



ALPHA

SALES SYSTEM

ANTHONY MAZZONE

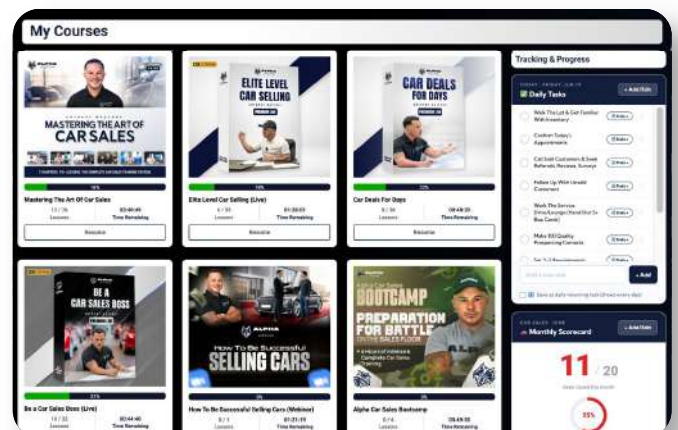
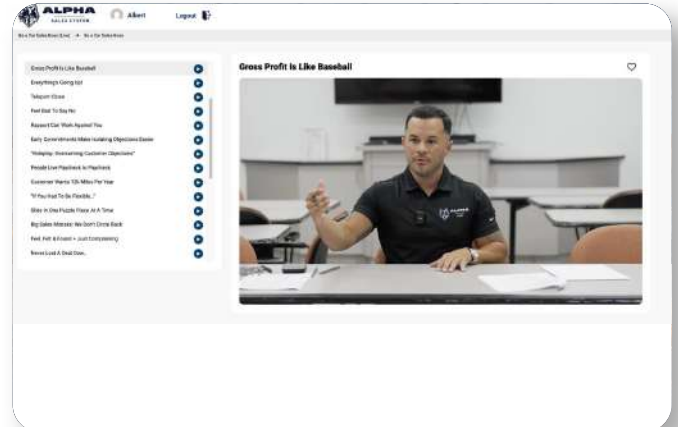


ALPHA SALES SYSTEM

Complete Training & Performance
Platform for Car Sales Professionals

LEVEL UP YOUR SALES TEAM

- 10+ Courses / 500+ Videos
- Performance Tracking Tools
- Virtual Training Games
- Monthly Live Coaching



WHAT YOU GET

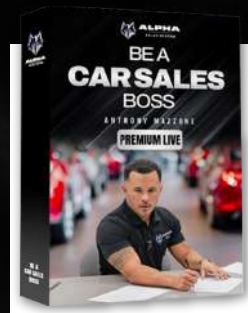
10+ Sales Courses & 500+ Training Videos	01
15+ Sales Tools & Resources	02
12+ Full-Length Webinars & New Lessons	03
Daily Tasks & Car Sales Tracker	04
Sales Leaderboard	05
Income Tracker	06
Interactive Proposal Training	07
Objection Handling Flashcards	08
Private Community Forum	09
Daily SMS & Email Training Reminders	10
Personal Progress Tracking	11
Budget, Fuel & Car Comparison Tools	12
Course Completion Certificates	13

COURSES INCLUDED:



Mastering The Art Of Car Sales

(4K Studio)
(76 lessons)



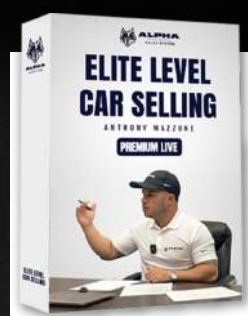
Be A Car Sales Boss

(Premium Live)
(32 lessons)



Next Level Car Sales

(Live)
(38 lessons)



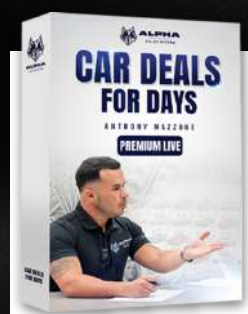
Elite Level Car Selling

(Premium Live)
(35 lessons)



