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# **Sellchology Sales Seminar for Automotive Salespeople**

## **2 day event - Attend either or both days!**

### **Day 1 – Psychology of Sales | Day 2 – Prospecting & Phone skills**

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- ✓ 4 critical body language clues in the greeting!
- ✓ Learn the 5 step method to introduce objections so you don't have to overcome them.
- ✓ Discover the 6 steps to turn any question into an opportunity to do business!
- ✓ Connecting with difficult customers and selling to people outside your comfort zone.
- ✓ Turn your PRODUCT presentation into a PROFIT presentation using the customer's hot buttons!
- ✓ Out-experience your competition and become UNFORGETTABLE with 4 unique demo drives!
- ✓ The art of fighting WITHOUT fighting; non-confrontational objection handling skills!
- ✓ **BONUS SESSIONS on the 6<sup>th</sup>** – The CLOSERS CLINIC! Discover how to lead the client to the “YES” and remove resistance to maximize profit!

- ✓ The 5 psychological steps to turn an in-coming sales call into an appointment that shows!
- ✓ TOP 5 phone objections, like: “Just want your price.”, “Don't want to come in yet.”, etc...
- ✓ Learn to create URGENCY & DESIRE on the call!
- ✓ Follow up LIKE A BOSS with 12 super powerful and yet super simple voicemails!
- ✓ Learn the 5 secrets of building a business based on raving fan advocates through referrals.
- ✓ Crack the code! - MASSIVE traffic from social sites: Facebook, YouTube, Twitter, Instagram, etc.
- ✓ How to collect RAVING fan reviews & why video may be the secret to selling 30+ units a month.
- ✓ **BONUS SESSIONS on the 12<sup>th</sup>** – Goal setting & Time management strategies top-performers use to stay focused, be consistent, and grow!

**[www.SellchologySalesSeminar.com](http://www.SellchologySalesSeminar.com)**



**Dec 6<sup>th</sup> – “Psychology of the Sales” – How to maximize the profit of each opportunity through the psychology of sales while creating raving fan advocates!**

**Dec 12<sup>th</sup> – “Phone Strategies & Prospecting” – How to work by appointment, create your own leads and generate your own opportunities!**

**Jonathan W. Dawson - Salesman | Trainer | Consultant | Speaker | Founder of Sellchology - Selling through psychology**

**Learn from a sales trainer who still ACTUALLY sells cars!** Jonathan is constantly given the opportunity to discover new techniques and learn from the real world of automotive retail sales because he still sells. You'll enjoy his "info-train-ment" style of presenting information. He's energetic, approachable, and his content comes from recent experiences at dealerships all over the world and his ability to learn through his relationships with many of the industry's top producing dealerships.

**Do you like psychology?** If so, You'll love Sellchology! Jonathan loves helping salespeople and managers discover the power and profit that comes from becoming an empowered sales professional in this business through the psychology of sales and marketing! His passion is to teach salespeople how to "out-experience" their competition and building a business based on creating RAVING FANS advocates.

**You may recognize Jonathan from his contributions through:** NADA 2017, NADA 2018, Digital Dealer Conference, CBT News, Driving Sales Executive Summit, the HustleGrind Conference, his blog (WhyCarGuy.com), his YouTube videos or his presence on many industry Facebook groups. He has also been a featured speaker for several state association meetings and 20 group meetings. **Google: “Sellchology” to learn more.**

**Attend Either Day OR Attend Both Days!**

**LITE**  
CONSULTING INC | LEAD  
INSPIRE  
TEACH  
EMPOWER

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**Sellchology**  
Selling through Psychology