

Sam's Garage | Whole-Dealership Online Training

www.wheelhouse.college

Management Curriculum (11 course | 113 lessons)

All Department Managers, Level 1 (11 lessons)

The All Department Managers training is designed as a 20,000 foot look at management for all departments in the dealership. It is supplemental to your specific department management training. We suggest completing the entire course before moving onto your department-specific courses, but the choice is yours. We kick off the series with Level 1 where we discuss the basics of management, focusing on your role as a leader and how to use this training series most efficiently. We cover the importance of implementing a system, or a sales process, and how it can benefit your overall operation.

All Department Managers, Level 2 (11 lessons)

This Level 2 training begins by discussing the three common mistakes that most dealers make and how to avoid them. Throughout the level, you'll learn why you should focus on implementing good systems, how to staff adequately for those systems, and the importance of keeping your operation current. Knowing how to communicate effectively with your customers and your team will keep your dealership running smoothly. Sam offers tips for making the most of the latest technology to keep your customers engaged.

All Department Managers, Level 3 (12 lessons)

This level 3 All Department Managers training is focused on coaching your staff to be their best. There are tips for recruiting, motivating, and incentivizing your team. We also go over the concept of Train and Hires in this course - a great idea for helping you select the best-fit staffers for your dealership. Above all, what you should take away from this level is that you need to have the right staff to create amazing experiences for customers at your store.

All Department Managers, Level 4 (12 lessons)

The 4th level of the All Department Managers training begins with an overview of consumer psychology and how to use it to make more sales. Sam offers some ideas to help you keep your team's morale up and balance personal and professional relationships, both of which can be incredibly challenging as a manager. Knowing when to let someone go can be vital to maintaining your team's enthusiasm. Another challenge you face as a manager is finding more time! The Time Management Series will give you the tools to work efficiently and, as a result, free up more of your time. Finally, we close this level by providing some perspective on the industry: so few people play in our space, so we need to hold onto those who do.

General Manager, Level 1 (10 lessons)

This training course is designed for General Managers. We highly recommend you take the All Department Managers course series before taking this course. Remember you of all dealership staff should lead by example! We kick off the series with Level 1, where we introduce the training process and concepts that are paramount to your success as a



General Manager. You'll learn how to effectively engage your team by creating relationships with them and holding productive meetings each week. Sam also covers the importance of managing your finances and maintaining your identity as a company.

General Manager, Level 2_ (9 lessons)

This Level 2 General Manager training focuses on having the right attitude toward the customers coming through your door. Making sure your staff knows how to correctly approach someone could be the difference between the success and failure of your dealership. Do your salespeople talk to people about people, or do they talk to people about products? Sam walks you through coaching your team to focus on what he calls "right-side selling," or person-centric conversations that need to be taking place on your showroom floor. You can also increase your team's success by making use of a CRM, educating them on the personality types of the shoppers in your store, and by maintaining organizational health.

General Manager, Level 3_ (12 lessons)

Level 3 in this training series for General Managers covers tough situations that may arise for a General Manager. Holding your people accountable can be complicated when they're your friends or family, but Sam gives you the tools to handle these situations gracefully. He also guides you through how to prioritize your people and the systems in your store. Finally, you'll learn about the detriments of discounting practices, why you should focus on tracking your team's statistics, and the three mistakes that most dealers make.

General Manager, Level 4_ (8 lessons)

The 4th level of the General Manager training series covers important forms like All Store Daily Score Card, the Daily Operation Control Summary, and pay plans for Seasonal Hosts, Salespeople, and people in your F&I department. Sam shows you how you can customize these forms to fit your own operation; after all, it's easier to edit one than to create your own. Use these forms to track the daily progress of your store and to set your people up on a payplan that keeps them motivated to give your customers an amazing experience.

General Manager, Level 5_ (12 lessons)

This 5th level of the General Managers training series introduces the Employee Handbook, a template designed to communicate to your team what it means to be an employee at your dealership. This level will underscore the importance of ensuring that your employees are giving customers an amazing experience every time by mandating behaviors. Sam takes a look at the Seattle Fish Market to explain how and why a dealership should strive to make and keep customers for life. Also included in this level is the Changing Business Strategies series, a group of lessons that will introduce major changes happening in our industry and tips for how to adapt. At the end of the day, just make sure you've done all you can do for your customers.



General Manager, Level 6 (5 lessons)

This 6th level of the General Managers training series is all about managing your time efficiently. Sam outlines strategies for time management that successful business owners use and implement to keep them on track and enjoying life while still effectively tending to the ownership responsibilities of a business. Specifically, this series will help you plan productive meetings, prioritize tasks, and delegate so that you can free up some time. Learn about how the Pareto Principle and Parkinson's Law can help you do this!

The Time Management Series (11 lessons)

Welcome to the Time Management Series on Sam's Garage! This series will equip you with strategies to make the most out of your day. You'll learn how to get more done by maximizing your output and minimizing your obligations.

