

GOING PRO WITH RBI (Workshop Agenda)

For Workshop Reservations call Dream1: (313) 389-9401 — Ask for RBI Sales

For more information visit www.cyberdealertoday.com

Day One:

Redefining the basics of selling automobiles

8:00 am – 8:30am

Continental Breakfast

8:30am – 12:00 pm

Morning Session



1. Introduction and an overview

- How does it all begin for the customer
- The average showroom performance
- Why does the selling process break down

2. Introduction to RBI Score™

- Begin with the end in mind
- First thing is first
- Selling, step by step

Lunch break

1:00pm – 4:30 pm

Afternoon Session

3. The Selling Process: Steps and Strategies

- Preparation for every opportunity
- Securing personal acceptance
- Securing product acceptance

Day Two:

The Art of Developing Commitment and Closing the Sale ... *the right way*

8:00am – 8:30am

Continental Breakfast

8:30am – 12:00pm

Morning Session

1. The Transition From Showing to Selling

- From the lot to the office
- The Bridge Question and the key to the sale
- Buyer today vs. buyer tomorrow

2. Developing the Commitment

- Creating the perfect environment
- The process of developing the commitment

12:00pm – 1:00pm

Lunch Break

1:00pm – 4:30pm

Afternoon Session

2. (Continued) Developing the Commitment

- Solidifying the customer's offer

3. Closing the Sale

- Presenting the offer to the manager
- Presenting the counter offer to the customer
- Closing the sale or properly exiting the customer