

Make Training Stick & Show Up Daily!

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Christian Younggren Bio



Christian Younggren stands as a luminary within the automotive industry, boasting a remarkable career spanning over three decades. His journey commenced in 1992 at Mills Chevrolet in Moline, IL, immediately following his graduation from Augustana College with a degree in Business & Psychology. Over the course of 13 years, Christian ascended through the ranks, transitioning from a Salesperson to pivotal roles such as Finance Manager and Sales Manager.

In 2000, Christian's commitment to excellence was underscored when he was selected to attend the esteemed NADA Dealer Candidate Academy, a pivotal moment in his journey. As General Sales Manager at Mills Chevrolet, he led a sales team that not only shattered records in sales volume but also set new standards for customer satisfaction.

However, Christian's passion for growth and development continued to drive him forward. Transitioning seamlessly into sales training, he refined his expertise with renowned organizations such as Cars.com, GP Strategies, and eventually as Director of Sales Training & Business Development with Smart Automotive in Davenport, IA. Here, Christian focused not only on the technical aspects of sales but delved deep into the psychology of sales and negotiation, honing his understanding of human behavior and decision-making processes.

This concentrated focus on the psychology of sales and negotiation became a cornerstone of Christian's approach, setting him apart as a performance coach of unparalleled insight. Through Kaizen Automotive Consulting, he offered bespoke training and coaching programs that not only enhanced sales techniques but also delved into the intricacies of human psychology, empowering industry professionals to understand and influence customer behavior effectively.

Yet, Christian's drive for excellence knew no bounds. While nurturing his consultancy, he concurrently made history as the first Regional Training Manager for the Kunes Sales Training team within Kunes Auto Group. His unwavering passion for learning and commitment to excellence earned him recognition as a founding member of the esteemed Cialdini Institute of Influence.

Beyond his illustrious career in automotive sales training, Christian is a multifaceted individual with diverse interests. From his involvement in real estate management to his pursuits in martial arts, reading, and traveling with his family, Christian embodies a spirit of curiosity and continuous growth.

Learning Objectives

Upon completion of this workshop, you will be able to:

1) _____

2) _____

3) _____

Training Challenges

What are your dealership's training challenges?

1) _____

2) _____

3) _____

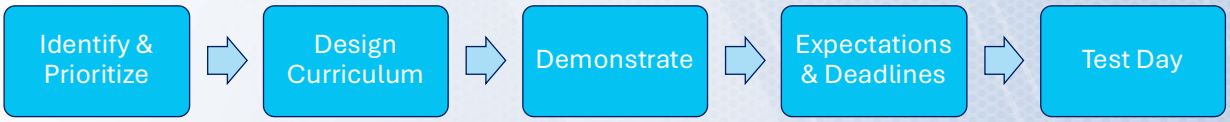
Three Pillars for Training Mastery

V

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Using VSR to Create an Onboarding Engine:



#NADASHOW

Notes:

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4 Habit Hacks for Creating Training Time

1. Stealing _____

2. _____ Bundling

3. Habit _____

4. Time Block _____

    A. Quick Win
    B. Core Session
    C. Deep Dive

Three Types of Practice

1. Naïve

2. Purposeful

3. Deliberate

Secret Weapon

Deliberate _____

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Three Types of Practice:

Naïve-Purposeful-Deliberate

Not all practice types are created equal. This guide explores the three types of practice—Naive, Purposeful, and Deliberate—across multiple dimensions. By comparing their stickiness, we can see why some practice fades quickly while others build lasting habits that show up daily in performance.

Dimension	Naive Practice	Purposeful Practice	Deliberate Practice
Definition	Repetition without strategy. 'Just putting in the reps.'	Structured practice with specific goals and feedback.	Targeted, science-backed practice designed to stretch limits and build mastery.
Goal	"Do it until it feels comfortable."	Improve a specific skill or outcome.	Achieve expertise and consistently higher performance.
Focus	Low — autopilot mode.	High — attention on task and feedback.	Laser-focused — constant awareness of improvement points.
Feedback	None or self-generated (often inaccurate).	External feedback from peers/manager or results.	Immediate, precise feedback from expert coaching/metrics.
Difficulty Level	Easy/comfortable.	Challenging but achievable.	On the edge of ability (just beyond comfort zone).
Motivation Source	External — 'I have to practice.'	Mixed — partly external, partly internal.	Internal — driven by growth and long-term mastery.
Learning Outcome	Minimal improvement; plateaus quickly.	Noticeable improvement over time.	Accelerated improvement, skills become automatic and transferable.
Active vs. Passive	Passive — going through motions.	Active — intentional effort.	Highly active — immersive and adaptive.
Stickiness	Doesn't stick — little transfer to real situations.	Sticks moderately — some transfer to the showroom.	Sticks deeply — habits formed, shows up daily in performance.

Active Learning & Deliberate Play Activities

This handout provides two categories of training activities designed to make learning fun, sticky, and sustainable. Both deliberate play and active learning strategies help transform training from informational to transformational. Use them together to keep training sticky, enjoyable, and effective.

Use these to energize your team, sharpen skills, and ensure training shows up on the sales floor.

Active Learning Activities:

Stories: Use storytelling to illustrate lessons and improve recall.

Active Participation: Engage learners directly in activities rather than passive observation.

Spaced Repetition & Retrieval: Revisit concepts over time to strengthen retention.

Real Life Application: Apply training concepts directly to dealership situations.

Competition: Incorporate contests to create energy and focus.

Peer Accountability: Pair or group reps to hold each other responsible for practice.

Cohort Learning: Build learning communities where reps grow together.

Pop Quizzes & Tests: Quick recall exercises that sharpen memory and highlight gaps.

Contrasting Cases: Compare scenarios to highlight what works and what doesn't.

Project-Based Learning: Hands-on projects that reinforce skills in real-world contexts.

Mind Maps: Visual mapping to connect and organize concepts.

Teaching Others: Learners reinforce skills by teaching them back to peers.

Games & Problem Solving: Turn challenges into interactive problem-solving exercises.

Free Recall: Practice remembering concepts without prompts to build stronger retrieval.

Hands-on Activities: Role-play and practice with physical engagement.

Self-Explanations: Have learners explain reasoning behind choices to reinforce understanding.

Deliberate Play Activities:

Objection Roulette: Spin objections at random and challenge reps to respond quickly and creatively.

Pitch Roulette: Randomize product or scenario pitches to sharpen adaptability.

Rapid Buyer Persona Game: Assign random buyer personas and practice tailoring conversations.

Failure Lab – Celebrate the Worst Pitch: Intentionally make the worst pitch possible, then flip it into learning.

Sell Me Anything Challenge: Pick random objects and practice selling them on the spot.

Objection Mix Up: Respond to objections, but with unexpected twists or reversed logic.

Feature–Benefit Battle Royale: Compete to turn features into the strongest customer benefits.

Objection Handling Hackathon: Collaboratively brainstorm and role-play creative objection responses.

Flash Feature Challenge: Give one feature—teams race to generate multiple benefit statements.

Dealership Escape Room: Gamify dealership scenarios where solving challenges unlocks the 'escape.'

What Was Their Sign?: Guess customer personality style (DiSC) and adjust pitch accordingly.

Reframe the Word Track Game: Take standard word tracks and reframe them in new, authentic ways.

Advance the Scene: Improv-style—each person builds on the last line to advance the sale.

Selling the Rotten Apple: Practice making the toughest-to-sell product appealing.

Teach Me: Salesperson becomes the trainer—explain and coach a skill back to the group.

Yes And… Improv Drill: Practice building conversations by only responding with 'Yes, and…'