F&I Administration Curriculum (11 course | 76 lessons)

F&I Administration, Level 1 (11 lessons)

We designed this course series for Finance and Insurance Administration or similar positions in a dealership. We kick this training off with level 1, where you will learn about the importance of attitude to your success in this industry. How do you feel about your job? Do you treat it as an obligation, or do you treat it as a career? Learn how to improve your mood and consequently draw more sales to you in this lesson, and then learn why it works.

F&I Administration, Level 2 (6 lessons)

Level 2 of the F&I Administration training series covers mandated behaviors which increase profitability. How do you greet a customer? What strategies can be used to grow your sales department? In this level, you'll learn how to connect with customers on a personal rather than a product-centered level, which in turn increases sales! Using an example of the Pike's Place Fish Market in Seattle, Sam advises you to make sure a customer is having an amazing experience in your store. Easier said than done, but how do you actually do it? By mandating behaviors.

F&I Administration, Level 3 (7 lessons)

This is level 3 of the F&I Administration training series. We cover the Acquire, Commitment, and Entanglement steps of the R.A.C.E. sales process. We've included a section here outlining the finer points of menu selling, including an overview with a sample F&I menu document.

F&I Administration, Level 4 (7 lessons)

Why waste your time? In level 4 of the F&I Administration training series, you'll be advised to follow a system in your daily duties as it is the most efficient way of getting things done. Also in this level, Sam and his guest, Steve Dodds of Garage Composites, walk through some F&I mechanics and roleplays. Sam cautions against packing payments and offers some verbiage that will help boost your success with customers.



F&I Administration, Level 5 (7 lessons)

In the 5th level of the F&I Administration training series, you'll learn how to make use of popular psychology so you can close more deals. Personality Profiling will educate you on how to identify the purchasing patterns of certain customers and present them with the correct products. Sam also has some wisdom for tackling the challenges of managing the F&I department. You will learn how to handle the hardest part of your job and really listen to customers, so you know what it is they need. We close this level with a bit of wisdom from Sam's late mentor, Ed Lemco.

F&I Manager/Business Manager, Level 1 (8 lessons)

This training course is designed for the F&I Managers/Business managers or similar positions in your dealership. We highly recommend you take the All Department Managers training series first. Level 1 is a basic introduction to the training philosophy of this program and your role as a manager. Sam dives first into how your attitude will absolutely dictate your success in your career and your ability to be a good leader/manager. This Course breaks down the Legend Model that Harley uses so successfully as an example of how to enroll customers into a lifestyle.

F&I Manager/Business Manager, Level 2 (6 lessons)

This course focuses on appropriate sales technique and processes. Having the right attitude will go a long way toward your success in this industry. Sam dives into how getting in front of potential issues is an obvious benefit to not only your dealership reputation but customer retention, yet seldom do dealers make serious attempts to get in front of potential issues.

F&I Manager/Business Manager, Level 3 (6 lessons)

This level 3 training is focused on training Sam's sales process known as R.A.C.E. Creating relationships is the foundation of this sales process. Knowing how to entangle yourself in the customer's life, to help them acquire what they want, and to leave the interaction knowing you have made your customer happy and they will be returning to your store. All this will be covered in this level.

F&I Manager/Business Manager, Level 4 (7 lessons)

Level 4 of the F&I Managers/Business Managers training stresses the importance of keeping track of the progress of your team, communicating your needs, and communicating with customers in a way that makes them feel appreciated and welcome. This Course includes a great lesson on how to handle inbound phone calls as well.

F&I Manager/Business Manager, Level 5 (8 lessons)

Level 5 of the F&I Managers/Business Managers training series walks you through menu selling, dealer assist programs, and buyers choice forms. This course offers a few sample documents you can use for Menu Selling as well as a Buyer's Choice document.



F&I Manager/Business Manager, Level 6 (3 lessons)

The 6th level of the F&I Managers/Business Managers training series walks you through essential forms such as Approval Options and Monthly Tracking forms, as well as the process of declination.

Marketing & Administration Curriculum (9 course | 78 lessons)

Greeter, Level 1 (10 lessons)

We kick off the Greeter series with a discussion of attitude and the importance of the habitual nature needed if you are going to succeed in this industry. You'll learn how to make the most of your time spent in sales by treating your job as a career, your duty as a student, and some basic characteristics of want-based selling. We ask an important question: How proud are you to be a salesperson?

Greeter, Level 2 (8 lessons)

Level 2 of the Greeter training series is about what customers want. In this level, you'll learn how to inspire customers to buy from you by engaging them in an exciting and motivating way. You have to be able to read people to do this: think Sherlock Holmes!

