



 Solo Performance LLC

# In-Store Sales Training That Drives Real Results

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# What Every Dealership Struggles With

*"Most dealerships believe they're training, yet over 70% of sales teams can't define their store's process step-by-step. That gap costs thousands every month."*

- Inconsistent or rushed sales training
- Managers too busy to train regularly
- High turnover from lack of onboarding structure
- New hires thrown straight to the floor without guidance



*"Most dealerships lose over \$250K annually due to inconsistent sales training and preventable turnover"*

# Introducing the Sales ProEdge™ Train-the-Trainer Guide

A complete 16-module system to train, coach, and develop your team in-house

- Consistency across all training
- Confidence in communication
- Control of the sales process from start to close



Consistency



Confidence



Control

# What's Inside the Sales ProEdge™ Train-the-Trainer Guide

- 16 structured sales modules
- Trainer notes, prep, and timelines
- Built-in role-plays and activities
- Quizzes and reflection sheets
- Certification support for your managers

## SALES PROEDGE™ COMPLETE TRAIN-THE-TRAINER SYSTEM

Elevate your sales team's performance with our industry-leading training modules designed to transform average performers into sales champions.

### PROGRAM OVERVIEW

**16 Training Modules | 160+ Learning Objectives | 80+ Action Steps**

#### **CORE MODULES (1-6)**

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These modules lay the foundation for what every sales trainer must teach clearly, consistently, and confidently.

#### **SKILL MODULES (7-11)**

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These are the tactical, hands-on modules that focus on what salespeople say, do, and execute during live customer interactions. They go beyond theory, they're about muscle memory, tone, timing, and technique. Every skill module should include demonstration, role-play, feedback, and real-world application.

#### **PERFORMANCE MODULES (12-16)**

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These modules move beyond core selling skills and focus on repeatable behaviors that drive appointments, increase follow-ups, and accelerate pipeline movement. They bridge the gap between knowing how to sell and consistently performing at a high level.

### WHAT'S INCLUDED

- Trainer Preparation Guides
- Structured Training Timelines
- Interactive Role-play Scenarios
- Measurable Action Steps
- Comprehensive Trainer Notes
- Clear Learning Objectives

# The Complete Framework for Sales Excellence

16 training modules covering every stage of the sales process, that empower dealership teams with practical skills and knowledge for success.

1. Professionalism
- 2. Meet & Greet**
3. Fact Finding
4. Vehicle Selection & Trade-In Discovery
5. Product Walk-Around
6. Test Drive Experience
7. Trial Close
8. Presenting the Numbers
9. Handling Objections
10. Closing the Deal
11. Delivery & Follow-Up
12. CRM Flow Mastery
13. Appointment Setting & Confirmation
14. Leasing 101
15. Social Media Prospecting
16. Hot Prospect Handling



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# A Look Inside the Meet & Greet Module

## Objective:

Build trust and connection in the first 60 seconds.

Learning Focus: Tone, posture, body language, and natural conversation flow.

Activity Example: Role-play with three participants, greeter, guest, observer.

“A great greeting isn’t just polite, it’s a strategic moment that starts the trust cycle.”

## TRAINER NOTE

### MODULE 2: GREETING CHECKLIST

#### 1. OBSERVE & APPROACH

- Smile and make eye contact before approaching
- Read body language, do they look in a rush or browsing?
- Ensure posture is open and non-threatening

#### 2. FRIENDLY INTRODUCTION

- Greet within 10 seconds of customer entering
- Use a script or variation:
- Use clear tone and natural pace
- Match their energy, calm if they seem nervous; upbeat if excited

#### 3. BUILD COMFORT

- Avoid interrogating, ask conversationally
- Mention you’re here to help, not pressure
- Offer a small, genuine compliment (“That’s a great jacket” or “You picked a great day to shop!”)

