

POWERSALES

TRAINING

WORKBOOK

TIRE & AUTOMOTIVE



MOLLOY
SALES DEVELOPMENT GROUP

We Teach. We Train. We Coach.

POWER SALES TRAINING
The Language of Commitment™

**Introduction to
The Power Sales Training Program**



Dan Molloy, President – CEO, Molloy Sales Development

Over a 40+ year sales career, I have developed this program to be the easiest and fastest way to organize thoughts, make an offer, ask for a commitment and get into action with the customer.

It is a simple and highly effective commitment-based sales approach. Insert your product and/or service into the model, practice *The Language of Commitment™* daily, and you will experience a significant increase in satisfied customers and sales.

Over the course of this program, you will learn how to use *The Language of Commitment™* in all your conversations, business and personal. We will train you to become a commitment-based communication machine.

Being a commitment-based communication machine positively enhances all aspects of your life, so, let's make it happen!

Regards,

Dan Molloy
Founder & CEO
Molloy Sales Development Group

A handwritten signature in black ink that reads "Dan Molloy".

POWER SALES TRAINING

The Language of Commitment™

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The Chaos of Commerce



I can
help you!TM
with that!

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The Philosophy of Above & Below the Line



Everything you experience throughout your entire life exists above the line. Your personal reality, relationships, family, friends, the house you live in, the car you drive, your level of fitness, your weight, the community you live in, etc., all exist above the line. Your professional life is the same. The results you accomplish in business, relationships with employees, co-workers, customers, financial compensation, your reputation in the business community, etc., all exist above the line.

So, what is below the line?

Below the line is Language and Communication. This is the foundation, the engine room of your life. Yet, most never look at it or think about it. As a participant in the Language of Commitment course, you will study language and communication at a level you likely never dreamed of, because 'below the line' is the source of your personal power and all the results you will produce in your entire life.

The 3 Layers of Communication

There are 3 distinct layers of communication. This translates into 3 types of sales conversations. Using the Language of Commitment to articulate communication causes both the customer and vendor to feel satisfied, and dramatically increases sales revenue.

Commitment

Business only happens when there is a shared exchange of commitments. Effective communicators are competent at designing conversations that address a customer's or client's needs and concerns. This level of communication generates and evokes mutual commitments which result in the exchange of money for products and/or services.

Info & Data

We live in the Information Age and as a result it's a common business philosophy that information in the form of prices and technical data is the most important component in commerce. This historical practice continues to drive Sales conversations where we think providing technical data or specifications, pricing, billing information, will improve sales. Our claim is that data and information are important, but do not produce commerce.

Automatic

Human beings are hard-wired for survival. Our language generates our experience of reality. Speaking, hearing, listening, all happen automatically. These functions are influenced by ones historical, emotional, cultural, educational, socio-economic background – along with our ideas, values, beliefs, preferences, prejudices, traditions. This level of communication is mechanical and predictable. Reactiveness determines what we think, say, and do – rarely do we consider the needs and concerns of others. At the level of automatic conversations, we are in a default mode and not aware of possibilities. In this state we are incapable of designing conversations which lead to causing commerce (action) to happen - on purpose. Self-observation and self-correction are not present at this level. We simply react to survive.

Our ability to observe, i.e., notice which layer of communication we're operating in, empowers us to bring awareness, intentionality, and design to our Sales and Customer Service conversations as well as communication in all domains of life.

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"Building Trust: In Business, Politics, Relationships, & Life"

by Dr. Fernando Flores and Robert Solomon

"Trust is the essential precondition upon which all real success depends. The key to trust is action, and in particular, commitment: commitments made, and commitments honored."

"The problem of trust has clearly emerged as the problem in human relationships and organizations. What makes most companies falter-leaving aside market forces, bad products, and incompetent management-is the lack of trust."

"Our aim is to help people build trust, establish trust where there has been none, maintain trust when trust is in trouble, and recreate trust even when it seems that trust has been destroyed."

"Trusting is something we make, we create, we build, we maintain, we sustain with our promise, our commitments, our emotions, and our sense of our own integrity."

