

## **Design Plan for “Just Looking . . . and Still Looking” Course**

### **Rationale**

Today’s automotive buyers are knowledgeable and skeptical of sellers’ claims. Securing their trust is a challenge for sales consultants. A “business as usual” sales process will no longer succeed.

The “Just Looking . . . and Still Looking” course is an education program designed to help Toyota sales consultants increase their overall sales effectiveness by learning to build a professional, customer-focused sales presentation.

The content of the course is highly detailed, covering key elements of the sales process. Sales consultants will learn valuable techniques, covering everything from the initial customer greeting to making final comments as customers drive away in their new Toyota.

The skills participants learn are within the context of a highly customer-oriented sales process. In contrast with the more traditional linear sales process, it moves toward more flexible, customer-centric activities that are focused on the customer and their needs.

The course is designed to be conducted under the guidance of a facilitator with groups of sales consultants at a dealership. Each module of the course can be scheduled by itself or as part of a longer sales meeting.

The course is built around videos that show dramatized sales situations with sales consultants and customers, plus classroom discussion and analysis of the dramatizations, and, time permitting, practice of the skills learned.

Each module of the 8-part course is implemented in less than 90 minutes, with actual course time set at 50 minutes. The additional 40 minutes are for further discussions and classroom practice of the techniques that participants have learned. To allow participant interaction, the anticipated class size is 25 or fewer for each meeting.

A facilitator’s workbook, a participant’s workbook with handouts, and DVDs will be provided for each facilitator. A train-the-trainer session will be required for each facilitator before he or she will be certified to implement the course.

## **Target Population**

The population is sales consultants at Toyota dealerships. Participants will be selected by the dealership's sales management.

## **Course Description**

The course is structured and divided into 8 separate modules, the first 4 for the “Just Looking. . .” part of the course and the latter 4 for the “Still Looking” part. Each module focuses on a key component of the sales process. The 8 modules are:

1. Greeting & Needs Assessment
2. Vehicle Presentation & Demonstration Drive
3. Purchase Transaction
4. Delivery
5. Presenting Safety Features
6. Presenting Performance & Handling Features
7. Presenting Toyota Quality
8. Working with the E-Customer

Each module should be covered in a separate meeting that lasts at least 50 minutes. Instructional methodologies include:

- Showing DVD video dramatizations of key sales situations
- Discussions and analyses of the situations shown in the videos, and how they relate to the participants' own sales experiences
- Simulated sales situations with participants practicing what they have learned (time permitting)
- Short quizzes for participants to complete, with rewards and incentives for the top scorers

## **Objective**

Given handouts, DVDs, and class discussion, the “Just Looking . . . and Still Looking” participant should be able to identify, describe and demonstrate key elements of a customer-centric sales process.

## **Evaluation Strategy**

This course will use a level 2 evaluation strategy supported by facilitator observations.

The facilitator will observe the participants during the discussions and analyses and, time permitting, their performance when practicing what they have learned in simulated sales situations.

The quiz that the participants complete will provide the facilitator another method of evaluating their mastery of the subject matter.

It is anticipated that participants should be able to meet the course objective when evaluated with this strategy.

## **Participant Prerequisites**

Sales consultants participating in the course should have roughly the same level of experience and/or mastery of selling skills.

## **Facilitator Prerequisites**

The facilitator must have attended a train-the-trainer program given by the University of Toyota. Those unable to attend the train-the-trainer course may qualify as a facilitator by attending and serving as an assistant facilitator for a course presentation.

## **Deliverables**

Analysis report

Design plan

Draft facilitator's guide

Draft participant's workbook

Project evaluation