#### 4. PERMISSION TO ASSIST

- Ask: “Would you like me to walk with you or give you space to look around?”
- Be ready to support, but not hover

#### 5. TRANSITION TO FACT FINDING

- After rapport is built, smoothly move into discovery
- Say: “Just so I can best help, what type of vehicle are you interested in today?”

#### 6. RECORD & REFLECT

- Log notes in CRM or guest sheet after interaction
- Reflect: Did I greet with professionalism, warmth, and intent?

#### SCRIPTED VS. UNSCRIPTED GREETING APPROACHES:

Scripted Approach (Consistent, Brand-Aligned) delivers a polished, repeatable first impression. Great for new reps or structured showrooms.

##### Examples:

- “Welcome to [Dealership Name]! My name is [Rep Name]. Would either of you like a refreshment while you look around?”
- “Hi there! I’m [Rep Name], and I’m here to make this easy for you. What kind of vehicle are you exploring today to either test drive or just get more information about?”

#### UNSCRIPTED APPROACH: (NATURAL, PERSONALIZED)

Builds quick rapport based on guest vibe, works best for experienced reps confident in reading energy

##### Examples:

- “Hey folks, great weather for car shopping, huh? I’m [Rep Name], and happy to help when you’re ready.”
- “I saw you eyeing that truck, solid choice. Want me to open it up for you?”

**Greeting Checklist Best Practice:**  
Blend Both. Open with a brand-approved script, then personalize as conversation flows, focus on tone, authenticity, and guest comfort.

# Train. Coach. Measure. Repeat.

The Sales ProEdge™ Train the Trainer system follows a simple yet effective process: Train, Coach, Measure, Repeat.

This cycle ensures continued growth and improvement for all sales teams.

“This isn’t theory, it’s a repeatable process you can run every week.”

LEAD. PRACTICE. REFLECT. REPEAT.



# How Dealers Win with the Train-the-Trainer System

## Before Sales ProEdge™

- Managers lose hours repeating the same lessons week after week.
- New hires guess their way through the process.
- Training depends on whoever's available, not on a proven system.
- Turnover eats into recruiting ROI before month 2.

## After Sales ProEdge™

- A structured weekly rhythm reclaims management time.
- Consistency drives higher closing ratios and stronger gross.
- New hires ramp up in weeks, not months.
- Defined onboarding reduces turnover and boosts confidence.

*"When structure drives training, performance becomes predictable and profitability follows."*



# Results from Stores

- 35% increase in closing ratio after 60 days of training
- +\$380 average front-end gross per deal
- 60% faster time-to-first-sale for new hires
- 72% reduction in sales turnover within 90 days
- 10% increase in service-to-sales conversions
- Significant lift in CSI