"Trust is not merely reliability, predictability, or what is sometimes understood as trustworthiness. It is always the relationship within which trust is based and which trust itself helps create."

"The freedom provided by trust is the freedom to think for oneself and speak up with one's ideas."

"Trust is a matter of making and keeping commitments, and the problem is the failure to cultivate commitment making."

"Trust involves sincerity, authenticity, integrity, virtue, and honor. It is a matter of conscientious integrity."

"The worst enemies of trust are cynicism, selfishness, and a naïve conception of life in which one expects more than one is willing to give. Resentment, distrust, and inauthenticity are the result."

"Self-trust is the most basic and most often neglected form of trust. Distrust is often a projection of missing self-trust."

"Trust goes hand in hand with truth. Lying is always a breach of trust. What is wrong with lying, in turn, is that it breaches trust...telling the truth establishes trust and lying destroys it."

"Authentic trust can never be taken for granted - but must be continuously cultivated through commitments and truthfulness. True leadership, whatever else it may be, can be based on nothing less."

The Foundation for Results

Results are a functional outcome which depends on the quality of the relationships we have with those who are involved in what we are building.



The depth and scope of a human relationship is based on trust, respect, freedom of expression and shared commitments.

To achieve greater results, enhance the quality of your relationships.

The Fundamentals of Commitment-Based Communication

The 6 Moves in Commitment-Based Communication

Conversations for Relationships & Possibilities	A series of linguistic moves designed to connect with the customer and build trust.
 Requests	Asking questions or asking someone to do something for you (<i>at a specific point in time</i>).
 Promises	Committing to do something for someone within a specific time frame.
 Assertions	Providing facts to build trust, credibility or substantiate a claim.
 Declarations <i>(3) variations to invent the future</i>	Statements designed to invent the future and new possibilities Assessments in the form of judgements Offers commitments to provide products or services.
Conversations for Action	A series of linguistic moves designed to produce a commitment to some effective (or ineffective) action.

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Assertions that add Value & Credibility

Preparation is key to showing up as friendly, clear, knowledgeable, courteous, and professional! Write down facts (assertions) that you can offer conversationally to the customer which build value, confidence, and trust.

Facts about the Company:

1. National: We're part of the __?__ network of __?__ dealers w/ __?__ locations nationwide.
2. Local: Our business has been part of this community since __?__.
3. We're the local experts, and I want to be your (car/automotive/RV) (guy/gal/lady/professional)
- 4.

Facts about myself:

1. I've been with the company since __?__.
2. I have over __?__ years' experience in the business.
- 3.
- 4.

Facts about our Service:

1. I will have an ASE Certified Technician working on your car.
2. Our tire technicians have completed training offered by the __?__.
- 3.
- 4

Facts about our Tire Programs:

1. We have more than __\$__ of tire inventory.
2. We have a __?__ day price match guarantee.
3. We offer a full __?__ year tire replacement guarantee.
- 4.

Facts about Payment Plans and Pricing Options:

1. Payment plans start at __\$__ with or without credit.
- 2.
- 3.
- 4.

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Basic Inbound Call Approach (for service, repair & parts)

Conversation for Relationship & Possibilities

(1)

Thanks for calling __ (company) __ , this is __ (your name) __, how can I help you?

➔ I can help you with that!™ *In fact... I can help you with that...today!*

Who am I speaking with? Have you ever done business with us before?

You've called the right place for __ (service / repair / parts) __ , we also do __ (other services) __

➔ I'm going to be your __ (car / automotive / RV) __ __ (guy / gal / lady / professional) __

➔ And... we have payment plans starting as low as __ (\$) __ with or without credit,
in case you want to take advantage of that.

Conversation for Action

(2)

Hold on for less than a minute & let me check my schedule for you...

Great news!

(choice close)

I have an appointment for you at __ (give exact time) __ or at__ (give exact time) __

Which works best for you?

When you come in ask for me, my name is __ (your name) __.

I'm going to take good care of you.

Because I'm going to be your __ (car / automotive / RV) __ __ (guy / gal / lady / professional) __

Let me have your phone number for my schedule.