Greeter, Level 3 (9 lessons)

The 3rd level of the Greeter training series covers the behaviors that are necessary for your success in this industry. You'll learn how to use the psychology of personality profiling to better appeal to your customers. Finally, Sam explains how making a conscious choice to be grateful will improve your success not only in sales but in life.

Marketing Director/Event Coordinator, Level 1 (10 lessons)

We kick off the Marketing Director/Event Coordinator series with discussions about attitude and the importance of maintaining a positive one in order to attract what you want. Sam says you should take pride in being a salesperson! Get your attitude right, practice gratitude in your life and at your job, and you'll cause more door swings.

Marketing Director/Event Coordinator, Level 2 (8 lessons)

The 2nd level of the Marketing Directors/Event Coordinators training series focuses on reaching people in a digital age. First, you have to know how to reach them at all, so Sam kicks off the level with a psychology lesson. Then Sam discusses the interaction between people and our technology and why it's important to pay attention to your social media reputation. Help your dealership stay up-to-date with the latest digital marketing and advertising data and technology.

Marketing Director/Event Coordinator, Level 3 (8 lessons)

The 3rd level of the Marketing Directors/Event Coordinators training series is all about being proactive in your career. Make sure you're anticipating any problems the customer may



face, and you're already ahead of the game! Sam also talks about the most valuable document in the dealership: the Guest Registry/Traffic Log. We close with some wisdom from Sam's late mentor Ed Lemco, where we challenge you to ask yourself, "Have you done all you can do?"

Receptionist, Level 1 (9 lessons)

Welcome to the Receptionist training series, which we designed for all receptionists or similar positions in a dealership. Sam kicks off the set by examining what it means to be a student and a salesperson. You'll learn about what is expected of you on a daily basis and how to deliver exceptional service to customers in a want-based business. The powersports industry is unique, so your behavior must be as well!

Receptionist, Level 2 (8 lessons)

Sam begins the 2nd level of the Receptionist training series by asking you a simple question, "What moves you?" You'll find out how to communicate excitement and passion to customers, ensuring your success as a salesperson. If you understand this, then you will start to understand why it is necessary to mandate staff behaviors.

Receptionist, Level 3 (8 lessons)

In the 3rd level of our Receptionist training series, Sam focuses on how to make customers feel welcome in your store by engaging them on a personal level. You'll learn about the significance of building relationships with your customers so you can create lucrative connections for the lifespan of your career. Sam closes with some words of wisdom from his late mentor Ed Lemco, and a challenge to ask yourself, "Have you done all you can do?"

P&A/Apparel Curriculum (17 course | 160 lessons)

Internet Specialist/Inventory Manager, Level 1 (11 lessons)

The Internet Specialist/Inventory Manager series begins by examining what it means to be a salesperson in this industry, the importance of attitude to your success, and how to appeal to your customer base. Remember, they didn't come for the product alone, they came for the experience!

Internet Specialist/Inventory Manager, Level 2 (11 lessons)

The 2nd Level of the Internet Specialists/Inventory Managers training series begins by asking an important question, "What do people want?" We explore the answer throughout these lessons. You'll also learn about the impact your mood and behavior have on the overall environment of your store. It may surprise you to learn how important it is you show up ready to give it your best every day. Sam demonstrates this with an example from the Pike Place Fish Market in Seattle, Washington.

Internet Specialist/Inventory Manager, Level 3 (9 lessons)

The 3rd level of the Internet Specialists/Inventory Managers training series covers the two final steps in the sales process: commitment and entanglement. How do you entangle



yourself within your customer's lives? As well, Sam walks you through some pretty surprising data showing how detrimental discounting can be to your bottom line and offers a profitable alternative practice.

Internet Specialist/Inventory Manager, Level 4 (10 lessons)

The 4th level of the Internet Specialist/Inventory Managers training series begins with a lesson on the taken-for-granted phone and internet customer interaction. You'll learn some interesting psychological concepts to help you make more sales with from the Personality Profiling lesson. Sam also has tips for handling the hardest part of your job.

Internet Specialist/Inventory Sales, Level 1 (12 lessons)

In these lessons, Sam starts by discussing the basic tenants of his sales philosophy and emphasizing the importance of attitude. If you treat your work as a career rather than a job, it will reward you as such! You'll also learn about what our customers truly desire in this want-based industry and how to give it to them.

Internet Specialist/Inventory Sales, Level 2 (10 lessons)

Level 2 of the P&A/Apparel Salesperson training focuses on customer interaction. Sam walks you through engaging customers in a way that inspires them to keep coming back to you. You'll learn about how vital it is you maintain the right attitude on a daily basis and why mandated behaviors are of the utmost import to the success of your store.

Internet Specialist/Inventory Sales, Level 3 (10 lessons)

In the 3rd level of the P&A/Apparel Salesperson training, Sam introduces a handy acronym that will help you remember each step of the sales process: R.A.C.E., which stands for Relationship, Acquire, Commitment, and Entanglement. When paired with FORM--Family, Occupation, Recreation, and Motivation--you can learn how to engage with the customer on a personal level while also turning them into a buyer.

