



# “Customer Profiling”

MADA has partnered with Plan B Consulting to teach your salespeople how to slow the sale down through proper investigation!

This class is designed to teach salespeople how to uncover the customer’s true motivations. They will learn how to find the “hot buttons” and use them to build urgency!

**What:** Interactive ½ Day Workshop

**When:** March 10<sup>th</sup>  
Class: 1:00pm – 4:30pm

**Where:** MADA Headquarters  
200 Lothenbach Ave.  
West St. Paul, 55118  
(651) 291 – 2400

**How:** Fax registration: (651) 291-2894  
Email: [brom@mada.org](mailto:brom@mada.org)  
Online: [www.mada.org](http://www.mada.org) > education

**Who:** Rookies and Experienced

- who want to create urgency
- who don’t like sounding like everyone else
- who want land people on the right car

**Cost:** \$150 per person

*“What questions are being asked out on the lot? A presentation without an investigation leads to frustration! How many deals are lost or seriously compromised because salespeople shortcut this most critical step? By learning how to ask intelligent and effective questions the salesperson will naturally slow the sale down because the customer will appreciate the personal and professional process. There are four main categories of information for the investigation; do your salespeople know what to ask?” - Jonathan W. Dawson*

**MARCH 2010**

## Agenda for the 10<sup>th</sup>

- Profiling Vs. Qualifying
- Where to Profile
- Slowing the Sale Down
- Probing for “hot buttons”
- Uncovering Pleasure or Pain
- Four Main Categories
  - Current car
  - New car
  - Customer
  - Experience
- Creative Questions
  - Top 5 Questions
- Patterns and Syntax
- Creating Urgency
- Key Words and Phrases
- Changing our Language
- Top Deal Killer Questions
- Communicating with the Desk



[www.TrainTheWinners.com](http://www.TrainTheWinners.com)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Dealership: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Names of attendees:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Your MADA Services account will be billed directly. Refunds only if cancelled 48 hours before scheduled class.