Sell Cars Like Candy Bars

(Live)
(38 lessons)



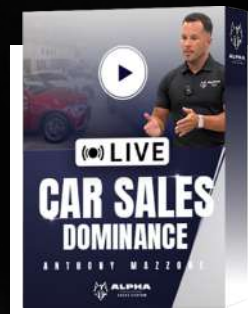
Car Deals For Days

(Premium Live)
(36 lessons)



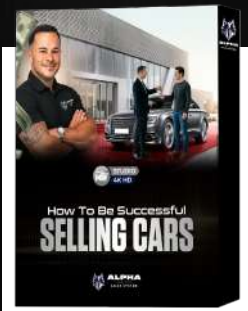
21st Century Car Sales

(Live)
(36 lessons)



Car Sales Dominance

(Live)
(58 lessons)



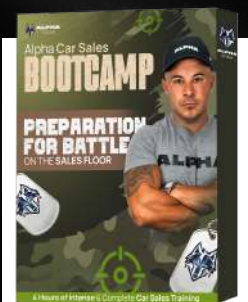
How To Be Successful Selling Cars

(Webinar)



Live Webinars

(Live)
(12 lessons)



Alpha Car Sales Bootcamp

(Live Seminar)



Killer Closers

(4K Studio)
(Coming Soon)



INSIDE THE COURSES



Learn The Sales Process



Sales Techniques



Word Tracks & Rebuttals



Customer Psychology



Mindset & Performance



**High-Level Systems
& Processes**

LIVE MONTHLY COACHING

- 1 full Zoom session every month
- You can bring objections, struggles, deal-specific issues
- Live Q&A with Anthony
- Objection Roleplaying
- New training material each month

WEBINAR LIBRARY

- 12 full-length training webinars already available
- New webinars added monthly



DAILY TASKS

Start every day with a plan. Stay organized with pre-loaded daily tasks designed to keep you focused, productive, and accountable.

DAILY CHECKLIST

Daily Tasks

Tue, Jun 30

Today's Progress 0 / 10

☐

Walk The Lot & Get Familiar With Inventory

Daily x

☐

Confirm Today's Appointments

Daily x

☐

Call Sold Customers & Seek Referrals, Reviews, Surveys

Daily x

☐

Follow Up With Unsold Customers

Daily x

☐

Work The Service Drive/Lounge (Hand Out 5+ Bizz Cards)

Daily x

☐

Make 100 Quality Prospecting Contacts

Daily x

☐

Set 2-3 Appointments

Daily x

☐

Train In Alpha Sales System

Daily x

☐

...

Daily x

+ Add

☐

Save as daily recurring task (shows every day)

CAR SALES TRACKER

Measure what matters. Track monthly sales, goals, and performance to stay motivated and improve results.

CAR SALES TRACKER

June 2026

Monthly Scorecard

11 / 15

DEALS CLOSED / MONTHLY GOAL

PROGRESS TO QUOTA

73% OF GOAL

11 ahead of pace

Tracker

Year to Date

History (11)

Editing month: June 2026

Current month

MONTHLY UNIT GOAL

Goal for June 2026

15

units / month

DEALS CLOSED

-

11

+

DEALS CLOSED

Or enter directly:

11

4

STILL NEEDED

11 work days

DAYS LEFT

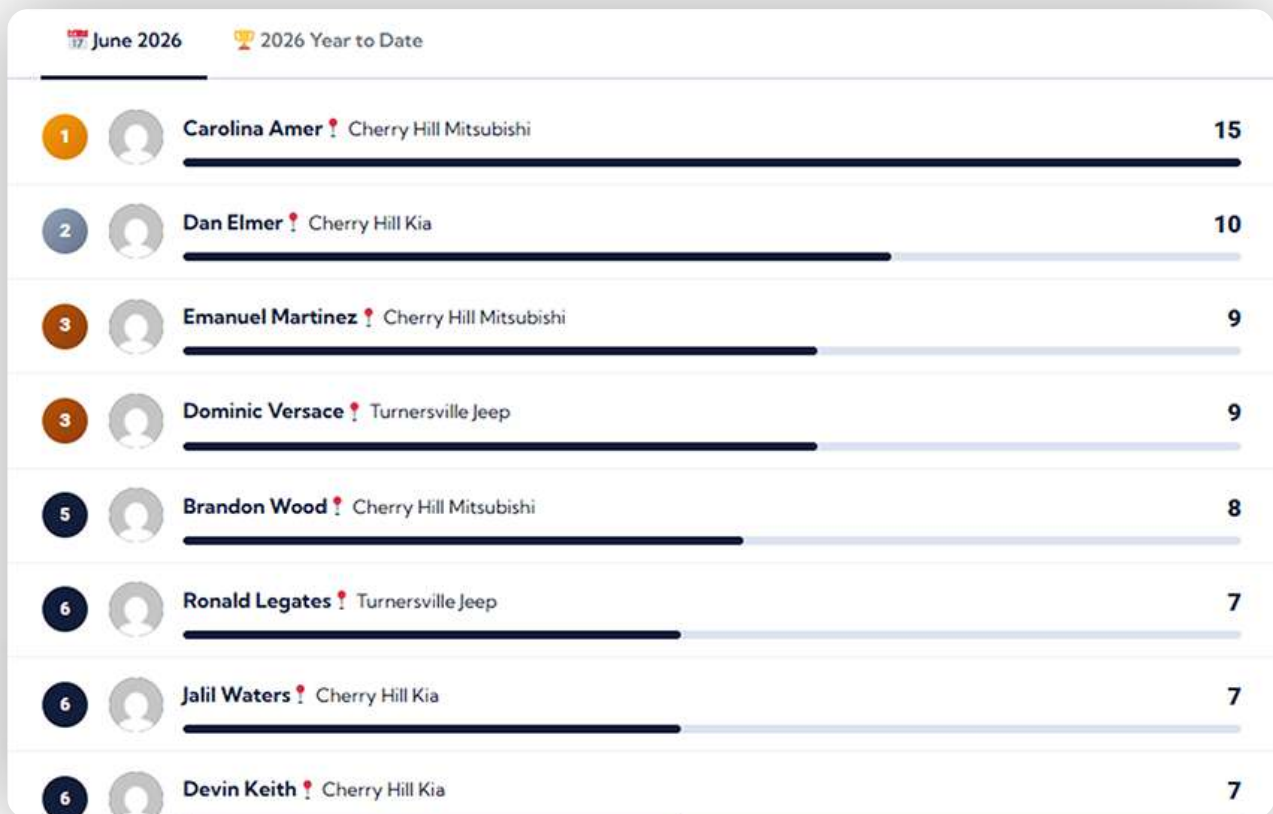
0.4/day

NEEDED / DAY

SAVE PROGRESS

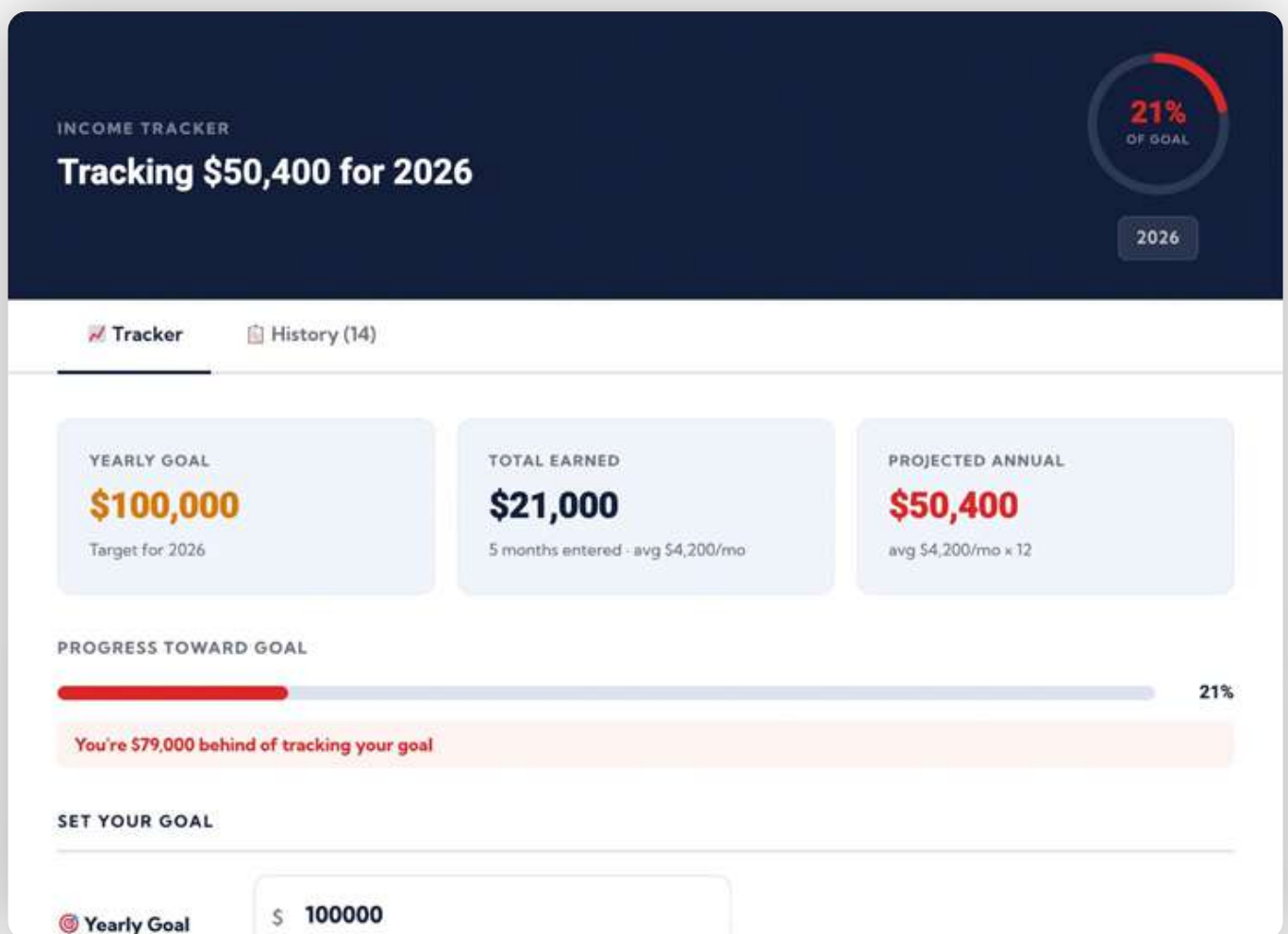
SALES LEADERBOARD

Healthy competition that allows salespeople to see how they match up with other reps at different dealerships.



INCOME TRACKER

Set and track your year to date income to ensure you're always pacing your financial goals.



INTERACTIVE PROPOSAL TRAINING

Interactive slide-by-slide sales training walkthrough with
customer objection scenarios.

INTERACTIVE TRAINING

Mock Proposal

1 / 45

Sale Information	
Selling Price	\$39,999.00
Accessories	\$0.00
Rebates	\$0.00
Service Contract	\$0.00
Gap	\$0.00
Net Trade	-\$13,000.00
Fees	\$1,031.50

Trade Information	
Trade Allowance	\$19,000.00
Trade Payoff	\$32,000.00
Net Trade	-\$13,000.00

Cash Option		Sales Tax		\$1,431.80
Balance Due Of				\$55,462.30

Finance Option		Sales Tax		\$1,431.80
Initial Investment	\$0.00	\$1,000.00	\$2,000.00	\$3,000.00
84 mos.	\$866	\$851	\$835	\$819