Internet Specialist/Inventory Sales, Level 4 (9 lessons)

The 4th level of the P&A/Apparel Salespeople training begins with inventory: how and when to turn it, whether to discount it and how to run a rebate program. In this level you'll also learn about interacting with customers on the phone, fitting them with the correct merchandise and holding yourself accountable by tracking your progress.

Internet Specialist/Inventory Sales, Level 5 (10 lessons)

The 5th level of the P&A/Apparel Salesperson training tackles many topics like personality profiling, dealership tours and the challenges of being a salesperson. Throughout the exploration of these topics, you'll learn how to spot an analyst, controller, supporter, or promoter, and what each customer type is like. Sam talks about how to maintain your enthusiasm on a daily basis and how to anticipate and handle problems before they even develop. You will also learn in detail why you should give the dealership tour at the beginning, rather than the end of your interaction with customers.



Parts & Accessories/Apparel Manager, Level 1 (11 lessons)

We kick off the series with Level 1, where we introduce the training series and concepts that are paramount to your success as a P&A/Apparel manager. You'll learn about how to use the Law of Attraction and the Attitude of Gratitude to improve the quality of your performance as a salesperson and what makes this industry unique.

Parts & Accessories/Apparel Manager, Level 2 (8 lessons)

Level 2 of the Parts and Accessories/Apparel Managers training series covers greeting customers in a way that fosters lifelong relationships with them. Sam challenges you to ask yourself what motivates and excites you and how your greeting compares. Are you approaching your customers with product-related lines, or are you actually connecting with them? In this level, you'll learn what it is that people look for in a want-based industry, and why it is necessary to mandate behaviors to give it to them. Finally, Sam introduces the R.A.C.E acronym, a way to help you remember the steps of your sales process.

Parts & Accessories/Apparel Manager, Level 3 (8 lessons)

Level 3 of the Parts & Accessories/Apparel Managers training series dives deeper into the sales process "R.A.C.E." You learn to open your relationship-based sales process with another acronym, FORM. FORM will help you remember how to engage customers in a personal way which will result in better margins and repeat/referral business. You will also learn how to get the correct product for the customer (Acquire), close the deal (Close), and closing your engagement with a customer in a way that keeps them coming back to your store (Entanglement). This final step is designed to cause future sales.

Parts & Accessories/Apparel Manager, Level 4 (8 lessons)

The 4th level of the Parts & Accessories/Apparel Managers training series covers a variety of topics. In this level, you'll learn about maintaining your enthusiasm, the detrimental practice of discounting, and how to customize products for customers. Sam explains why the mechanics of what you do are not the hardest part of your job. The hardest part of your job is giving your best show day after day! Finally, you'll learn about making the customer feel welcome in your dealership by giving a dealership tour and transitioning them from one department to another using people-centered language.

Parts & Accessories/Apparel Manager, Level 5 (12 lessons)

The 5th level of the Parts & Accessories/Apparel Managers training series offers some wisdom for handling challenging situations and practicing fiscal responsibility. What does your inventory look like? Sam introduces the concept of "open to buy" to simplify your budgeting skills. You'll learn how to really listen to your customers so you can better assist them, and how to anticipate any problems they might run into and handle them before they become an issue. Finally, Sam closes by providing some valuable advice from his mentor, Ed Lemco.



Shipping & Receiving, Level 1 (8 lessons)

We begin this series by emphasizing the importance of attitude in this industry. You'll also learn how to draw more positivity toward you and as a result make more sales! Finally, Sam reviews what it is that makes our industry unique and how to make the most of it.

Shipping & Receiving, Level 2 (8 lessons)

Level 2 of the Shipping and Receiving training series explores some of our most valuable concepts. Through an exploration of behaviors at the Pike Place Fish Market Sam explains how crucial it is to engage with customers in a fun and exciting way. He wraps up this level by reminding you to handle phone calls with a sales process.

Shipping & Receiving, Level 3 (7 lessons)

The Shipping and Receiving level 3 gives you the psychological skills you need to work most efficiently in a want-based industry. You'll learn how to identify a controller, analyst, supporter, and promoter, and how to speak their language so you can pitch the products they need. You'll also learn how to really listen to a customer, which will improve their experience in your store and make them more likely to become a customer for life.