Thanks for choosing __ (company) __ for your __ (service / repair) __ needs.

POWER SALES TRAINING
The Language of Commitment™

Basic Inbound Call Approach (responding to price pushback w/ a power talk)

Conversation for Relationship & Possibilities

(1)

Thanks for calling __ *(company)* __, this is __ *(your name)* __, how can I help you?

→ I can help you with that!™ *In fact... I can help you with that...today!*

Who am I speaking with? Have you ever done business with us before?

You've called the right place for __ *(service / repair / parts)* __, we also do __ *(other services)* __

→ I'm going to be your __ *(car / automotive / RV)* __ __ *(guy / gal / lady / professional)* __

→ And... we have payment plans starting as low as __ *(\\$)* __ with or without credit,
in case you want to take advantage of that.

Conversation for Action

(2)

Hold on __ *(your name)* __ for less than 1 min & let me check my schedule for you... Great news!

(choice close)

I have an appointment for you at __ *(give exact time)* __ or at __ *(give exact time)* __

Which works best for you?

(when a customer gives pushback on getting a price – go to the power talk in box #3)

When you come in ask for me, my name is __ *(your name)* __.

I'm going to take good care of you.

Because I'm going to be your __ *(car / automotive / RV)* __ __ *(guy / gal / lady / professional)* __

Let me have your phone number for my schedule.

Thanks for choosing __ *(company)* __ for your __ *(service / repair)* __ needs.

Power Talk

(3)

I'd love to talk prices with you... in fact, price shoppers usually become my best customers for several reasons. First, I'm going to get you the very best deal. Second, my primary concern is to become your __ *(car / automotive / RV)* __ __ *(guy / gal / lady / professional)* __ for life. So not only are you going to get a great price but a __ *(car / automotive / RV)* __ __ *(guy / gal / lady / professional)* __ as well. I want you to know that you can count on me... this is not about a onetime sale. I want your business for as long as you're in this area... that's my mission...

(go back to the choice close in box #2 above)

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POS Approach (w/ virtual or shop tour)

Conversation for Relationship & Possibilities

(1)

Hey! How are you! I'm __ (*your name*) __ I'm going to help you today!

What's your name __ (*customer*) __ (or) __ (*and you are*) __?

Did we speak on the phone?

Great to meet you. Is this your first time here? (*or*) It's good to see you again __ (*customer*) __

So...How can I help you today?

→ I can help you with that!™ *In fact... I can help you with that...today!*

You're in the right place for __ (*service / repair / parts*) __ , we also do __ (*other services*) __

→ I'm going to be your __ (*car / automotive / RV*) __ __ (*guy / gal / lady / professional*) __

→ And... we have payment plans starting as low as (__\$__) with or without credit,

in case you want to take advantage of that.

(virtual or shop tour)

(if it's busy) - Since it's your first time... Let me tell you about what all we offer here... (*or*)

(if there's time) - Since it's your first time... Let me show you around! Follow me...

Conversation for Action

(2)

OK Great! Let me have your keys and I'll get the job started.

The __ (*service / repair*) __ will be done at __ (*give exact time*) __.

Are you going to wait or come back later?

I'm going to do a __ (*multi-point*) __ inspection on the vehicle,

and (*I'll let you know - if they're waiting*) or (*I'll call*) as soon as the inspection is completed.

(if they are going to come back later) Do you need a lift somewhere?

OK... Great!

Thanks for choosing __ (*company*) __ for your __ (*service / repair*) __ needs.

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Outbound Call / Onsite - Approach (for additional service & repairs)

Conversation for Relationship & Possibilities

(1)

Mr/Mrs __ (customer) __ this is __ (your name) __ your
__ (car / automotive / RV) __ __ (guy / gal / lady / professional) __ . I've got good news for you!
We're doing the __ (service / repair) __ and did the __ (multi-point) __ point inspection as promised.
My assessment is (TMSG) the car is in great shape.
We topped off all the fluids, checked the engine, transmission, tested the battery... etc.

Conversation for Action

(2)

At the same time... What I want to do for you is some basic maintenance.

