



Introduction

- **1. Introduction & GPA Culture**
- 2. Manager Introduction

Greet

Answering the Phone

- 1. Soft Skills Introduction
- **2. Customer Service**
- 3. Disgruntled Callers
- 4. Transfer and Hold Calls
- 5. Completing the Call
- Test

Outbound Calls

- 1. Cold Call/Warm Call Script
- 2. Gatekeeper
- Test

In-Person Greetings

- 1. Elevator Pitch
- 2. Industry Pitch
- 3. Conversation Overview for Lead Generation
- 4. Observation – Eyes, Ears, Nose
- Test

Technology & Prospecting

- 1. Email & Texting
- 2. Social Media
- 3. Websites, Blogs and Subscribing
- 4. LinkedIn
- 5. CRM – Don't Have One? Build Your Own!
- Test

Personal Management

Time Management

- 1. Block Booking
- **2. Pipeline Management**
- 3. Activity
- Test

The methodology of the results-oriented softs skills program, GPA. What's expected from learners, what learners can expect, and how to navigate courses. For new hires and seasoned veterans, including management, alike.

Define customer service. Avoiding becoming an order taker by learning to control the conversation. Creating and delivering proper phone scripting. Developing techniques to serve a variety of customers.

The elements of effective in-person and over-the-phone scripting. Creating effective scripts. Getting past the gatekeeper.

Originating effective in-person conversation starters and appointment setters. The importance of observation in greeting and suggesting, as well as how to utilize it. Generating leads at trades shows, etc.

Maximizing prospecting results, as well as proper and effective use of technology. Using software and the Internet to increase results for customers and thus your company.

Transitioning prospecting into prospect and customer dialogues. Moving consumers through the marketing funnel. Activities that maximize results and how to manage them.





Marketing

- 1. Designing Collateral
- 2. Resources – Internal, Corporate
- 3. Free Images!
- Test

The keys to creating marketing that generates leads, and resources for doing so.

Presenting

- **Creating & Giving a Presentation**

How to give presentations that get results for everyone involved and grow your business.

Truck Tech

- **1. Types of Vehicles**
- 2. Network of Solutions
- 3. Types of Fleets
- Test

Basics of truck terminology and the importance of selling your dealer/shop instead of simply trucks.

Probe

Questions

- 1. Types
- **2. Staple Questions**
- **3. Beyond Staple Questions**
- 4. Conversation Overview
- 5. Listen & Respond
- Test

Defining consumers' "Why's." Determining questions to ask based on their profiles and how to listen and respond, in order to ask the right follow-up questions to convert prospects into customers and customers into more loyal customers.

Listen & Respond Elements

- **1. The Myth of Upselling**
- 2. Fillers
- 3. Objections
- 4. Objection Handling
- 5. Negotiation Introduction
- 6. Objection Simulations
- 7. Negotiation
- Test

Why upselling is actually customer service. Numerous techniques for identifying and overcoming objections before they actually become objections, as well as for when they become objections.





Address

- 1. Earn the Privilege
- 2. Referrals
- Test

Providing solutions instead of simply selling, which, in turn, grows relationships, business and referrals. Continuing to service current customers.

Team Management

- 1. Workforce Planning
 - Recruitment
 - Succession Planning
 - Modified 9-Box
- 2. Communication
- 3. Coaching
 - Development
 - Discipline
 - Peer-to-Peer
- 4. GPA in Management
- Test

Managing your greatest resource . . . your team. How to do so in order to grow both staff and business.