Sales Curriculum (31 course | 78 lessons)

Closing Concepts, Level 1 (13 lessons)

In this course, we explore some psychological concepts that when coupled with appropriate closing strategies, will help you close more deals. Therefore, we designed this course for all unit salespeople/fit specialists or similar positions in a dealership. We kick off the series by introducing the Big Four: The Law of Scarcity, The Law of Reciprocity, Social Proof, and the Fear of Loss is Greater than the Desire for Gain. Closing concepts are all about perspective; so you'll complete this level with a new outlook on closing in a want-based industry

Closing Concepts, Level 2 (10 lessons)

In the 2nd level of the Closing Concepts series, Sam explains why you want problems! It may sound counterintuitive, but if a customer has problems, you get to save the day! You'll also learn how to take accountability for the circumstances of the sale, how to respond appropriately to customer concerns, and how to remove your ego from the deal so you can ultimately become more successful. Finally, Sam introduces a useful tool for you to keep in mind: the closing wheel, or a collection of reasons a customer typically gives as an excuse not to buy.

Closing Strategies, Level 1 (13 lessons)

This series will guide you through responding to the objections Sam introduced in the Closing Wheel lesson from the Closing Concepts course. Thus, it will be quite useful for all Unit Salespeople/Fit Specialists or similar positions in a dealership. Closing strategies are the application of the lessons learned in the Closing Concepts series. Right off the bat, Sam gives you his three favorite strategies: "Sam's Hammers."



Closing Strategies, Level 2 (14 lessons)

The 2nd level of the Closing Strategies training series is a collection of additional strategies to help you respond to customer anxieties and get them into your product sooner. There are some you may find to be counterintuitive, but if you've done the Greet correctly and established a relationship with the customer, they will work!

Follow Up Series (5 lessons)

This series was crafted as a response to requests made by viewers who want to learn more about best practices around following up with customers.

Make It Easy to Buy #1 (23 lessons)

We originally released the "Make it Easy to Buy" sales-specific videos in 2005; what you'll find here are Sam's updated and re-filmed versions. The videos contain information useful to everyone from the new salesperson to the veteran. The first MIETB level introduces the major concepts of the series, explores the characteristics of our industry, and begins coaching you on how to approach customers and greet them. The guys have included some helpful roleplay so you can see the process in action!

Make It Easy to Buy #2 (8 lessons)

The 2nd level of the MIETB series explores the Probe step of the sales process, in which you find out what the customer needs. You'll learn how to eliminate options for the customer, narrowing down to the product that will fit their needs best. You'll also learn how to determine what the customer values most in the product, which will be very helpful throughout this process. The guys demonstrate how to do this with some fun roleplay!

Make It Easy to Buy #3 (8 lessons)

In the 3rd level of the MIETB series, you'll learn how to--literally--sit the customer on the bike! Physical engagement with the product is a great way to get them pumped up about it. Sam has some advice on how to execute this step smoothly.

Make It Easy to Buy #4 (12 lessons)

Level 4 of the MIETB series takes you through the Presentation step, where you'll use what you learned in the Probe, all the way to the Sit-Down step, where you'll write up a commitment to buy. You'll learn how to identify consumer buying signals and how to avoid being what Sam calls a "feature creature."

Make It Easy to Buy #5 (29 lessons)

In level 5 of the MIETB series, you'll learn how to do the write-up. In this step, you'll inevitably encounter some tough objections, such as "I'm not ready," and "That's too expensive!" Sam gives you a host of strategies designed to counter them. As well, by the end of the level, you'll know how to explain costs such as freight and setup to a customer in a way they will understand.



Make It Easy to Buy #6 (4 lessons)

The 6th MIETB level is all about maintaining contact with the customer. How do you close your interaction with the customer? How can you make sure to cement your relationship? Sam expresses the importance of following up and staying in touch so you can make sure your customers will come back and look for you and your service specifically.

Outbound Phone Call Series, Level 1 (8 lessons)

This series is designed for those positions in the dealership that generally fall into the sales department and are responsible for following up with customers on the phone. Level 1 begins with two popular calls--the birthday and the anniversary calls--and includes a fireside chat with José Juarez from Victory Solutions.

Outbound Phone Call Series, Level 2 (7 lessons)

The 2nd level of the Outbound Phone Call Series offers insights for following up with your customers. You'll learn how to make calls flow smoothly by using bullet points rather than scripts. Sam closes this level by exploring the most significant mistake people typically make on the phone and internet, which is not following a sales process.

Sales Manager, Level 1 (10 lessons)

The first level of the Sales Manager series introduces some management strategies and the contribution that your team's attitude will make to the overall environment at your dealership. You'll learn how vital it is to have an identity via the Legend Model lesson. When you and your team begin communicating that identity through stories and sincere engagement with your customers, you'll see higher margins and more repeat/referral business.

Sales Manager, Level 2 (10 lessons)

Level 2 of the Sales Managers training series covers behaviors that determine profitability. How do you respond to a customer who says your competition is cheaper? Sam explains why your profit depends on the value you place on your own service and how to increase that value by mandating the behaviors of your team. You'll see this in action with an example of the Pike Place Fish Market in Seattle, Washington, where customers pay premium prices for premium experiences. TOLI, or Theory of Lost Income, is a tool to show you how much income you miss out on by not providing these premium experiences. Finally, you'll learn how to build on your momentum as a salesperson.

