

# Sun-zeri

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## Dealership Performance Checklist

Lets Get Started! Simply Fill Out this Checklist and Fax it along with your Stores Cover Sheet

On a Special Note, - Please get together with a few of the other Managers to get their opinions on which areas in your Sales Department need Immediate Attention now. -**Those Sales Areas that are Weak Need to be Addressed first!**

Please Check off Your Sales Systems:

Straight Sell     Soft T/O     Hard T/O     Roaming Floor Managers     Team Leader & Closer

**AREAS THAT NEED IMMEDIATE ATTENTION NOW ARE...**

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On a Scale of one to ten (One Being the "Low" and at a "Ten Rating" Equals a High Efficiency Standard) rate the following 20 Questions as Related to Your Sales Staff and Please, "NO PACT", RATE IT LIKE IT REALLY IS!!!

- # \_\_\_\_\_ Overall Proper "First Contact" with Your Prospects, On the Lot and in the Showroom
- # \_\_\_\_\_ Overall Prospect Goal Identification and Proper Presentation of Product
- # \_\_\_\_\_ Overall Problem Solving when Working with the Prospect on the Lot and in the Box
- # \_\_\_\_\_ Overall Property filled Credit Applications with a fully Committed 4-Square
- # \_\_\_\_\_ Overall Control of Prospects Second Base (people) on the Lot and in the Box
- # \_\_\_\_\_ Overall Understanding of the Prospects Body Language on the Lot, and in the Box
- # \_\_\_\_\_ Overall Proper Prospect "T/O" on the Lot, and in the Showroom
- # \_\_\_\_\_ Ability to Get Prospects Back in after a "No Deal Walk Out"
- # \_\_\_\_\_ Ability to Show the Benefit of why your Prospects Should Buy Now and With your Dealership
- # \_\_\_\_\_ Ability to Explain Trade-in Values to Prospects...
- # \_\_\_\_\_ Ability to Explain Credit Problems to Prospects, and the need of Other Vehicle Scenarios for Lenders
- # \_\_\_\_\_ Ability of Your Sales Staff to Maintain a High C.S.I Unit and Score Levels per the Manufacturer
- # \_\_\_\_\_ Overcoming Objections with Other Manufacturer s Cars or Truck Lines
- # \_\_\_\_\_ Overcoming Objections to also check with other Dealerships that offer Your same Product Line
- # \_\_\_\_\_ Overcoming Objections on Test Drives or Brining the Prospect Inside the Showroom after a Test Drive
- # \_\_\_\_\_ Overcoming Objections with Payments, Trade-in Values, and Down-payments
- # \_\_\_\_\_ Proper Introduction to Sales Managers, Finance Managers, Your Receptionist and Service Writers
- # \_\_\_\_\_ Proper Service Drive Walk Around, Overall Delivery Process & Customer Service after the Sale
- # \_\_\_\_\_ Properly Working their Prospect Follow-up, Outreach Prospecting, and Referrals
- # \_\_\_\_\_ Dealership Performance Rating in Total Units Sold vs Total Number of Ups and Advertizing Expense

+ \_\_\_\_\_ Now add up all 20 Questions to Arrive at Your Total Score  
Now take Your Total Score and Divide it by 200 To get Your Performance Percentage Rating!

- ✓ **At 85% and Above, Your Dealership is Doing Just Fine.** Please invite me over for the afternoon so I can take notes on what a Well Oiled Selling Machine Your Dealership is! - In Thanks, Ill buy the Desk Managers "IN-N-OUT" for Lunch!
- ✓ **At 75% to 85%,** Just a Few Training Sessions Should get Your Staff to 85% in no Time at All!
- ✓ **At 65% to 75%,** Call Me - Ill work out the Kinks in Your Sales Staff and Get Them Back on Track
- ✓ **AT 55% to 65%,** Lets Immediately Set up a Series of Training Sessions before its too late...
- ✓ **AT 45% and Lower, Wake me up at Midnight and Get me out of Bed!** Lets Get Started ASAP

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= **ON TARGET** AUTOMOTIVE TRAINING COURSE COMBINATIONS =  
SALES TECHNIQUE SOLUTIONS FOR SALESPEOPLE, INTERNET AND FLEET!