What I want to do is __ (service / repair) __. The reason is __ (why) __.

I'll have this done by __ (give exact time) __.

(choice close)

It's only __ (\$) __ with a payment plan, or __ (\$) __ if you want to pay in full. Which do you prefer?

(if calling out) Would you like us to come and get you when your vehicle is ready to be picked up?

(if they are onsite) You're welcome to wait... or we can drop you off and pick you up when it's done.

Which works best for you?

Thanks for choosing __ (company) __ for your __ (service / repair) __ needs.

(if the customer is hesitant to having the service or repairs done go to box #3 below)

More Conversation for Relationship & Possibilities

(3)

➔ Let me tell you about my Company

We've been in business for __ (#) __ years. We have __ (#) __ locations in __ (#) __ states.

We have __ (#) __ Certified Technicians. Customer Service & Safety are our #1 priorities.

➔ Let me tell you about our __ (service or repair) __ program

➔ Let me tell you about myself. I'm certified & trained in __ (?) __.

I've been in the business for __ (#) __ years. I've been with __ (company) __ for __ (#) __ years.

Customer Service & Safety are our #1 priorities here at __ (company) __.

➔ My mission is to be your __ (car / automotive / RV) __ __ (guy / gal / lady / professional) __

(go back to the choice close in box #2 above)

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Inbound Call for Tires

Conversation for Relationship & Possibilities

(1)

Thanks for calling __ (company) __ , this is __ (your name) __ , how can I help you?

➔ I can help you with that!™ *In fact... I can help you with that...today!*

Who am I speaking with? Have you ever done business with us before?

You've called the right place for tires, we also do __ (other services) __

➔ I'm going to be your tire __ (guy / gal / lady / professional) __

➔ And... we have payment plans starting as low as __ (\$) __ with or without credit,

In case you want to take advantage of that.

What make and model vehicle do you have?

Do you know the tire and wheel size?

Conversation for Action

(2)

I stock several tire options for that vehicle!

They range in price from __ (\$) __ to __ (\$) __

And like I said...we have payment plans starting as low as __ (\$) __, with or without credit.

When you bring your vehicle in, I'll review all the options with you!

Together, we'll decide which tires are best for you! OK!

Hold on for less than a minute & let me check my schedule for you... Great news!

(choice close)

You can come in at __ (give exact time) __ or __ (give exact time) __.

Which works best for you?

When you come in ask for me, my name is __ (your name) __.

Let me have your phone number for my schedule.

Thanks for choosing __ (company) __ for your tire needs.

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Inbound Call for Tires (responding to price pushback w/ a power talk)

Conversation for Relationship & Possibilities

(1)

Thanks for calling __ (company) __ , this is __ (your name) __, how can I help you?

→ I can help you with that!™ *In fact... I can help you with that...today!*

Who am I speaking with? Have you ever done business with us before?

You've called the right place for tires, we also do __ (other services) __

→ I'm going to be your tire __ (guy / gal / lady / professional) __

→ And... we have payment plans starting as low as __ (\$) __ with or without credit,

In case you want to take advantage of that.

What make and model vehicle do you have? Do you know the tire and wheel size?

Conversation for Action

(2)

I stock several tire options for that vehicle! They range in price from __ (\$) __ to __ (\$) __

And like I said...We also have payment plans starting as low as __ (\$) __, with or without credit.

When you bring your vehicle in, I'll review all your options with you!

Together, we'll decide which tire is best for you! OK!

(if the customer gives price pushback – go to the power talk in box #3)

Hold on for less than a minute & let me check my schedule for you... Great news! ***(choice close)**

You can come in at __ (give exact time) __ or __ (give exact time) __. Which works best for you?

When you come in ask for me, my name is __?___. Let me have your phone number for my schedule.

Thanks for choosing __ (company) __ for your tire needs.

Power Talk

(3)

I'd love to talk prices with you... in fact, price shoppers usually become my best customers for several reasons. First, I'm going to get you the very best deal. Second, my primary concern is to become your tire __ (guy / gal / lady / professional) __ for life. So, not only are you going to get a great price but a tire __ (guy / gal / lady / professional) __ as well.

