



**SALES EXECUTIVE  
MASTERY COURSE**

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# HOW TO GET THE MOST OUT OF THIS COURSE

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## How to do the course

1. Watch each video segment online.
2. Fill out the workbook as you work through the online components.
3. Answer online quiz questions at the end of each module.

## Completing the activities and Sales Manager sign off

1. Ensure you complete all the written activities provided in this workbook. On completion of each section there is a sign off section for your managers to review, this provides an opportunity for management feedback.
2. Ask your Sales Manager sign off at the course completion stages in this workbook.

## For any technical support

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# COURSE INTRODUCTION

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## Congratulations on receiving your Sales Executive Mastery Course.

**This course is designed for experienced sales executives looking to take their sales process, leadership and customer experience skills to the next level.**

I give you my personal guarantee that these processes are best practice that have been researched, tested, and fine tuned over decades.

These are the methods that top performing sales executives and sales managers just like you, use every day to produce high level consistent results month on month.

By putting into practice these proven methods, you will not only improve your performance as a salesperson, but you will also start to develop a higher knowledge and understanding on how managers manage a sales team's performance.

**Note:** We truly thank you and wish you all the success throughout your career.

*"TO BE SUCCESSFUL, EMBRACE THE THINGS THAT PEOPLE WHO FAIL DISTANCE THEMSELVES FROM."*

**STEVE CURRAN**

*S. Curran*

# COURSE OUTCOMES

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**This course is designed to further enhance the skills of an experienced sale executive, focusing on various stages of the sales process, an understanding of skills leadership use, how to manage their own KPI's and how deliver a great customer experience.**

**After successful completion of the course the sales executives course outcomes will be:**

- Improved knowledge, skills and techniques with qualifying, negotiating, closing and follow up
- Identify areas for self improvement and sales performance based around own KPI's
- Create measurable goals and action plans for improvement
- Implement strategies to increase sales performance and profitability
- Utilise feedback from CSI surveys to enhance customer experience delivery
- Be able to track own progress of vehicle gross, units, closing ratios, finance penetration, after market gross and CSI
- Ensure customer prospecting and follow up volumes to reach targets

Overall, this course aims to provide sales executives with the tools and strategies needed to excel in the field of sales, from welcoming customers with a warm greeting to successfully closing deals and following up with customers post-sale. By enhancing their skills and refining their approach to selling, participants will be able to achieve greater success in their sales endeavours.





# COURSE OUTCOMES CONTINUED

Upon completing the course 'Sales Executive Mastery Course' participants can expect to achieve the following outcomes.

## Course Outcomes for Salespersons:

### Enhanced Customer Interaction Skills:

Develop skills to effectively welcome and greet customers, creating a positive first impression.

### Effective Qualifying Techniques:

Master techniques for qualifying leads and identifying customer needs early in the conversation.

### In-depth Product Knowledge:

Acquire comprehensive knowledge of the products or services being sold, enabling effective communication of features and benefits.

### Persuasive Presentation Skills:

Learn how to deliver compelling presentations that engage customers and highlight key selling points.

### Improve Trade-In Valuation Process:

Gain skills to improve and communicate the value of trade-ins, enhancing negotiation opportunities.

### Trial Closing Strategies:

Understand various trial closing techniques to gauge customer readiness and address objections proactively.

### Management Communication:

Develop an understanding of how to inform management about customer interactions and needs effectively.

### Facilitating Test Drives:

Learn to encourage and conduct test drives, crucial for automotive sales or similar industries.

### Negotiation Tactics:

Cultivate strong negotiation skills to close sales while ensuring customer satisfaction.

### Mastering the Double Close:

Understand the double close process to reinforce customer decisions and solidify sales commitments.

### Effective Follow Up Strategies:

Gain techniques for following up with customers to foster long-term relationships and encourage repeat business.

### Telephone Sales Proficiency:

Understand the key components of effective sales call handling, including greetings, qualification, and appointment setting.

### Self-Assessment and Improvement:

Engage in self-assessment activities to identify strengths and areas for improvement in sales calls.

### Rapport Building:

Learn the importance of building rapport over the phone and in-person to enhance customer relationships.

### Leadership Skills:

Acquire insights into sales performance metrics and ratios, preparing participants for potential leadership roles within sales teams.

### Exceptional Customer Experience:

Understand the frameworks for creating an exceptional customer experience, leading to improved customer satisfaction metrics.

### Understanding Customer Satisfaction Metrics:

Gain knowledge of key performance indicators that drive customer satisfaction and loyalty.

Completing this course will empower salespersons with the essential skills and knowledge to excel in both walk-in and call-based sales environments, contribute effectively to team dynamics, and understand the metrics that drive sales performance and customer satisfaction.

