

NEW SALESPERSON ONBOARDING FIRST 30 DAYS

TRAINING AND COACHING TECHNIQUE. T.S.L.O.P (TELL THEM WITH A CHECKLIST/SHOW THEM WITH THE CHECKLIST/LET THEM TRY WITH THE CHECKLIST/OBSERVE/PRAISE AND REDIRECT.

NAME	MANAGER NAME	DATE
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WEEK 1: INTRODUCTION TO COMPANY AND CULTURE

DAY 1-2: ORIENTATION	COMPLETED BY	DATE
Welcome and introduction to the company.		
Overview of company history, mission, and values.		
Tour of the dealership facilities.		
Meet-and-greet with team members.		
DAY 3-5: PRODUCT KNOWLEDGE		
In-depth training on the car models sold at the dealership.		
Hands-on experience with the vehicles. Yard change etc.		
Understanding key features, specifications, and pricing.		
Role-play scenarios for demonstrating product knowledge.		
Meet and greet customers.		

WEEK 2: SALES TECHNIQUES

DAY 6-7: SALES PROCESS OVERVIEW	COMPLETED BY	DATE
Introduction to the sales process from greeting to closing.		
Role play the process. Test drive route.		
Customer relationship management software training.		
Setting sales goals and expectations.		
Some customer interaction.		
DAY 8-10: SALES SKILLS		
Effective communication and active listening.		
Building rapport with customers.		
Handling objections and negotiations.		
Role-playing sales scenarios.		
Test drive with customers.		

WEEK 3: COMPLIANCE AND PROCEDURES

DAY 11-13: LEGAL AND COMPLIANCE	COMPLETED BY	DATE
Overview of industry regulations and legal requirements.		
Ethics in sales and customer interactions.		
Compliance with dealership policies.		
Understanding financing and documentation.		
Selling to customers.		

DAY 14-16: CRM AND SALES TOOLS		
Training on CRM software and other sales tools.		
Prospecting techniques and lead management.		
Using technology for sales presentations.		
Finance applications.		
Selling to customers.		
WEEK 4: PRACTICAL TRAINING AND ONGOING SUPPORT		
DAY 17-20: PRACTICAL EXPERIENCE		
Shadowing experienced salespeople.		
Assisting with real customer interactions.		
Handling test drives and presentations.		
Working with customers start to finish.		
DAY 21-23: ROLE-PLAYING AND SCENARIOS		
Advanced role-playing exercises.		
Handling difficult customers or situations.		
Feedback and improvement sessions.		
Follow up techniques.		
DAY 24-27: SALES METRICS AND CLOSING TECHNIQUES		
Understanding key performance indicators (KPIs).		
Closing techniques and strategies.		
Sales strategy development.		
Completing the whole sales process.		
DAY 28-30: EVALUATION AND GRADUATION		
Final assessment of product knowledge and sales skills.		
Graduation ceremony and presentation of certificates.		

REVIEW OF THE ONBOARDING PROGRAM AND FEEDBACK COLLECTION.

Throughout the 30-day program, it's essential to assign mentors or coaches to new salespeople for ongoing support and guidance. Additionally, continuous learning and development should be encouraged, as the automotive industry is constantly evolving.

After the initial 30 days, consider implementing ongoing training and professional development opportunities to help salespeople stay updated with industry trends and maintain their skills. This can include regular sales meetings, workshops, and access to online resources.

FEEDBACK FROM SALESPERSON