Sales Manager, Level 3 (9 lessons)

The 3rd level of the Sales Managers training series outlines the sales process R.A.C.E., which stands for Relationship, Acquire, Commitment, and Entanglement. Those four steps will guide you through the entire process of engaging a customer. One important question to ask yourself throughout this level is: Are you a clerk or a salesperson? Sam outlines the difference, teaching you how to have smooth, person-centered conversations with your customers using another acronym, FORM. You'll be pleasantly surprised at how doing this will make your customers more comfortable with you, inspiring trust and ultimately leading to more sales.



Sales Manager, Level 4 (10 lessons)

Level 4 of the Sales Manager training series introduces Salesperson Group Exercises, a few fun training activities that will strengthen your team's sales skills. SGE's will help you learn how to identify conversation topics and more. You can also strengthen your team by helping them understand how to seek the change they wish to see in the dealership. Learn about the importance of the traffic log and the synergy between sales and marketing in this level as well.

Sales Manager, Level 5 (12 lessons)

The 5th level of the Sales Manager training series begins with a paradigm shift: take the customer on a dealership tour before the sale. As well, be sure when you hand a customer off to another department in your store, you do it on "the right side." You'll find out why these two things together will improve your customer's experience in your store. Throughout this level, Sam also takes you through the test ride process, the value of trading used bikes and going to auctions.

Sales Manager, Level 6 (11 lessons)

Level 6 of the Sales Manager training series delves deeper into the process of taking trade-ins with the Trade Tips series. It also breaks down the mechanics of the sales process with the Sales Process Mechanics series, a five-video group of lessons that dive into each step of the Sales Process. You'll learn about inventory control, greeting customers, presenting products, and more throughout this level.

Sales Manager, Level 7 (11 lessons)

Level 7 of the Sales Manager training series covers a variety of topics such as price negotiations, discounting practices, and closing strategies. In this level, you'll learn how a 10% discount is actually 40% less money and how you need to emphasize this to your team, to stop this harmful practice. Sam also walks you through keeping your team motivated by tracking their progress, knowing when to turn a deal down, and how to accessorize a product for the customer.

Sales Manager, Level 8 (7 lessons)

Level 8 of the Sales Manager training covers important documents and worksheets you'll need to operate efficiently in your dealership. Sam goes over the three separate versions of the write-up sheet first before showing you how you can adequately track the progress of your team using both the daily and annual salesperson scorecards. You can also track the status of your day-to-day operations within your sales department by using the Unit Sales Status Board and the Unit Sales Daily Control Spreadsheet. All of these documents will help you improve the performance of your team.

Sales Manager, Level 9 (8 lessons)

The 9th level of the Sales Manager training covers many of the forms offered on the website. Through this level, you'll learn how to use convenient forms like the Sales Delivery

Checklist, Employee Self-Evaluation, Ready-to-Ride, and more. Also included in this level is a follow-up script which will guide you through calling the customer back.

The Digital Sales Process (8 lessons)

This mini-series is designed to give you the tools necessary to help your dealership make more sales in a digital landscape. How do you capture, relate to, and follow up with your online customers?

The Psychology of Selling, Level 1 (14 lessons)

This is a multi-part course series, with an exploration of human psychology and how to use it to be the most effective salesperson you can be. You'll learn about brain chemistry, personality types, the types of salesperson you are, and most importantly, what your customers want and how to give it to them.

The Psychology of Selling, Level 2 (13 lessons)

Level 2 caps off the series by showing you how to identify the type of salesperson you are and how to become more effective.

Unit Salesperson/Fit Specialist, Level 1 (14 lessons)

This series will orient you to unit sales, the most fun and volatile department in the dealership. Level 1 kicks off with a brief introduction to a useful sales philosophy which centers your attitude and the energy you bring to your job. You'll also learn about what makes our industry unique and how to get the most out of it every day. Do you understand your customers? With Sam's explanation of what drives customers to your store, you will.

Unit Salesperson/Fit Specialist, Level 2 (15 lessons)

We begin the 2nd level of the Unit Salespeople/Fit Specialists training series by asking an important question: What do they truly want? Do they want product knowledge? Low Prices? Are those the things they really desire? No. People crave to belong; they want stories and human-to-human connection. If you can give them that, then you'll have customers for life. Sam discusses how the human connection is our real money maker and how we can use it to better our own experience as well as our customers'.

Unit Salesperson/Fit Specialist, Level 3 (14 lessons)

In level 3 of the Unit Salespeople/Fit Specialists training series, Sam covers the characteristics and common practices of our industry. How can you set yourself apart? What can you do differently than other salespeople? Sam explains if you focus on the "right side," or on the personal interactions, you will ultimately win more people over and make more sales. You can do this by making use of R.A.C.E. an acronym for Relationship, Acquire, Commitment, and Entanglement.