# WALK-IN SALES PROCESS

## STEP 2 - QUALIFYING

*"QUALIFYING UNCOVERS BUYING MOTIVES, GIVES YOU KNOWLEDGE TO OVERCOME OBJECTIONS, WHILST FOCUSING ON THE CUSTOMERS NEEDS."*

# QUALIFYING - OVERVIEW

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**There is no doubt the more you use qualifying questions mindfully, the better the sales experience will be for you and your customer.**

**Early in my sales career I would approach customers, do my welcome, then work out how I would approach and go about the next steps of the sales process (a bit adhoc).**

I would even (unsuccessfully) try to predict who was and wasn't a real buyer before I spoke to the customer (stupid short cutting and prejudging). I did this all because I had seen other salespeople doing it and I didn't want to get stuck with a customer that wasn't serious about buying a vehicle (Tip: 90% of customers will buy somewhere).

The shortcuts I used to rely on stopped once I received proper training on how to qualify customers using a proven formula that delivered consistent results. This approach not only worked incredibly well but also elevated my professionalism. I noticed that customers began to take me more seriously, which transformed our interactions and significantly reduced or even eliminated time-wasting scenarios.

In the following pages, you'll find the qualifying topics and techniques I was trained in and refined over time. These include various styles of questions designed to minimise those last-minute, deal-breaking objections. You'll also learn how to create your own qualifying questions on the fly using open-ended questioning techniques.

We'll cover how to identify a customer's needs by asking the right questions, actively listening to their answers, and reflecting their responses back to them. This not only helps you better understand their needs but also ensures they feel heard, building rapport and creating a win/win dynamic.

You'll also discover the **F.O.R.M** and **S.P.A.C.E.D** techniques - proven methods to help you focus and guide your next qualifying question, especially when you experience "brain freeze" and aren't sure what to ask next (trust me, it happens to all of us).

Additionally, we'll explore a structured walkaround process that shows you which qualifying questions to ask at various points while presenting the vehicle. This approach ensures you qualify consistently and effectively, allowing you to plan your next steps - all within 15 minutes of meeting the customer.

With this new process, you'll approach customers with confidence, knowing you can qualify them quickly and professionally while delivering an exceptional customer experience.

*"MORE CUSTOMERS,  
MORE PRESENTATIONS,  
MORE QUALIFYING,  
MORE DEALS."*

# QUALIFYING - EXPLAINED

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## Qualifying is the most underrated part of the sales process.

Questions form the basis of building relationships with your customer, assists you in building a conversation and enables you to build solid rapport by showing interest in them and their needs.

Types of questions to use when talking with your customer include:

- **Open-Ended** - *"Who is the car for?"*
- **Trial-Closing** - *"Do you like how the car drives?"*
- **Close-Ended** - *"If we can deliver by Wednesday, you'd be happy to go ahead now wouldn't you?"*

Use open-ended questions to gain information about your customers needs and buying motives, doing this well will provide you with information to guide you through the sales process and overcome objections that are raised later through the process.

Open-ended questions that start with **who, what, when, where, how** and **why** are useful at the beginning of your conversation. E.g. *"What vehicle are you interested in?" "What made you interested in the vehicle?" "How much do you know about the vehicle?"*

Trial-closing questions give you feedback on how the sales process is progressing, it also allows you to change your sales tactics if needed. E.g. *"Do you like how the vehicle drives?" "Does this vehicle suit your needs?" "Would you be able to do something now if we could give you some figures that you are happy with?"*

The best way to get straight answers from your customer is to ask them close-ended questions and are best asked towards the end of the sales process. E.g. *"If we did get you to the best price, you would be happy to place an order, wouldn't you?" "So, you're happy to go ahead if we can supply that vehicle?"*

# STRUCTURING YOUR QUALIFYING QUESTIONS

Qualifying is the most underrated part of the sales process. Open-ended qualifying questions identify needs and uncover buying motives.

By qualifying early, you'll reduce objections at the closing stage. Qualifying questions will indicate potential objections that are likely to be raised when closing the sale.

Poor qualifying sets you up to not have enough information to overcome objections. The number one reason that salespeople fail to close is because they do not have enough information to overcome an objection.

Qualifying effectively is the key to minimising objections during the closing process. A clear sign that you're doing it right is when your customers are speaking more than you, providing valuable insights into their needs and priorities.

## How To Structure Your Qualifying Questions

Properly structured qualifying questions don't deliver a yes or no answer.

Phrasing the start of your questions with either Who, What, When, Where, How, or Why creates an open-ended style question that delivers more information.



**Open** Ended Qualifying Questions uncover buying motives and needs.

**Closed** Qualifying Questions deliver yes or no answers limiting information.

## Examples Of Open Ended And Closed Qualifying Questions

OPEN ENDED QUALIFYING QUESTIONS	CLOSED STYLE QUALIFYING QUESTIONS
<u>What</u> do you plan to achieve today?	<u>Are</u> you after prices today?
<u>How</u> much do you know about the car?	<u>Do</u> you know much about the car?
<u>What</u> type of car do you have?	<u>Have</u> you got a car you're going to trade-in?
<u>Why</u> are you thinking of changing your car over?	<u>So,</u> you're thinking of changing your car over?

