

The Sales Reset

A 4-week in-dealership performance program with Ben Sporn, using The B.S. Method

4 weeks

5 hours a week on site

20 hours in total

“I've made multiple enquiries, and you're the first person to contact me.”

Let me be blunt. Across the country, sales consultants are becoming scared of the phone. I visit dealerships weekly and call live leads, and that's what customers tell me. That is not a marketing problem. That is a sales problem. COVID made the industry soft. We got used to easy sales. Now the margin is tighter and process matters again. This program resets that.

WHAT I'LL TEACH

Calling at the right times

Setting closable appointments

Controlling the conversation

Not negotiating on the phone

Closing on the first visit

Time management

THE FOUR WEEKS

WEEK 1

The Phone Reset

- ✓ A proven, tested phone script
- ✓ Objection handling, live
- ✓ Booking the appointment properly
- ✓ Removing price negotiation from phone calls
- ✓ Selling the visit, not the vehicle

And I'll prove it. I'll call your live leads in front of the team and show them how it converts.

WEEKS 2 TO 3

Individual Accountability

- ✓ I work one-on-one with each consultant
- ✓ We go through their open leads
- ✓ I call. They call.
- ✓ We fix their tone, structure and control

I'm in the dealership half a day each week, and available to your team 24/7 throughout the program if they need backup. This is hands-on coaching.

WEEK 4

Process & System Lock-In

If you use Odin, I set up accountability, tracking and reporting properly. If you use another CRM, I build best-practice follow-up structures inside your existing system. Either way:

- ✓ Clear contact-attempt standards
- ✓ No leads left to slowly die
- ✓ More appointments that show
- ✓ First-visit closing discipline

This is not dependent on software. It's dependent on execution.

THE OUTCOME BY THE END OF WEEK 4

↑ Higher sign-up rates

↑ More confirmed appointments

↑ Less phone discounting

↑ Stronger first-visit closes

↑ Confident, not hesitant, consultants

↑ Better time management and organisation

WHAT YOU GET

- ✓ 5 hours on site each week inside your dealership
- ✓ Live sales training with your team
- ✓ Real call coaching using your actual leads
- ✓ Proven frameworks for inbound and outbound enquiries
- ✓ Appointment setting and follow-up systems that convert
- ✓ One-on-one coaching with each consultant
- ✓ Accountability and performance focus every session

HOW IT WORKS

- ✓ Weekly on-site sessions (5 hours)
- ✓ A mix of group training and individual coaching
- ✓ Live call sessions, demonstrated and guided in real time
- ✓ Immediate implementation, not theory

When I'm in your dealership, we will book appointments. We will build structure and processes. And if your team is willing to learn, sales will lift. Ben Sporn

Book a Sales Reset. Enquire for pricing.

1800 431 518

Mon to Fri, 9 am to 5 pm AWST

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Outcomes are what the program works towards, not guarantees. Works with any CRM, and pairs with AI Call Tracking.