- ▶ **How to Achieve and Maintain Excellence in SSI & CSI Ratings!**
- ▶ **Overcoming Prospect Objections on the Lot & in the Box = Closing More Sales!**
  - ▶ **Key Steps for Maintaining a Positive and Productive Work Attitude!**
  - ▶ **Keys to Selling More Used Cars, via On-Target Value Selling & Presentation!  
Building Product Value and On-Target Skill Presentation Training!**
- ▶ **New Prospect Follow-up Made Easy! And Creating Referrals from Sold Customers!**
  - ▶ **How to Relate to and Sell Excellent Credit Customers!**
  - ▶ **Becoming a Phone Specialist, How to Get More Prospects on the Lot!**
- ▶ **Close More Sales by Understanding Consumer Body Language and their Mind-Sets!**
  - ▶ **How to Build Gross via Selling Dealer Aftermarket Accessories!**
- ▶ **Learning Leasing Techniques for Selling More New Cars, and for Higher Gross!**
- ▶ **And more, On-Target Solutions for All of your Training Needs!**

- **All Training Reinforcement is Based on Your Sales System!**
- **Weekly, Monthly or as requested, Sales Training, Motivational Speaking, Development Seminars & On Site Event Promotions!**



**GUARANTEED RESULTS THAT YOUR SALES STAFF  
WILL BE MOTIVATED TO PREFORM!**



**THREE REASONS WHY YOUR DEALERSHIP NEEDS A PROVEN AUTOMOTIVE SALES TRAINER,**

1. **MOST DEALERSHIPS INVEST BETWEEN \$7,000 TO \$35,000 OR MORE PER MONTH ON ADVERTISING TO ATTRACT NEW BUSINESS. DOESN'T IT ALSO MAKE THE SAME KIND OF SENSE TO INVEST IN THE TRAINING OF YOUR SALES STAFF?**
2. **CARS DON'T SELL THEMSELVES, IT TAKES A MOTIVATED AND TRAINED SALESPERSON TO DO THAT! - ASK YOURSELF THESE QUESTIONS: HOW MANY MORE UNITS COULD HAVE POSSIBLY BEEN SOLD LAST WEEK OR EVEN LAST MONTH IF YOUR SALESPEOPLE HAD MORE CONFIDENCE IN THEIR ABILITIES? OR HOW MUCH MORE WOULD HAVE BEEN EARNED IN OVERALL STORE PROFITS WITH JUST 10 MORE UNITS SOLD? - SALES TRAINING ENABLES YOUR STAFF TO GET TO THE NEXT LEVEL!**
3. **AT MOST DEALERSHIPS SALES TRAINING AND FINDING NEW WAYS TO IMPROVE THE OVERALL SKILL LEVELS OF THEIR SALES STAFF IS AT THE TOP OF THEIR "TO-DO-LIST" MONTH IN AND MONTH OUT, BUT EVEN WITH THE BEST OF INTENTIONS, MOST SALES TRAINING IS ONLY DONE AFTER EVERYTHING ELSE GETS DONE FIRST. THE REALITY IS THAT MOST MANAGERS ARE KEPT TOO BUSY WITH DAILY OPERATIONS, THAT THE TIME AND ENERGY NEEDED TO ENGAGE INTO A SET ROUTINE OF SCHEDULED SALES TRAINING AND SKILL DEVELOPMENT, ONCE AGAIN IS PUT ON HOLD - THE SOLUTION IS TO ALLOW US TO HELP YOUR DEALERSHIP TO GET TO THE NEXT SALES LEVEL!**

**~ MY QUALIFICATIONS AND A PROVEN GAME PLAN ~**

- **WITH MORE THAN FOURTEEN SUCCESSFUL YEARS IN THE "CAR" BUSINESS, HAVING WORKED WITH MOST IMPORT AND DOMESTIC VEHICLE LINES!**
- **NATIONAL TOP RETAIL SALESPERSON IN JEEP SALES, CHRYSLER GOLD SALES CERTIFIED, AND A TRACT RECORD OF BEING A TOP RATED SALES CLOSER AND TRAINER!**
- **SUCCESSFULLY ACHIEVED AND MAINTAINED BOTH "S.S.I" & "C.S.I." PROGRAM REQUIREMENT IN TWO DEALERSHIPS TO REACH MANUFACTURES FIVE STAR CERTIFICATION.**