Lease Option	
Initial Investment	

CUSTOMER OBJECTIONS

1 Don't want to finance longer than 72 months

2 Not enough for my trade-in

3 No money to put down

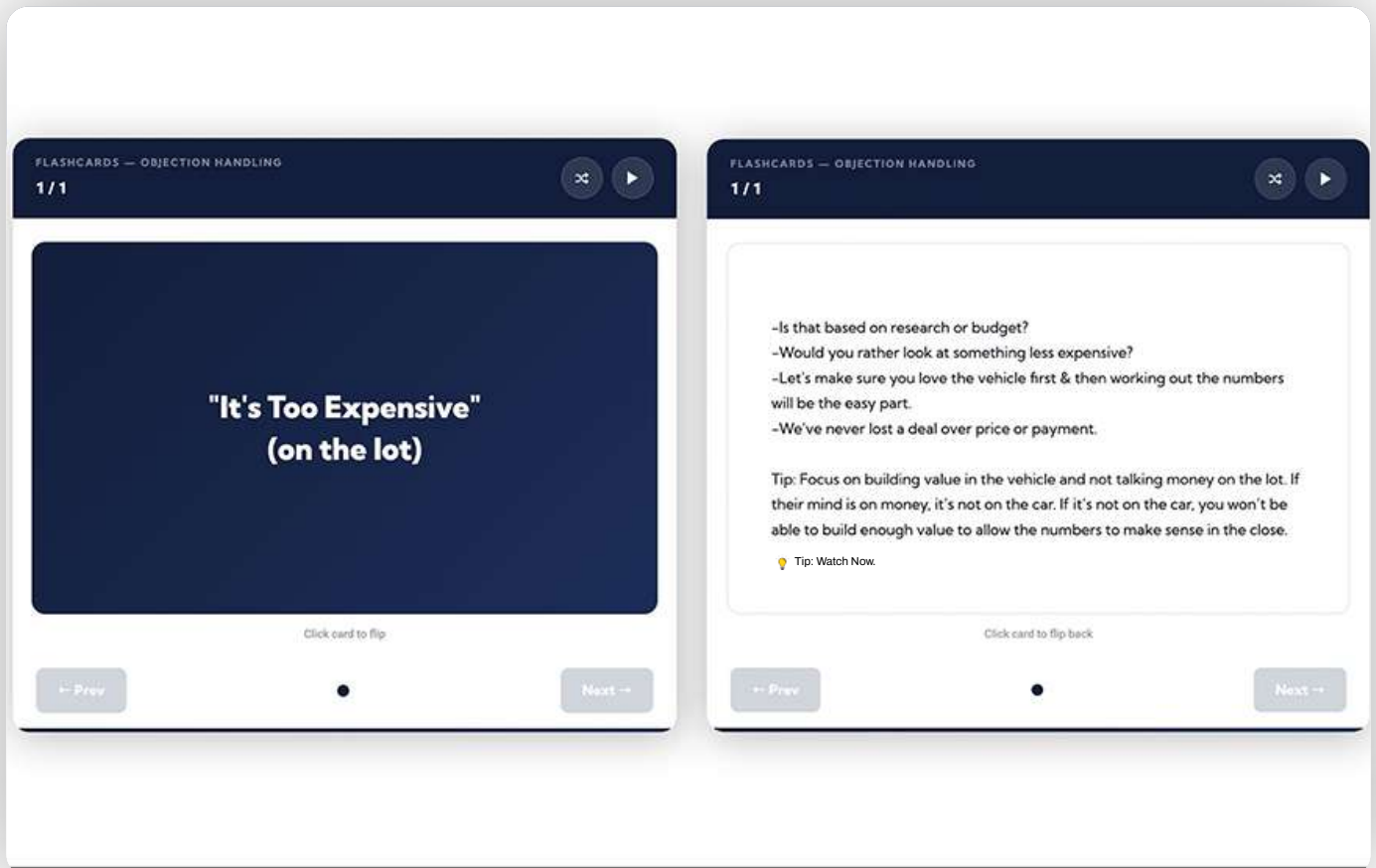
4 Don't want to pay over \$800 per month

← Prev

NEXT

FLASHCARDS

Quizlet-style flash cards for memorizing objection handling and sales techniques.



COMMUNITY FORUM

Learn from other top performers. Ask questions, share wins, and grow with a nationwide community of sales professionals.

Community

CATEGORIES

All Posts

General Discussion

Training & Tips

Wins & Celebrations

 Share something with the community...

