
Sales & Marketing strategies to create leads & close sales

Learn how to build value & build your business!

Psychology-focused automotive sales & marketing training

Morning Sessions

(Maximize value in you, the dealership & the deal)

- 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!
- 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!

Afternoon Sessions

(Build a business through referrals & social media)

- Start generating a MASSIVE number of referral leads and create appointments that show up ready to buy.
- Learn how to contact referrals to open the conversation and discover their interest in a car!
- Create a personal brand that separates you from the competition and makes you unforgettable.
- Promote your name and brand by leveraging other networks and local groups.
- Begin to implement a new marketing mindset that helps you grow your business in your community.
- Start generating YOUR OWN traffic using social media to generate engagement, leads and sales.
- Prospect your network and customer base to uncover the unsold opportunities within your own customers.
- Real-world roleplaying and objection handling sessions to sharpen skills & increase confidence!

www.SellchologySalesSeminar.com





Oct 16th – Attend either **OR** both sessions for practical classes focused on building value and building your business! Your team will learn step-by-step processes of how top sales professionals control their income by creating their own traffic and how they build value in themselves by out-experiencing their competition!

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

Learn from an automotive 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 (unlike most trainers) he still sells cars. You'll enjoy his "info-train-ment" style of presenting information. He's energetic and approachable. The content is fresh and practical because it comes from recent experiences at dealerships all over the world and his ability to learn through relationships he has with many of the industry's top producing salespeople and 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 the psychology of sales and marketing! He believes that understanding the "why" behind techniques increases confidence and consistency. His passion is teaching 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, Sellchology Sales Conferences, 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 multiple 20 group meetings.

Google: "Sellchology" to learn more!

Create Raving Fan Advocates and Out-Experience your Competition!

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