Unit Salesperson/Fit Specialist, Level 4 (14 lessons)

The 4th level of the Unit Salespeople/Fit Specialists training series breaks down the mechanics of the sales process and walks you through each one. Sam introduces another



acronym, F.O.R.M (Family, Occupation, Recreation, and Motivation) to help you remember how to execute the entire process smoothly. You'll also learn why discounting can run your store into the ground and how vital it is to track your progress as a salesperson.

Unit Salesperson/Fit Specialist, Level 5 (14 lessons)

Sam starts level 5 of the Unit Salesperson/Fit Specialists training series by introducing a paradigm shift: give the dealership tour at the beginning of the customer interaction to inspire the sale. He goes on to explain the best way to transition a customer between departments in your dealership. And this course set will also go thru how to handle trade-ins and used unit appraisals and have some fun and useful closing strategies.

Unit Salesperson/Fit Specialist, Level 6 (12 lessons)

The 6th level of the Unit Salespeople/Fit Specialists training series covers essential forms like the Delivery Checklist, the Ready-to-Ride, and the Motorcycle Orientation. We also talk about how important it is to anticipate problems that might arise for your customers and how to listen to them in a way to determine their needs. At the end of the day, if you've done all you can for them, you're likely to have made some customers for life. Sam closes the level with some advice from his late mentor, Ed Lemco.

Service Curriculum (23 course | 209 lessons)

Porter, Level 1 (9 lessons)

This course is designed for all porters or similar positions in a dealership. We kick off the training by examining the role your attitude plays in your career. Do you treat your current position as a job or a career? One of those will reward you exponentially more than the other. We also talk about the characteristics of a want-based industry and how to get the most out of it.

Porter, Level 2 (9 lessons)

The Porter Level 2 course begins with an introduction to some specific psychological concepts that will help you close more deals! You'll learn how to identify customer personality types and as a result how to communicate much more effectively with them. With an example of the Pike Place Fish Market Sam demonstrates how valuable it is to give the customer an amazing experience, every time.

Porter, Level 3 (9 lessons)

This course is all about building relationships with customers to create lifelong connections. You'll learn how to do this using the concepts of R.A.C.E. which stands for Relationship, Acquire, Commitment, and Entanglement. We break down each step of this sales process before diving into some service department-specific concerns like when to schedule the first service and how to transition the customer from one department to another.



Porter, Level 4 (7 lessons)

The 4th level of the Porter training series offers insight for tackling job-related challenges. Sam explains how maintaining your enthusiasm day in and day out is the biggest challenge you will face. You'll also learn how to actively listen to your customers so you can inspire trust and loyalty, creating life-long relationships and lucrative sale's deals.

Service Manager, Level 1 (10 lessons)

The first level of the Service Manager series introduces essential management strategies and concepts as well as the importance of attitude in this industry. As well, you'll learn what sets our industry apart from want-based industries and how you can better cater your business to our customers. Sam also gives valuable advice about managing your team!

Service Manager, Level 2 (8 lessons)

The 2nd level of the Service Managers series focuses on behaviors that will result in more sales if you implement a sales process. Sam details the importance of mandating your team's behavior so they give each customer an amazing experience. You'll also learn how to smoothly execute the sales process using a handy acronym, R.A.C.E., which stands for Relationship, Acquire, Commitment, and Entanglement. Importantly, Sam shows you how to close the process in a way that encourages the customer to come back.

Service Manager, Level 3 (8 lessons)

The 3rd level of the Service Managers series is about efficiently tackling issues that may arise in the service department. If you struggle with keeping customers happy, Sam has a solution for you: Get in Front of it! Anticipate challenges and you will encounter less stress and many more satisfied customers. Other vital topics in this level include holding your people accountable for their performance by tracking it, avoiding discounting strategies, and turning your inventory.

Service Manager, Level 4 (8 lessons)

Level 4 of the Service Managers series covers the mechanics of the service department. Should you be focused on quantity or quality? When should you schedule a customer's first service? Should it be called "Prepaid Maintenance" or "Priority Maintenance?" Sam has these answers and more in this level. Learn also how to use handy forms like the Service/Parts Authorization and the Used Unit Service Recommendation documents.

Service Manager, Level 5 (9 lessons)

The 5th level of the Service Managers series begins by covering some helpful forms like the Value Proposition and Multi-point Inspection forms. You'll also learn about the importance of giving customers a dealership tour before the sale, and how to carry out a warm hand-off on what Sam calls "the right side." Sam discussed the concept of "You are the Doctor" wherein he explains how you need to offer solutions and suggestions to your customer. Keep in mind how important it is to communicate with customers in a way that is never condescending. Sam also explores how you can get to the question behind the question with customers with a few mindful exchanges.