 **Lucien Maule**
Jun 9, 2026

I seem to consistently come across customers who request to see multiple vehicles that are nothing like one another when I am in the qualification process. What can I do to find what they are actually looking for?

For example, I had a potential customer who wanted to see both a Nissan Murano (40kish vehicle, 5 passenger, standard trim) who came in with a specific VIN for their son, but also wanted to check out a Nissan Armada (\$75k, 7 passenger, luxury trim) and while they were not blown away by the Murano, they both appreciated the armada and it's luxury features.

The potential customer had stated they are coming back on Saturday (one legger), and are a loyal customer to this dealership, but I figure I have done them a disservice by not figuring out the proper vehicle soon enough in the qualification process.

What do you recommend I do moving forward?

 1

1 comment

 **Anthony Admin**
Jun 5, 2026

Welcome To The Alpha Sales System

Welcome to the Alpha Sales System!

DAILY SMS & EMAIL REMINDERS

Daily reminders to remind you about the training that you have to continue and grow.

🔥 Friday Reminder

Before you head home...
Think about one thing you did well this week and one thing you'll improve next week.
The best salespeople are always learning. 📈
🚀 Sell Cars. Make Money. Have Fun.

06:30 PM

📅 Yesterday

📅 Start your day with a plan.

Take 5 minutes today to update your:

- ✅ Goals
- ✅ Units Sold
- ✅ Income Tracker
- ✅ Budget Calculator

Then open your Daily Task Organizer and map out your day. A productive day starts with a plan. 🚀

06:30 PM

YOUR PROGRESS

Track your course progress, lesson completion, and training activity all in one place. See exactly how far you've come and what to focus on next.

Select Location
 Cherry Hill Mitsubishi

UPDATE

EXPORT TO CSV
 USAGE REPORTS

Courses:

☒ Mastering The Art Of Car Sales;
 ☒ Elite Level Car Selling (Live);
 ☒ Car Deals For Days;
 ☒ Be a Car Sales Boss (Live);

☒ How To Be Successful Selling Cars (Webinar);
 ☒ Alpha Car Sales Bootcamp;
 ☒ Sales Training For Everyone;
 ☒ 21st Century Car Sales (Live);

☒ Next Level Car Sales (Live);
 ☒ Sell Cars Like Candy Bars (Live);
 ☒ Car Sales Dominance (Live);
 ☒ Sales Tips & Tricks;

☒ Alpha Solar Recruitment Course;
 ☒ LIVE WEBINARS;
 ☒ Sell More Cars Make More Money;
 ☒ Wolf Wisdom;

☒ Killer Closure Course;

USER	LOCATION	COURSES	CHAPTERS	LESSONS	PROGRESS %	STATUS	LAST TRAINED DATE	STARTED DATE	VIEW DETAILS
Wood Brandon	Cherry Hill Mitsubishi	3 / 17	9 / 55	148 / 458	32.31%	In Progress	06-04-2026	09-16-2024	View Details
Amer Carolina	Cherry Hill Mitsubishi	0 / 17	1 / 55	16 / 458	3.49%	In Progress			View Details
Williams Carson	Cherry Hill Mitsubishi	0 / 17	3 / 55	72 / 458	15.72%	In Progress	04-14-2026	04-07-2026	View Details
Martinez Emanuel	Cherry Hill Mitsubishi	2 / 17	8 / 55	134 / 458	29.26%	In Progress	10-30-2025	04-29-2025	View Details
Deweese Gage	Cherry Hill Mitsubishi	0 / 17	1 / 55	25 / 458	5.46%	In Progress	06-01-2026	05-20-2026	View Details
Broos Herman	Cherry Hill Mitsubishi	10 / 17	26 / 55	363 / 458	79.26%	In Progress	12-26-2025	09-10-2025	View Details
Ali Mir Khizar	Cherry Hill Mitsubishi	0 / 17	5 / 55	164 / 458	31.44%	In Progress	06-04-2026	02-09-2026	View Details
Diaz Cabrera Michael	Cherry Hill Mitsubishi	0 / 17	4 / 55	71 / 458	15.5%	In Progress	06-27-2026	06-25-2026	View Details
Davis Ronnique	Cherry Hill Mitsubishi	0 / 17	2 / 55	29 / 458	6.33%	In Progress	05-30-2026	04-02-2026	View Details
Rojas Sergio	Cherry Hill Mitsubishi	0 / 17	6 / 55	68 / 458	14.85%	In Progress	05-14-2025	05-13-2025	View Details