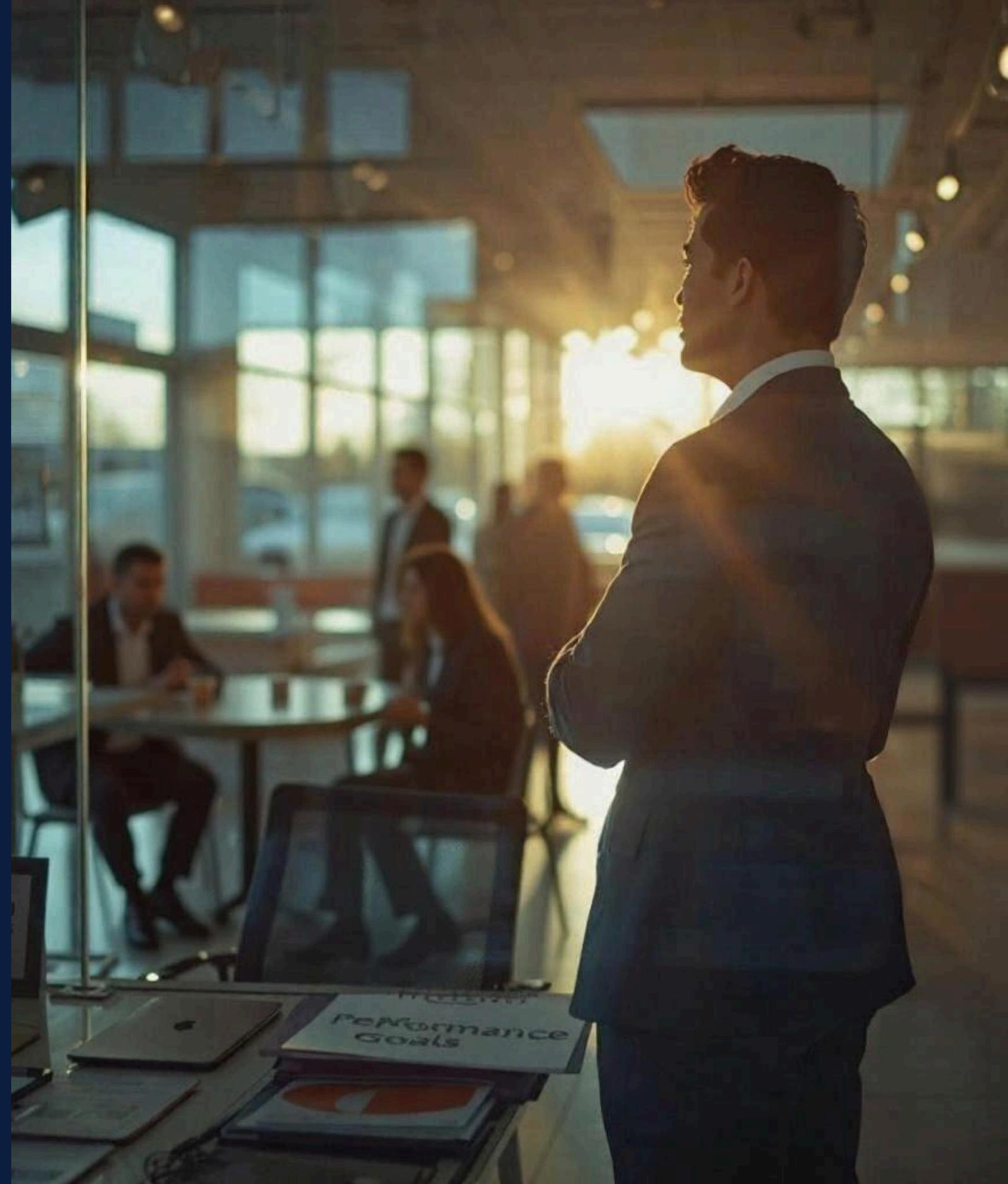


# Could Your Store Benefit from a Training System Like This?

Ask yourself the following:

- How consistent is your current sales process?
- Are you happy with your current training system?
- What's your first 90-day turnover rate?
- How often does your team role-play and practice?

*If you're not satisfied with the results, let's build a structure that lasts, measurable, consistent, and designed to bring rhythm and control back to your desk.*