I want you to know that you can count on me... this is not about a onetime sale. I want your business for as long as you're in this area... that's my mission...

*(go back to the choice close in box #2 above)**

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Inbound Call for Tires (responding to pushback w/ your tire program talk)

Conversation for Relationship & Possibilities

(1)

Thanks for calling __ (company) __ , this is __ (your name) __, how can I help you?

→ I can help you with that!™ *In fact... I can help you with that...today!*

Who am I speaking with? Have you ever done business with us before?

You've called the right place for tires, we also do __ (other services) __

→ I'm going to be your tire __ (guy / gal / lady / professional) __

→ And... we have payment plans starting as low as __ (\$) __ with or without credit,

In case you want to take advantage of that.

What make and model vehicle do you have?

Do you know the tire and wheel size?

Conversation for Action

(2)

I stock several tire options for that vehicle! They range in price from __ (\$) __ to __ (\$) __

And like I said...We also have payment plans starting as low as __ (\$) __, with or without credit.

When you bring your vehicle in, I'll review all your options with you!

Together, we'll decide which tire is best for you! OK!

(if the customer gives price pushback – go to the power talk in box #3)

Hold on for less than a minute & let me check my schedule for you... Great news! ***(choice close)**

You can come in at __ (give exact time) __ or __ (give exact time) __. Which works best for you?

When you come in ask for me, my name is __?___. Let me have your phone number for my schedule.

Thanks for choosing __ (company) __ for your tire needs.

(the caller's aggressive - pushing you for prices, time for your tire program talk)

Tire Program Talk

(3)

With every tire purchase and installation, we include: __ *(list all the benefits of your tire program)* __

(go back to the choice close in box #2 above)*

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POS Tire Sales

Conversation for Relationship & Possibilities

(1)

Hey! How are you! I'm __ *(your name)* __ I'm going to help you today!

What's your name __ *(customer)* __ (or) __ *(and you are)* __?

Did we speak on the phone?

Great to meet you. Is this your first time here? *(or)* It's good to see you again __ *(customer)* __

So...How can I help you today?

→ I can help you with that!™ *In fact... I can help you with that...today!*

You're in the right place for tires, we also do __ *(other services)* __

→ I'm going to be your tire __ *(guy / gal / lady / professional)* __

→ And... we have payment plans starting as low as __ *(\\$)* __ with or without credit,
(head out to the customers vehicle)

(virtual tour) - Since it's your first time... Let me tell you exactly what we do here...ok! *(or)*

(shop tour) - Since it's your first time... I'm going to show you around my shop! Follow me!

Conversation for Action about Tires

(2)

OK __ *(customer)* __, let's look at your vehicle and together we'll come up with the best solution.

You know... we have __ *(#)* __ tires in stock and __ *(\\$)* __ dollars of tire inventory in our warehouse.

(TMSG) Nice... this is a great __ *(vehicle)* __!

How do you like the tires on the car now? What kind of driving do you do ?

(other driving conditions?) **(is a quiet ride important?)

OK... let's go back inside and look at the computer.

Let's see... I have __ *(# of options)* __ great options that would fit your __ *vehicle* __.

We have the __ *(?)* __ the __ *(?)* __ or the __ *(?)* __ **(explain each's benefits per customer's needs)*

Great prices too... and we have payment plans starting at __ *\\$* __, with or without credit, if you want to take advantage of that!

__ *(customer)* __ based on this discussion, as your tire guy/gal...here's what I want to do for you!

(pause) I want to go with the __ *(?)* __. The reason is __ *(why)* __.

The good news is it's only __ *(\\$)* __ with a payment plan, or __ *(\\$)* __ if you want to pay in full.

Which works best for you __ ? __

Great! Let me have your keys and I'll get the job started. Are you going to wait or come back later?

I'm also going to do a __ *(multi-point)* __ point inspection on the vehicle.

(if waiting) I'll come talk to you when the inspection is done. *(or)*

(if not waiting) Do you need a lift somewhere? I'll call you as soon as the inspection is completed)