Service Menu Selling Mini Series (5 lessons)

Sam guides viewers through a handy, step-by-step system, designed to help staff remember one of the most effective techniques for increasing your CSI scores, margins, and cost per repair order. The course begins by laying the foundation of understanding for how a strategic repair order cycle can benefit your store and your team, and then moves through the details and application of the system that was developed by experts in the industry.

Service Writer/Advisor, Level 1 (12 lessons)

This series is designed for all service writers, advisors, or similar positions in a dealership. The first course begins by examining the role a great attitude plays in the success available to you in this industry. We cover the central philosophy of our training by asking an important question, "What do people want?" Sam explains why they actually came for you and how you can give them the human-to-human connection they are looking for and increase your profit margins significantly.

Service Writer/Advisor, Level 2 (10 lessons)

In level 2 of the Service Writers/Advisors training series, we explore specific behaviors which are shown to predicate more sales. We also introduce the sales process and basic psychological concepts that make this process work. You'll learn how to identify different personality types and their purchasing patterns, so you know how and what to emphasize to your customer.

Service Writer/Advisor, Level 3 (9 lessons)

The 3rd level of the Service Writers/Advisors training series examines the power of observation. Can you be like Sherlock Holmes? You'll also learn the steps of a sales process that when done correctly will lead to building lifelong relationships with your customers. Finally, Sam challenges you to consider the real cost of discounting in your store. It hurts your bottom line more than you might think!

Service Writer/Advisor, Level 4 (10 lessons)

Level 4 of the Service Writers/Advisors training series begins by explaining why you need to put more energy into opening the interaction with the customer. When you get it right by design, it will make the whole process smoother. We also explore the role of the service department relating to the sales department. Sam has some difficult-to-swallow advice, but it's quite valuable.

Service Writer/Advisor, Level 5 (10 lessons)

The 5th level of the Service Writers/Advisors training series covers things impacting the service department specifically. Sam goes over priority maintenance programs and when to schedule the first service for your buyers. You'll complete this level with a deeper understanding of how to give your customers what they're really looking for.



Technicians, Level 1 (10 lessons)

This series is designed for all technicians or similar positions in a dealership. We begin level 1 with a discussion of how important it is to have the right attitude every day. We also challenge you to think of yourself as a salesperson, with the idea that everything in life is selling. Sam talks about what people really want and how you can use that knowledge to increase your sales.

Technicians, Level 2 (9 lessons)

In level 2 of the Technicians training series, you'll learn how to identify different personality types. When you can identify and better understand your customer, you can more easily determine their purchasing behaviors. This is valuable knowledge in a want-based industry. Sam also explains why it's necessary to mandate behaviors, demonstrating this with fun story from the Pike Place Fish Market.

Technicians, Level 3 (9 lessons)

The 3rd level of the Technicians training series focuses on efficiency: in service, in customer interactions, and in finances. Sam goes over how you can handle problems before they arise and significantly reduce the amount of drama in your dealership. As well, in this level, you'll learn about why the practice of discounting actually harms your bottom line.

Technicians, Level 4 (6 lessons)

The 4th level of the Technicians training series will guide you through when to schedule the first service and how to implement a priority maintenance program for your customers. Sam has some advice in regard to keeping your enthusiasm up every day, which he says is the hardest part of your job. We close with some input from his late mentor Ed Lemco, about doing everything you can for your customers.

Warranty Administrator, Level 1 (11 lessons)

This series is designed for all warranty administrators or similar positions in a dealership. We kick off the course by reviewing your duties as a student and as an employee. You'll learn how merely getting your attitude right can make all the difference in both your career and your personal life. We will also explore the characteristics that make our industry unique and how to play successfully within this sector.

Warranty Administrator, Level 2 (10 lessons)

Throughout the 2nd level of the Warranty Administrators training series, Sam discusses the valuable reasons for mandating behaviors. He identifies specific practices that can routinely drive effective sales in your dealership. He enthusiastically demonstrates this by re-creating the fun and entertaining performance one gets while at the Pike Place Fish Market. A successful store will offer consistent and superior customer service, and this is easiest when their staff follows mandated behaviors.



Warranty Administrator, Level 3 (8 lessons)

In the 3rd level of the Warranty Administrators training series, Sam explains how merely anticipating problems before they arise will dramatically decrease the drama in your dealership. He goes over how being prepared will give you the ability to service your customers on a much greater level. You'll also learn about handling the challenging parts of your job like maintaining your showbiz personality day in and day out. Sam also teaches you how attitude and preparedness can be serious game changers when it comes to sales.

Warranty Administrator, Level 4 (7 lessons)

The 4th level of the Warranty Administrators training series introduces a total paradigm shift. Sam talks about giving the dealership tour at the beginning of your meeting with the customer rather than after the purchase. Sam explains why this is likely to result in more sales. You'll also learn about how detrimental discounting can be to your operation and why keeping track of your employees' progress can inspire them to achieve higher sales. Sam closes with some words of wisdom from his late mentor, Ed Lemco.