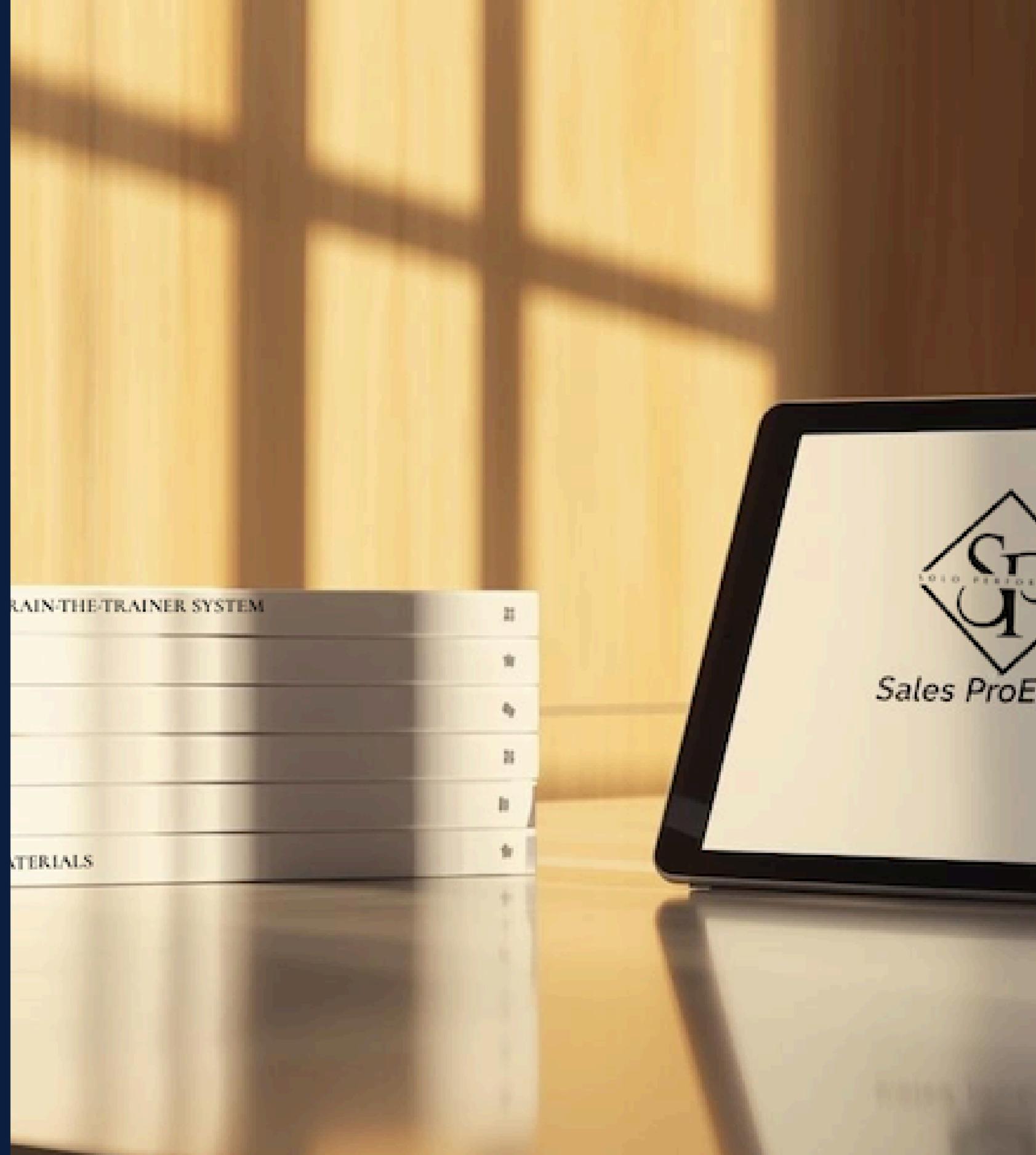
# License the Complete Sales ProEdge™ Train-the-Trainer Guide

## Includes:

- 16 facilitator modules
- Quizzes and reflection sheets
- Trainer certification materials
- Full in-store usage rights
- Onboarding event with Frederick

## Benefits:

- **Predictable Training Rhythm:** Weekly training runs itself, no micromanaging required.
- **Leadership Development Built-In:** Your best salespeople evolve into consistent, confident trainers.
- **Reduced Turnover:** When structure replaces chaos, retention and morale climb fast.
- **Higher Gross, Faster Ramps:** Trained teams close more, sooner, and stay longer.
- **Sustainable Growth:** Keep your process alive, even when people change.



# Partner with Solo Performance LLC



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# Thank You

Let's drive results together.

SOLO PERFORMANCE

Solo Performance LLC | Training that Drives  
Results

