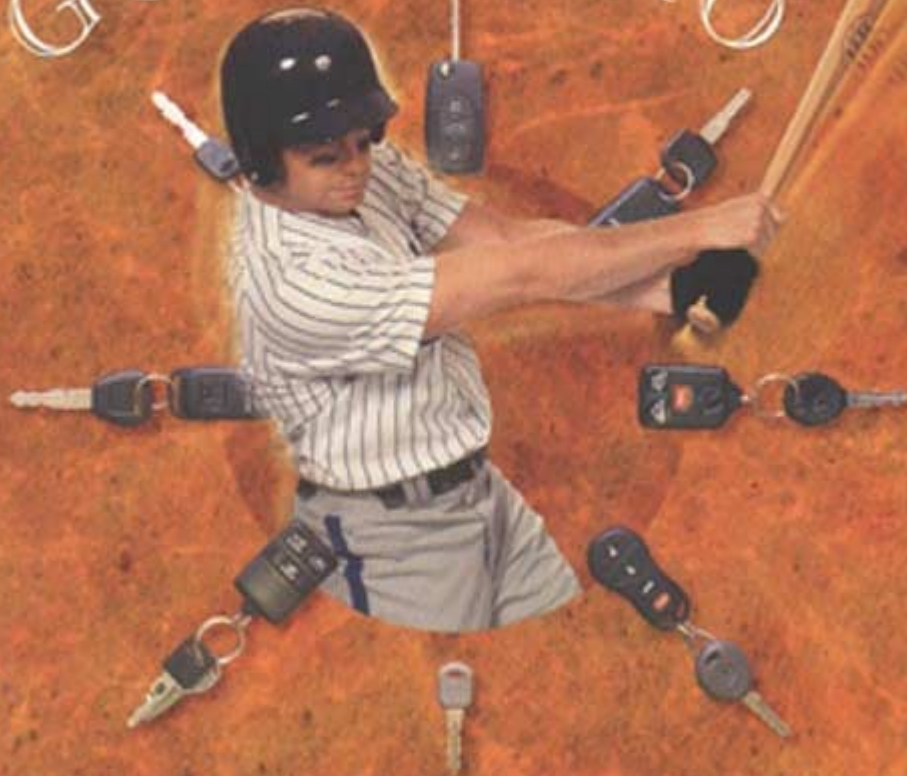


AN AUTOMOTIVE SALES TRAINING WORKSHOP BY RBI

RBI's
GOING PRO



SELLING CARS TODAY... A WHOLE NEW BALLGAME

313 - 389 - 9401

**FROM FIRST IMPRESSIONS TO WIN-WIN
NEGOTIATIONS, R•B•I•SCORE™ IS THE
FOUNDATION FOR SUCCESSFUL SELLING**



**BY ATTENDING *DAY ONE*
SALESPEOPLE WILL:**

KEY WORKSHOP FEATURES

— TOPICS COVERED IN *DAY ONE* —

Discover how successful salespeople prepare for every opportunity each and every day



Learn how the pros communicate in 3D verbally, mentally, and physically



Gather necessary information from customers without being perceived as aggressive or pushy



Learn to engage customers in meaningful dialogue early in the sales process



Learn what questions can and cannot be asked when first approaching customers



Learn exactly what steps to take and when to take them



Learn how to perform an outstanding product presentation: When, What, How...



Learn to demonstrate the vehicle in a manner that inspires the customer to want that vehicle

Salespeople Need To Be Pros In Their Ability To Develop Strong Customer Rapport And To Inspire The Customer To Want Your Product. This Sets The Stage For Gaining Customer Commitment And A Profitable Sale.

- **Introduction to a proven Selling method: R • B • I • Score™**
- **Selling vehicles today requires you to ‘wear different hats’ throughout The selling process.**
- **How to welcome customers and deal with the ‘just looking’ response.**
- **Gathering information in a manner that doesn’t offend or put off customers.**
- **Presentations and demonstration must be designed to inspire and motivate customers.**
- **The perfect transition from showing to selling the automobile.**

Founder And Developer R•B•I•Score™

• outstanding seminar presenter • 18 years auto sales management • proven track record • coast-to-coast • imports • domestics • large & small dealerships alike • new & used • F&I and Leasing • R•B•I•Score™ • motivator & innovator for the sales force • utilizes ‘customer-friendly’ approaches for selling in today’s highly competitive auto industry.

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KEY WORKSHOP FEATURES

— TOPICS COVERED IN *DAY TWO* —

- **How to set the stage for the perfect buying environment**
- **How to identify ‘the key to the sale’ with each buyer type**
- **You can’t negotiate until you get a commitment; you must learn the Do’s and Don’ts**
- **How to deliver that all-important first counter offer.**
- **What to do to keep the negotiation process moving forward.**
- **How to close the sale while keeping everyone satisfied.**
- **The Proper Exit: Get most of your prospects to come back vs. the industry average of 10%.**
- **The perfect transition from showing to selling the automobile.**

PROGRAM SUMMARY

The Content and Structure of the Two-Day Program Will Enable both Rookies and also Seasoned Players to Reach All Star Status

- *easy to follow* • *proven techniques* • *keeps sales staff on track* • *effective*
- *tracks & monitors each opportunity* • *R•B•I•Score™* • *gains 30% & higher closing rates consistently* • *sale increase*
- *demystifies the entire selling process*

BY ATTENDING *DAY TWO* SALESPEOPLE WILL:

Learn how to put customers in an optimum state of mind for a buying decision

Learn new techniques for turning shoppers into buyers today

Learn how to handle each buyer type, thus reducing the number of objections received

Learn exactly what to do next, never having to guess where they are in the selling process

Learn to develop customer commitments and present solid offers to Sales Managers

Learn to Generate more sales—which in turn generates more profits

Learn a negotiation method that ensures a customer-friendly buying environment

Learn strategies and techniques to turn stalled negotiations into closes and gives non-buyers a reason to come back —

LEARN THE PROVEN SYSTEM TO INCREASE BE-BACK TRAFFIC

313 – 389 – 9401

Registration Form — Print, Fill Out, then Fax to: 313 - 386 - 0392

GOING PRO
A TWO DAY WORKSHOP

Dealership _____ Manager _____

Address _____

Telephone () _____ Fax () _____

Name of Attendees

1. _____ 6. _____

2. _____ 7. _____

3. _____ 8. _____

4. _____ 9. _____

5. _____ 10. _____

Workshop Dates: _____ Location: (circle one) Philadelphia • Boston • Bloomington, IL
other: _____

Enrollment Fees: \$795.00 per person for 2 days # of attendees: _____

Method of Payment: (check all that apply) Total Payment: _____

Confirm telephone registration Check to follow (check must arrive 10 days in advance)

Check enclosed payable to:
Rising Beyond Incorporated Credit Card (select from below)

Name (as it appears on the card) _____

Credit Card No. _____ Exp. Date _____



Call Sales at Dream1 Corporation to see if your dealership qualifies for a discount — 313 - 389 - 9401 —

CyberDealerToday.com
A division of Dream1
2075 Fort Street Suite 209
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Rising Beyond, Inc.
San Diego Metro
5232 Jackson Dr #202
1-888-345-4724

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