# QUALIFYING - NEEDS AND BUILDING RAPPORT

Open Ended Qualifying Questions deliver more information around buying motives and needs. Closed Qualifying Questions deliver the most underrated part of the sales process.

## Open Ended Qualifying

- "What do you plan to achieve today?"
- "How much do you know about the car?"
- "What type of car do you have?"
- "How long have you had it for?"
- "Why are you thinking of changing your car over?"

## Closed Style Qualifying

- "Are you after prices today?"
- "Do you know much about the car?"
- "Have you got a car your going to trade-in?"
- "Have you had your car a long time?"
- "So, you're thinking of changing your car over?"

Write down **4 Open Ended** qualifying questions that start with either "Who, What, When, Where, How or Why."

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# IDENTIFYING OPEN STYLE VERSUS ALTERNATIVE STYLE QUALIFYING QUESTIONS

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Complete the below activity by identifying which questions are open style and which questions are alternative style.

Identify and tick the open ended style questions below

- Is the vehicle for yourself?
- Who else would be driving the vehicle?
- How familiar are you with the vehicle?
- What's important to you in buying a vehicle?
- What brought you to our dealership today (research on the internet, advertising, old owner/referral)?
- Have you done business with us before?
- What vehicle are you currently driving?
- Are you looking to trade your current vehicle in?
- Why are you thinking of changing your car over?
- What are you going to be using the new car for?
- How long have you had your car for?
- Is there any money owing on your current vehicle?
- How long have you been looking for?
- How have you gone so far?
- What have you seen out there?
- What do you carry in the boot?
- Who are you looking to finance with or how are you funding the vehicle?
- How much per week is your budget?
- When do you need the vehicle on the road?
- How will you be funding the car?

How many open-ended questions did you identify?

# CONDUCTING EFFECTIVE CUSTOMER NEEDS DISCOVERY

In this needs discovery exercise, list the qualifying questions you could ask that would uncover the customer's information.

CUSTOMER INFORMATION	QUALIFYING QUESTIONS
<p><b>Names:</b> John and Sarah Thompson  <b>Children:</b> Two children (ages 7 and 10)  <b>Location:</b> 40 minutes from the dealership</p> <p><b>CURRENT VEHICLE</b>  <b>Trade-In:</b> 5-year-old SUV  <b>Reason for Trading In:</b> Current SUV is too small for the family's needs.  <b>Finance on Trade-In:</b> No outstanding finance.</p> <p><b>VEHICLE PREFERENCES</b>  <b>Desired Vehicle Type:</b> SUV  <b>Interest in New Model:</b> Looking at new SUVs due to positive reviews and the need for more space.  <b>Key Features Needed:</b></p> <ul style="list-style-type: none"> <li>• Spacious interior for children and cargo.</li> <li>• Good safety ratings for family use.</li> <li>• Reliability for weekend trips and daily commutes.</li> <li>• Features that accommodate active family lifestyle (e.g. technology, comfort).</li> </ul> <p><b>LIFESTYLE AND USAGE</b>  <b>Occupation:</b></p> <ul style="list-style-type: none"> <li>• John: Builder (likely to appreciate durability and practicality in the vehicle).</li> <li>• Sarah: Receptionist at a local business.</li> </ul> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Family trips to the beach on weekends.</li> <li>• Attending children's sporting events.</li> </ul> <p><b>Potential Uses for New Vehicle:</b></p> <ul style="list-style-type: none"> <li>• Family road trips and outings.</li> <li>• Transporting sports gear and beach equipment.</li> <li>• Daily commuting to work and school runs.</li> </ul> <p><b>ADDITIONAL NOTES</b>  <b>Dealership Distance:</b> 40 minutes, indicating a commitment to finding the right vehicle.  <b>Decision Factors:</b></p> <ul style="list-style-type: none"> <li>• Customer reviews and ratings will heavily influence their choice.</li> <li>• Likely to favour a vehicle with a good warranty and service offerings.</li> </ul>	



# QUALIFYING - REFLECTION

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How can the use of qualifying questions enhance the sales experience for both the salesperson and the customer?

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What are the consequences of relying on assumptions and prejudgments about potential buyers in the sales process?

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Describe the benefits of using structured techniques like F.O.R.M and S.P.A.C.E.D when formulating qualifying questions during sales interactions.

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In what ways does actively listening to a customer's responses and reflecting back their needs contribute to building rapport?

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What impact does effective qualification within the first 15 minutes of meeting a customer have on the overall sales process?

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