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# **Sellchology® Sales Seminar for Automotive Salespeople**

## **2 day event – Custom classes for different levels!**

### **The Psychological & Emotional Road to the Sale**

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- Connect with your clients quicker by adapting to their communication style and personality.
  - Identify the 8 psychological influencers of your buyer that causes them to want to do business.
  - Recognize the patterns & clues that most salespeople miss that end up costing them time and money.
  - 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!
  - Connect with difficult customers and sell to people outside your comfort zone.
  - Ask questions that set your deal up for success by using these 4 categories of the investigation.
- STOP landing on the wrong car and create urgency by focusing on customers' wants & needs.
  - 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!
  - Manage their expectations by setting up the deal correctly to prevent "smoke-screen" objections in the close!
  - Present the numbers like a PRO to maximize the credibility and gross of the deal!
  - The art of fighting WITHOUT fighting: non-confrontational objection handling skills
  - Real-world roleplaying and objection handling sessions to sharpen skills & increase confidence!
  - **BONUS SESSIONS for VIPs – The CLOSERS' CLINIC!**

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



**April 11<sup>th</sup> – “Taking it to the NEXT level!” – This class is for salespeople who have got the basics down and believe they have what it takes to sell 20, 30, or even 40+ cars!**

**Apr 15<sup>th</sup> – “Back to the basics!” – This session is for salespeople who are good, but are stuck and need to get past 12-15 cars per month consistently.**

**Jonathan W. Dawson** – Car 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 and 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 profits that comes from becoming an empowered sales professional through the psychology of sales and marketing! His passion is to teach salespeople how to "out-experience" their competition and build a business based on creating RAVING FANS advocates.

**You may recognize Jonathan from his contributions at:** NADA Conventions, Digital Dealer Conferences, CBT News, Driving Sales Executive Summits, the Hustle&Grind 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, including for the GADA and 20 group meetings.

**Google: “Sellchology” to learn more!**

**If not now, when? If not you, who? Success doesn't wait, why should you?**