

The Strong Salesperson Playbook

From first hello to repeat-and-referral business

JERSEY STRONG DEAL ONLY

A practical field manual built to be studied, practiced and used on the dealership floor.

This book is original training material for professional development. It is not a guarantee of income or employment. Use dealership-approved processes and applicable laws.

Chapter 1: The Salesperson Operating System

Core Lesson

- Top producers do not rely on mood. They rely on a repeatable sequence. The goal is to make the next right action obvious whether traffic is heavy or the lot is dead.
- Build a personal scoreboard: fresh contacts, conversations, appointments, shows, write-ups, sold units, gross, follow-up completion and referrals. Review it at the same time every day.

Practice Drill

Write the process from memory. Then role-play it three times: normal customer, skeptical customer, rushed customer.

Manager Scorecard

Accuracy

Customer clarity

Process control

Documentation

Next-step commitment

Chapter 2: Prospecting & Pipeline

Core Lesson

- Prospecting is the controllable side of the job. Build multiple sources: unsold showroom traffic, internet leads, sold customers, service customers, orphan owners, referrals and personal network.
- A simple daily block: 20 database touches, 10 new prospecting attempts, 5 personalized video/text messages, and 2 referral asks. Adjust for dealership policy and workload.

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Chapter 3: The First Five Minutes

Core Lesson

- A professional greeting reduces uncertainty. Introduce yourself, ask permission to help, and set a clear next step. Avoid interrogating the customer or dumping information before you understand the reason for the visit.
- Word track: “Welcome in. I’m Daniel. I’ll make this easy. What brought you in today?” Then listen.

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Chapter 4: Needs Analysis

Core Lesson

- Ask open questions first, then narrow. Learn who will use the vehicle, what they drive now, what they like/dislike, must-have features, timing, budget comfort and decision makers.
- The salesperson who understands the customer can sell the right vehicle instead of trying to force the wrong vehicle.

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Chapter 5: Vehicle Presentation

Core Lesson

- Present in a consistent sequence: exterior condition, entry, cockpit, key controls, passenger space, cargo, safety/technology and ownership details. Convert features into customer-specific benefits.
- Say “You told me X mattered. Here is where this vehicle solves X.” That creates relevance instead of a feature dump.

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Chapter 6: Test Drive

Core Lesson

- Pre-set the route and explain the plan. Let the customer experience the vehicle while you ask simple questions about comfort, visibility, acceleration and fit. Avoid distracting conversation during safety-critical moments.
- Before returning, ask a commitment question: “Based on what you’ve experienced, is this the vehicle you’d like us to work numbers on?”

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Chapter 7: Trade & Appraisal Conversation

Core Lesson

- Never promise an appraisal number you do not control. Gather accurate information and explain that the dealership will evaluate condition, market data and mechanical factors.
- Protect trust by separating what you know from what still needs to be verified.

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Chapter 8: Presenting Numbers

Core Lesson

- A first pencil should be understandable. Walk through vehicle, trade, taxes/fees and optional products according to dealership process. If the customer wants a lower payment, diagnose whether the issue is vehicle choice, down payment, term, rate or total structure.
- Do not hide total cost or misrepresent payment terms. A clean explanation protects both the customer and the dealership.

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Chapter 9: Objection Handling

Core Lesson

- Treat an objection as information. Clarify it before answering it. “When you say the price is high, compared with what?” is more useful than instantly discounting.
- Use the sequence: clarify → acknowledge → answer with evidence → confirm.

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Chapter 10: Closing & Commitment

Core Lesson

- Closing is asking for a decision after value has been established. Use small commitments throughout the process. When the customer is ready, ask directly and professionally.

- A strong close is not pressure. It is clarity about the next step.

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Chapter 11: Follow-Up That Gets Answers

Core Lesson

- Every unsold customer leaves with a next action. Same-day follow-up should add value: a vehicle comparison, payment scenario, feature video or answer to a question.
- Automate reminders, but personalize the message. Never send misleading urgency or fake scarcity.

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Chapter 12: CRM Discipline & KPIs

Core Lesson

- Your CRM is a memory system and a management system. Record meaningful notes, next actions and customer preferences. Measure response time, contact rate, appointment rate, show rate, close rate and gross.
- If a metric is weak, diagnose the step before it. Low shows can be an appointment-quality problem, not simply a traffic problem.

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Chapter 13: Personal Brand & Social Selling

Core Lesson

- Post useful content: vehicle walkarounds, ownership tips, buying-process explanations and real customer wins with permission. Accuracy beats hype.
- Build recognition so prospects know who to ask for before they arrive.

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Chapter 14: Negotiation & Gross Protection

Core Lesson

- Gross is protected by value, not by refusing to talk. Trade concessions deliberately: if price moves, understand what changes elsewhere in the structure and document the approved deal.
- A manager TO should feel like collaboration, not rescue. Brief the manager with facts, customer priorities and the specific obstacle.

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Chapter 15: Customer Experience & Referrals

Core Lesson

- A sold customer can become future service traffic, referrals and repeat business. Set expectations, introduce the service department, verify understanding and follow up after delivery.
- Ask for a referral when the customer has experienced value, not as a transaction tax.

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Chapter 16: Career Acceleration

Core Lesson

- Promotability comes from results plus reliability. Learn the process beyond your title. Volunteer for useful responsibilities, coach respectfully, and keep a record of measurable improvements.
- Become the person management can trust with difficult customers, new hires and high-value opportunities.

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Chapter 17: Role-Play Lab

Core Lesson

- Practice one scenario at a time. Score yourself on discovery, clarity, confidence, accuracy and next-step control. Repeat until the response is natural.

- Record your practice when possible. Listen for filler words, defensive language and missed questions.

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Chapter 18: Ethics, Compliance & Reputation

Core Lesson

- Long-term income is incompatible with deceptive selling. Do not misstate pricing, availability, credit terms, condition or product requirements. Protect customer information and follow dealership policy and applicable law.
- When unsure, stop and ask a manager or compliance professional.

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Chapter 19: The 90-Day Strong Deal Plan

Core Lesson

- Days 1–30: master the process and CRM. Days 31–60: improve conversion and gross. Days 61–90: build referrals, personal brand and leadership value.
- Every Friday, write three wins, three misses and one process change for next week.

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Chapter 20: Field Checklists

Core Lesson

- Open: review appointments, inventory and follow-ups. Active deal: confirm needs, vehicle, trade, decision makers and next step. TO: give manager a concise fact pattern. Delivery: verify documents and expectations. End of day: update CRM and schedule every follow-up.

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