BUDGET CALCULATOR

MONEY MANAGEMENT
Monthly Budget Planner

40% USED

Budget
Summary

Editing month: June 2026

MONTHLY INCOME
Pulled from Income Tracker - edit to override
\$ 25000

BUDGET CATEGORIES

Housing Suggested: 30% (~\$7500)	\$ 5400	22%
Transportation Suggested: 11% (~\$2750)	\$ 550	2%
Food & Groceries Suggested: 12% (~\$3000)	\$ 350	1%
Utilities Suggested: 5% (~\$1250)	\$ 300	1%

FUEL CALCULATOR

Let's calculate your annual fuel savings.
Enter the estimated gas price per gallon, the number of miles you expect to drive each year, and the EPA-estimated fuel economy ratings (MPG) of the vehicles you're considering.

Price per gallon
\$ 3.30

Miles driven per year
12500

EPA-est. MPG of Car A
25

Fuel cost to drive Car A 25 miles \$3.30
Fuel cost to drive Car A for 1 year \$1650.00

EPA-est. MPG of Car B
35

Fuel cost to drive Car B 25 miles \$2.36
Fuel cost to drive Car B for 1 year \$1178.57

Savings Summary
Price per gallon \$3.30
Miles driven per year 12,500
Car A's EPA-est. MPG 25
Car B's EPA-est. MPG 35
Monthly Savings **\$39**
Annual Savings **\$471**

INFLATION CALCULATOR

Calculate how inflation affects the value of your current assets over time and into the future.

Starting Amount ⓘ
\$35,000

Start Year ⓘ
2026

End Year ⓘ
2036

Future Inflation Rate ⓘ
3.00%

Using an inflation rate of 3.00% from 2027 to 2036

In 2036, \$35,000 will be worth ⓘ
\$47,037
Average Inflation Rate: ⓘ
3.00%
Cumulative Inflation Rate: ⓘ
34.39%
Value Over Time ⓘ
A projected inflation rate of 3.00% was used to calculate values from 2027 to 2036.

\$35,000
\$40,000
\$45,000
\$50,000
2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036
Year

Calculate

CAR COMPARISON

Pricing
Edmunds rating
Consumer rating
Warranty
Features
Specifications
Fuel economy
Dimensions

Comparing average pricing near Rutland, ND 58067

Hide similarities Off

2026 Honda Accord
Touring Hybrid 4dr Sedan (2.0L 4cyl gas/electric hybrid EVT)
Change style

2026 Toyota Camry
SE 4dr Sedan (2.5L 4cyl gas/electric hybrid CVT)
Change style

+ Add a vehicle

#2 Midsize hybrid car
View all photos

#1 Midsize sedan
View all photos

See all for sale

See all for sale

Pricing
Starting MSRP \$40,890
Average Price Paid \$37,904
Invoice -
Pricing & Review

Pricing
Starting MSRP \$33,295
Average Price Paid \$31,217
Invoice \$30,728
Pricing & Review



ALPHA
SALES SYSTEM



COURSE CERTIFICATION

Earn an Alpha Sales System Certificate when you successfully complete your sales training. Showcase your progress, build confidence, and demonstrate your commitment to becoming a better sales professional.



Everything You Need to Sell More Cars. One Simple Monthly Price.

\$47 **/Monthly**

- Unlimited access to every course
- 500+ professional sales training videos
- Monthly live Zoom coaching included
- Daily tasks to keep you focused and consistent
- Sales & income tracking tools
- Objection-handling flashcards
- Leaderboards & productivity tools
- Private sales community
- 15+ tools & resources
- 12+ full-length webinars
- No contracts
- Cancel anytime

START SELLING MORE CARS