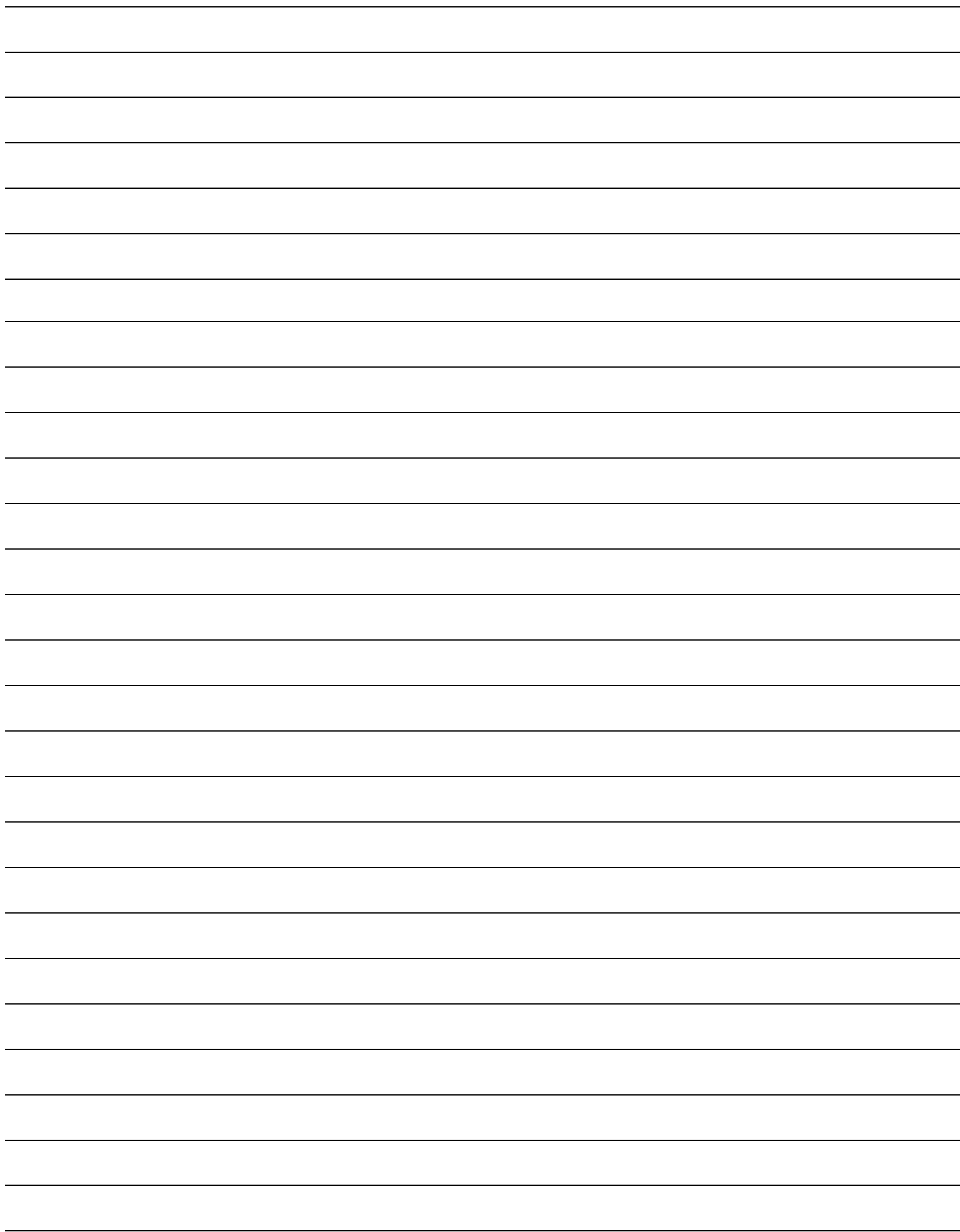














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