

TOM STUKER'S GUARANTEED PHONE SUCCESS

Learn the tried and true methods of Tom's one-of-a-kind interactive phone success platform.

Course: Mastering Outbound Calls

- CH. 1** Cold Calling and Avoiding The Phone
- CH. 2** Six Sources Of Business
- CH. 3** Words And Phrases
- CH. 4** Phone Fundamentals
- CH. 5** Ten Steps To Effective Calls
- CH. 6** Steps 4-6
- CH. 7** Steps 7-10
- CH. 8** How Often To Call And Practical Phone Smarts
- CH. 9** Leaving Effective Messages
- CH. 10** Getting Past Obstacles

Course: Bringing 'Em Back To Buy

- CH. 1** Why Dealerships Don't Sell More Be-Backs
- CH. 2** Follow-Up Fundamentals
- CH. 3** Effective Unsold Showroom Traffic Call Backs
- CH. 4** Understanding And Handling Objectives
- CH. 5** The P.R. Call And Last Sale

Course: How To Sell 20 Units A Month On Less Than 10 Quality Conversations A Day

- CH. 1** What Defines A Quality Conversation?
- CH. 2** Proactive Vs. Reactive
- CH. 3** Choosing To Be Successful
- CH. 4** Let's Do The Math!
- CH. 5** 20 Units A Month - Phase 1

Course: Mastering The Phone-Ups

- CH. 1** Phone Fundamentals
- CH. 2** Five Steps To Incoming Calls - Step 1
- CH. 3** Five Steps To Incoming Calls - Step 2
- CH. 4** Five Steps To Incoming Calls - Step 3
- CH. 5** Five Steps To Incoming Calls - Step 4
- CH. 6** Five Steps To Incoming Calls - Step 5
- CH. 7** Phone Do's and Don'ts
- CH. 8** The Price Shopper
- CH. 9** Common Objections
- CH. 10** Role Play Phone-Ups

Course: 20 Outbound Calls

- CH. 1** Introduction
- CH. 2** Calling The Referral
- CH. 3** Thank You For The Referral
- CH. 4** Three Day Follow-Up Call (After Delivery)
- CH. 5** Post CSI
- CH. 6** Friends And Acquaintances
- CH. 7** It's Been A While
- CH. 8** Orphan Ups
- CH. 9** Orphan Owners
- CH. 10** Birthdays / Anniversaries
- CH. 11** Appointment Confirmation
- CH. 12** Missed Appointment
- CH. 13** The Pre-Service Call
- CH. 14** The Post-Service Call
- CH. 15** For Sale By Owner
- CH. 16** Incidental Contact
- CH. 17** Calling The Wrong Number
- CH. 18** Zero Flip / Equity Call
- CH. 19** Event Follow-Up
- CH. 20** Financially Challenged
- CH. 21** Warranty Expiration
- CH. 22** Conclusion

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TOM STUKER'S GUARANTEED SALES SUCCESS

Learn the tried and true methods of Tom's one-of-a-kind interactive sales success platform.

Course: Power Prospecting

- CH. 1** Steps one through five
- CH. 2** Steps six through eight
- CH. 3** Steps nine through sixteen
- CH. 4** Steps seventeen through twenty two
- CH. 5** Steps twenty three through twenty seven
- CH. 6** Steps twenty eight through thirty three
- CH. 7** Steps thirty four through forty
- CH. 8** Steps forty one through fifty
- CH. 9** Steps fifty one through fifty six
- CH. 10** Steps fifty seven through sixty

Course: Total Opportunity Management For "Sales Associates"

- CH. 1** Inside The Book
- CH. 2** Daily Opportunity Management
- CH. 3** Setting Realistic Sales Objectives

TOM STUKER'S GUARANTEED MANAGEMENT SUCCESS

Learn the tried and true methods of Tom's one-of-a-kind interactive management success platform.

Course: How To Increase Business 25% Without Spending A Dime

- CH. 1** Three Ways to 25%
- CH. 2** Seven Ways To Improve Closing Ratio
- CH. 3** Sales Management Report Cards
- CH. 4** Cold Hard Steps For Managers
- CH. 5** Psychology Of Sales People
- CH. 6** Management Checklist
- CH. 7** Accountable Job Description
- CH. 8** Compensation
- CH. 9** Sales Contest

Course: Total Opportunity Management For Managers

- CH. 1** Expect What You Inspect
- CH. 2** One-On-One And Daily Objectives

Course: Maximizing Your Sub-Prime Market

- CH. 1** Part 1
- CH. 2** Part 2
- CH. 3** Part 3
- CH. 4** Part 4

Course: Building A Winning Sales Team

- CH. 1** What Causes Turnover
- CH. 2** How To Reduce Turnover
- CH. 3** Attractive Ads And Market Driven Hiring
- CH. 4** Productive Interviews
- CH. 5** Hiring Checklist
- CH. 6** Orientation Process
- CH. 7** Your Training Agenda
- CH. 8** Maximizing Results

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