

Playbook for Success

1200 Nesuda Rd.
Ennis, TX 75119
214-454-2035

www.PlaybookForSuccess.com

Dealer: _____

DATE: _____

REP: _____

This Agreement is entered into and between **Playbook for Success** (hereinafter referred to as "**Playbook**"), and above mentioned Dealership _____ ✓ (hereinafter referred to as "Client") **Playbook** is engaged in the business of providing consulting and related services to dealers of automobiles, trucks and other motor vehicles throughout the United States with respect to marketing, sales recruitment, sales training, management, advertising and operations. **Playbook for Success** has developed certain professional methods successfully producing sales recruitment, sales and management training, and sales promotions. This "method" is confidential and is protected.

1. AGREEMENT TO RETAIN: The Client desires to engage **Playbook** to provide such services on the terms and conditions hereinafter set forth, further, client hereby retains **Playbook** to perform the services set forth herein.

2. SERVICES TO BE PROVIDED: Playbook will provide the following service for the client:

- A. Services to include, but are not limited to, Hiring for Sales and Management, Building Natural Traffic, New Traffic Sources for Sales, Management Participation, Processes and Procedures, Urgency in Deals, Enhanced Closing Techniques for Sales, Pro Closing Techniques for Management, Consistency, and Motivation.
- B. Establish events for your dealership that will generate traffic, create urgency and produce new and used car sales more organically. Create a high impact process with a customized playbook for success as your guide to the sales process to fall in line with your established process and producers.
- C. We will lead by example in the training of Client's sales personnel and sales management teams in the structure and techniques of managing, sales training, closing techniques, management training including advertising and the design of deals during the process of this consulting agreement. We will coordinate every aspect of the training with salesman and managers including preparation and post-training follow up. We will work hand and hand with Clients personnel; closing deals to increase volume and gross.
- D. Create a schedule for training teaching our proven method below;

We will help salespeople build a business within your business;

Pick what classes you think your staff will benefit from the most. If you choose all classes this will take 5 weeks. We do not teach on Saturdays as we are on the floor helping structure and close deals with all salespeople.

- | | | |
|---|---|---|
| 1 <input type="checkbox"/> POWER Steps to Success | 8 <input type="checkbox"/> Work for Referrals | 15 <input type="checkbox"/> Fly with Flyers |
| 2 <input type="checkbox"/> Phone Up Skills | 9 <input type="checkbox"/> WALKAROUND Role-Play Scenarios | 16 <input type="checkbox"/> Using Social Media Successfully |
| 3 <input type="checkbox"/> Extreme Prospecting | 10 <input type="checkbox"/> The Vehicle Exchange Program | 17 <input type="checkbox"/> Craigslist and 5Miles |
| 4 <input type="checkbox"/> Better CSI | 11 <input type="checkbox"/> Appointment Setting Pro/Advance | 18 <input type="checkbox"/> New Car Delivery |
| 5 <input type="checkbox"/> Previous Customers | 12 <input type="checkbox"/> Service in to sales | 19 <input type="checkbox"/> Art of the Bump |
| 6 <input type="checkbox"/> Cell Phone Etiquette | 13 <input type="checkbox"/> Follow up | 20 <input type="checkbox"/> T.O. to Finance |
| 7 <input type="checkbox"/> Working Internet Leads | 14 <input type="checkbox"/> After Market Sales | 21 <input type="checkbox"/> Overcome objections |

Power Playbook for Managers – Advanced Pro Coaching and Training

- | | | |
|---|--|---|
| 22 <input type="checkbox"/> Holding Internet Gross | 28 <input type="checkbox"/> Leadership Training | 34 <input type="checkbox"/> For Closers Only! |
| 23 <input type="checkbox"/> Working with New Hires | 29 <input type="checkbox"/> Retail to Lease | 35 <input type="checkbox"/> Coaching Up |
| 24 <input type="checkbox"/> Team Building | 30 <input type="checkbox"/> Applying Team Standards | 36 <input type="checkbox"/> Desking from The Top |
| 25 <input type="checkbox"/> Word Track Master | 31 <input type="checkbox"/> When to Take Over a Deal | 37 <input type="checkbox"/> Bump Masters |
| 26 <input type="checkbox"/> Being Black and White | 32 <input type="checkbox"/> No Problem Attitudes | 38 <input type="checkbox"/> Power Listening/Observing |
| 27 <input type="checkbox"/> Advertising / Marketing | 33 <input type="checkbox"/> Power Branding | 39 <input type="checkbox"/> All Classes |

Each class is 30 Minutes unless otherwise noted.

Extras Included

- | | | |
|---|--|--|
| 40 <input checked="" type="checkbox"/> 50 - 100 Copies of custom Playbook | 42 <input checked="" type="checkbox"/> Posters for Sales Department | 44 <input checked="" type="checkbox"/> Flyers for Sales Department |
| 41 <input checked="" type="checkbox"/> Posters for Service Department Sales | 43 <input checked="" type="checkbox"/> Flyers for Service Department | 45 <input checked="" type="checkbox"/> Sell Cars, Have Fun, and Make Money Posters |

46 **NFL Legend Drew Pearson**

Drew Pearson LIVE at your business. Drew will wrap up the training event with a motivational talk that ties everything we teach together. Persistence. Perseverance. Survival. Drew Pearson has achieved greatness on and off the football field. As one of the NFL's greatest wide receivers "Mr. Clutch" he is best known for one of the most famous plays in NFL history, the "Hail Mary" reception. He was also featured on the cover of INC. 500 for leading one of the Top business of the year in 1996.

You'll enjoy the playbook series even if you're not a Cowboys fan. Please allow two – three week notice for Drew Pearson Appearance.

47 **Led by Car Pros** "Getting to work with and know Drew Pearson and Roger Staubach made me realize there was a lot missing in sales training. I took the best the Dallas Cowboys had to offer from the 70's to the 90's and mixed it with old school selling philosophy with new age technology for what you will experience to be the greatest sales and management training on the planet. It's a design for success that really works!" – Tom Stokes, Professional Sales and Founder of Playbook for Success.

E. TERM OF AGREEMENT: The term of this agreement will be for the Playbook Training commencing on _____ to _____ with Drew Pearson to speak on: _____.

1. One Week of Training: Course # : _____
2. Two Weeks of Training: Course #: _____
3. Three Weeks of Training: Course #: _____
4. Four Weeks of Training: Course #: _____

F. Training and recruitment is produced at your business unless otherwise noted. You have exclusive rights to our recruitment platform www.ProAutoJobs.com

G. Exclusivity Guaranteed! We will not produce this program within a radius of:

H. How man sales people do you need us to hire and train: _____

I. Is there an existing welcome to our dealership book: _____

J. CONSIDERATION: As consideration for the services set forth in above outline the Client agrees to pay consulting fee of: _____.

S/ _____ S/ _____

Date: _____

NOTES: