



CO-PRESENTED TRAINING



AUTOMOTIVE SALES & BDC TRAINING • LAKE MARY, FL

BOOT CAMP

DISCIPLINE NEVER GOES OUT OF STYLE.
OURS JUST GOT SMARTER.

Three days in the room — and ninety days of follow-through. We reset dealership discipline and rebuild the fundamentals for how buyers actually shop now. **Live drills, real role-play, and tools your team runs the moment they're back on the floor.** Then a post-camp re-shop, a brush-up webinar, and check-ins on your plan. Not a one-and-done seminar.

DATES

SEPT 21–23 2026

LOCATION

LAKE MARY, FL

FORMAT

3-DAY CAMP • 90-DAY PROGRAM

01 — THE BRIEF

A 3-DAY BOOT CAMP. BUILT FOR DEALERS.

From sales to BDC to leadership, Boot Camp rebuilds the fundamentals that stopped getting done — pointed at how buyers actually shop now. No death-by-PowerPoint. Live drills, real calls, scored in the room.

01

YOUR STORE, SHOPPED

Before camp we contact your store the way real buyers do — inbound phone and internet lead. We time the response, score the first reply, and play it back on day one.

02

DISC ON EVERYONE

Every attendee completes a behavioral profile before arrival. Day one we read the results — and how to spot a buyer's style in the first 30 seconds. Coaching that lands per person, not a generic class.

03

LIVE PHONE-UP DRILLS

Not role-play with the person next to you. We run real calls and score them in the room — tone, control, and the hand-off — so reps feel the difference before they're back on the floor.

04

TOOLS YOU KEEP

Scripts, scorecards, AI prompts, and outbound starters — built for the floor, not the binder. Everything is plug-and-play the moment your team walks back in Monday morning.

05

A MANAGED 90-DAY PLAN

Tied to specific people and behaviors — then we stay on it. Check-in calls, a brush-up webinar, and a re-shop keep the plan moving long after you leave the room.

06

THE BOOT CAMP PLAYBOOK

Every drill, framework, and script from the three days in one reference — printed and digital — so anyone you didn't bring can still run the plays.

02 — WHO IT'S FOR

BUILT FOR EVERY SEAT IN THE STORE.

Onboarding for new hires, train-the-trainer for managers, and a practical reset for everyone working a lead. Here's what each role walks in for.

SEAT

YOU MIGHT BE

WHY BOOT CAMP MATTERS

NEW HIRES

New people thrown onto the floor to pick up whatever habits are already there — good and bad — for months before any real training.

Send them here first; it counts as onboarding. They start with the fundamentals and the digital skills built in from day one, instead of unlearning bad habits later.

OWNERS & GENERAL MANAGERS

Paying every month for tools the team barely uses — AI and automation no one set up right, a digital-retail platform that doesn't convert, and processes that went stale a year ago.

We make the tools you already pay for finally work — tuning your AI, automation, and digital retail to your people, and rebuilding the process around them.

GSMS & BDC DIRECTORS

The only one who can train, coach, and hold the standard — with never enough hours to cover every new hire and every shift.

This is train-the-trainer. You leave with a 30-60-90 onboarding checklist and a coaching-and-accountability playbook, so you can train the next hire without us in the room.

SALES CONSULTANTS

Strong face-to-face, but losing deals before the customer ever walks in — and tired of "training" that never leaves the slide deck.

Word tracks you can say out loud, belly-to-belly drills on the floor, and road-to-the-sale moves that actually move a deal — not theory.

BDC REPS

Working leads that never convert because the first response was too slow, too generic, or never went out at all.

You own the two moments that decide whether a lead reaches the showroom — the digital touch and the phone call. Boot Camp sharpens both.

BRING THE WHOLE TEAM, or send the people you want sharpened first — every seat leaves with a written plan.

03 — THE AGENDA

THE THREE-DAY AGENDA.

Mornings build the skill. Afternoons run it live. Here's what your team works through.

DAY 1

BEFORE THE PHONE RINGS

Foundation, digital storefront, and the first 30 seconds.

- Industry reality check — **where sales is heading** and where AI actually fits
- Your **DISC profile** + reading a buyer's style in seconds
- Website storefront: what the **first 8 seconds** tell a buyer
- AI, customer data & routing — set up around what actually converts
- **Phone ups:** the first 30 seconds that win or lose the deal
- **Mystery shop review** — we play your own audio, then fix it

DAY 2

WHEN THE LEAD LANDS

Speed, answer quality, objections, and revenue.

- **Speed-to-lead:** how fast you really answer, and the cost of the gap
- AI-assisted replies that **read like a person**, not a bot
- The **5 objections** every store hears — and how to handle them
- **Mastering the TO** — turning a "no" over to a manager who saves it
- Outbound campaigns that **book appointments**, not interrupt people
- Follow-up that follows through — text, email, and phone

DAY 3

KEEP IT FROM BREAKING

Manager moves, the right numbers, the plan.

- **Mystery shop deep dive:** root cause, then the Monday fix
- **Online-to-showroom:** the digital handshake — one deal, one process
- **Process mapping:** swim lanes so no lead slips the cracks
- Coaching by DISC — plus hiring, team mix & conflict
- **KPIs that matter** + the daily accountability rhythm
- Your **90-day plan** — written and assigned before you leave

04 — THE 90-DAY ARC

A 3-DAY CAMP. A 90-DAY PROGRAM.

The room is where it starts, not where it ends. We baseline you before, train you in the room, then stay on it for 90 days.

DAY 0
BEFORE



BASELINE

WE SHOP & AUDIT YOUR STORE

Engagement Intelligence mystery shop plus your website and advertising-compliance audit. Your starting line, on the record.

DAYS 1-3
IN THE ROOM



BOOT CAMP

THREE DAYS OF LIVE TRAINING

Drills, DISC, objections, the TO, process mapping — and your 90-day action plan written and assigned before you leave.

DAY 30
AFTER



CHECK-IN CALL

WE GET ON YOUR ACTION PLAN

What's executing, what's stuck, what to adjust — so the plan moves instead of sitting in a binder.

DAY 60
AFTER



BRUSH-UP WEBINAR

A LIVE REFRESHER

Reinforce the wins, re-drill the soft spots, and sharpen what the numbers are showing.

DAY 90
AFTER



RE-SHOP

WE MEASURE THE LIFT

We mystery-shop your store again and compare it to Day 0 — proof of what changed, in the same report.

THREE DAYS IN THE ROOM. NINETY DAYS OF FOLLOW-THROUGH.

05 — BEFORE YOU ARRIVE

BEFORE YOU ARRIVE, WE GET TO WORK.

Nothing for your team to prep. We shop and audit your store first, then hand you two reports on day one.

01

Before Camp

ENGAGEMENT INTELLIGENCE MYSTERY SHOP

We contact your store the way real buyers do — phone, web, text, and email, into your CRM. We score speed-to-lead, first-reply quality, your 14-day follow-up, and the technical setup most stores never check: caller-ID and spam flags, text-enablement, form deliverability. It becomes your Engagement Intelligence Report.

PHONE · WEB · TEXT ·
EMAIL · CRM

SPEED-TO-LEAD & FIRST
REPLY

14-DAY FOLLOW-UP
EXECUTION

CALLER-ID, SPAM FLAG
& TEXT-ENABLE

FORM & LEAD
DELIVERABILITY

02

Before Camp

WEBSITE & ADVERTISING-COMPLIANCE AUDIT

A 10-point advertising-compliance audit — inventory display, pricing and fee transparency, add-ons, and BDC verification — plus your website and online listings. You see where you're leaking conversions and where you're exposed on the practices regulators are citing, before it costs you.

10-POINT ADVERTISING
AUDIT

PRICING & MANDATORY-
FEE DISPLAY

INVENTORY & VIN
ACCURACY

WEBSITE & FORM UX

GOOGLE / OEM LISTING
CONSISTENCY

06 — THE TOOLKIT

WHAT YOU WALK OUT WITH.

Specific tools, plans, and scorecards — not a binder of theory.

A WRITTEN PLAN

YOUR 90-DAY ACTION PLAN

Tied to specific people and specific behaviors. Names, dates, and how each item gets measured — and we check in at 30, 60, and 90 to keep it moving.

ENGAGEMENT INTELLIGENCE

YOUR ENGAGEMENT INTELLIGENCE REPORT

The full mystery shop — your phone and internet-lead performance scored against benchmarks, the actual call audio and email replies, and your gaps ranked by priority. Yours to keep and coach from all year.

DRILLS YOU CAN RUN

PHONE-UP & OBJECTION PLAYBOOK

The first 30 seconds, the top five objections, and the hand-off. Day-of scripts your team runs Monday morning, with the rebuttals already mapped.

TEAM INSIGHT

DISC PROFILE + COACHING CARDS

Your individual report plus a coach-by-style cheat card for every personality on your team — what motivates them, how to correct them, where they need backup.

TOOLS THAT RUN YOUR FLOOR

THE OPERATOR'S TOOLKIT

A Sales Goal Calculator, BDM & BDR daily checklists, ready-to-run follow-up sequences, KPI scorecards, and AI prompts — concrete tools your team uses Monday, not theory.

THE REFERENCE

THE BOOT CAMP PLAYBOOK

Every script, framework, and communication from the three days in one printed and digital reference — so anyone you didn't bring can still run the plays.

07 — YOUR INSTRUCTOR



SERVICE RECORD

- U.S. Army Ranger
- Former dealership GM
- 10+ years coaching dealer floors
- Runs Pinnacle Boot Camp

MATT LOWERY

PRESIDENT OF OPERATIONS · PINNACLE DEALER SERVICES

Matt came out of the Army as a U.S. Ranger and took the first job that paid more than his service had — selling cars at a local store. He was good at it. He moved up fast. By the time he was running a store as GM, he'd fallen in love with every corner of the business.

He runs Boot Camp because he believes the gap between an average store and a great one is never the market — it's a handful of behaviors, executed every day, by people who've been coached on how. That's what these three days deliver.

"

The fundamentals didn't stop working. People stopped doing them. Boot Camp is where you remember how — and where you find out which two or three new ones to add.

— MATT LOWERY

08 — FIELD REPORTS

DON'T TAKE OUR WORD FOR IT.

"

Matt kept the energy high and made it practical. It wasn't theory or fluff — it was live drills, real role play, and tools I took straight back to my store. Easily the most valuable three days of training I've been part of.

— SALES MANAGER, MIDWEST DEALER GROUP

"

I've been through plenty of workshops that felt like death by PowerPoint. This was the complete opposite — interactive, hands-on, and tailored to the real challenges we face every day. Night and day difference.

— BDC DIRECTOR, SOUTHEAST AUTO GROUP

"

The DISC piece was my favorite part. It helped me understand my own style and how to coach my team. I left with new ways to communicate, motivate, and actually get results.

— SALES CONSULTANT, NORTHEAST DEALER

"

Matt broke down the fundamentals in a way that made them feel fresh again. The focus on AI and smarter practices showed us exactly how to evolve without losing what already works.

— GM, EAST COAST DEALER

09 — DEPLOY

RESERVE YOUR SEAT.

A 90-day plan that makes Monday different. Same content, same toolkit, same plan — either price.

CURRENT CLIENT

\$1,995

PER ATTENDEE

Everything below is in the seat.

NON-CLIENT

\$2,495

PER ATTENDEE

Same content, same toolkit, same plan — start to finish.

WHEN

Sept 21–23, 2026
Arrive the night before

WHERE

Lake Mary, FL
Venue on registration

AIRPORT

Orlando Sanford (SFB)
or Orlando Intl (MCO)

HOTEL

Discounted room block
Details on registration

WHAT YOUR SEAT COVERS

- | | |
|--|---|
| ✓ 3 days of live, hands-on training | ✓ Pre-camp Engagement Intelligence mystery shop |
| ✓ Website & advertising-compliance audit (2 reports) | ✓ In-session DISC assessment + coaching cards |
| ✓ All training materials & daily lunches | ✓ The full toolkit + your 90-day action plan |
| ✓ 30 / 60 / 90-day check-in calls on your plan | ✓ Post-camp re-shop + brush-up webinar |

**HOLD A SEAT — OR
BOOK A CUSTOM
ON-SITE.**

CALL

(704) 471-4634

REGISTER ONLINE

go.pinnaclesalesandmail.com/training