

SALES 101 NO SALE FOLLOW UP WORKBOOK 4



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GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a successful leadership, sales, service and customer experience coach, mentor and workshop facilitator.

GRAHAM HOLDS:

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne.

WORKSHOP OBJECTIVES

One of the biggest mistake's salespeople make is the lack of professional follow up. "Just checking to see if you have made a decision" is not follow up. Well I suppose it is but not very productive.

In this workshop we will explore 4 steps to increase the conversion from "I want to think about it" into "I want to buy it."

The workshop shows you ways to follow up the customer with a "What's in it for them" philosophy and gives you the opportunity to set up another opportunity for you and the Dealership.

AT THE END OF THIS WORKSHOP YOU WILL HAVE A STRATEGY TO

DEAL WITH PRICE OBJECTIONS AND PUSHBACK ON TRADE VALUE

FOLLOW UP THE CUSTOMER

1. DELIVER VALUE IN THE DEALERSHIP
2. WITHIN AN HOUR
3. THE NEXT DAY
4. SET UP A CRM CALL

OBJECTIONS MADE EASY FORMULA

Objections are buying signs, welcome them. The sale doesn't start until the customer says know
I the good old days we learner a strategy called FEEL/FELT/FOUND. When you get an objection you say:

I think I know how you feel, I have had customers feel the same way but what we found was...

The strategy was to relax you and the customer, re-engage them and then redirect to another strategy or close.

1. RELAX

2. RE-ENGAGE - Universal

3. RE-DIRECT - Back to Process and WIIFT

Our vehicle

Their vehicle

Terms

Accessories

RELAX	THAT'S FINE OF COURSE SEEMS REASONABLE	NO PROBLEM I UNDERSTAND THAT'S INTERESTING	SURE MAKES SENSE GOOD QUESTION
RE-ENGAGE	I HEAR THAT FROM TIME TO TIME IT HAS BEEN SUGGESTED IN THE PAST	MOST CUSTOMERS FEEL THAT WAY INITIALLY SOME CUSTOMERS HAVE FELT THAT AT FIRST	THAT IS NOT AN UNUSUAL THOUGHT TELL ME MORE
REDIRECT	MAY I MAKE A SUGGESTION	PLEASE ALLOW ME TO	TELL ME IF THIS WILL WORK
DISCLAIMER	THE FIGURES ARE THE EASY PART	IF YOUR NOT HAPPY JUST TELL ME NO	LET ME CHECK WITH MY MANAGER

LEADING PHRASES

Based on what you have told me

It's probably sensible to

You will start to notice

You will probably find

I am not sure this will work for you; if it is yes /no
at least we have tried.

REDIRECTION AND LINKING

By the way

Just a thought

Funny you should say that

Here's a thought

Thinking about that

What do you think?

Winners are positive thinkers who see well in all

THE OTHER CAR IS CHEAPER	<p>"NO PROBLEM, IF OUR CAR WERE THE SAME PRICE WHICH ONE, WOULD YOU PICK</p> <p>SURE, IN THIS DAY AND AGE PRODUCTS ARE PRICED IN LINE WITH THE REAL VALUE. YOU WILL ALWAYS PAY MORE FOR A PREMIUM BRAND."</p>	<p>"EXACTLY BECAUSE OURS IS WORTH MORE, SO WHY NOT GET THE CAR YOU WANT. YOU WILL BE SO MUCH HAPPIER IN THE LONG TERM.</p> <p>YOU CAN BUY A SEIKO OR A TAG WATCH THEY BOTH TELL THE TIME BUT THE QUALITY AND VALUE SHOWS OVER TIME. TRY RESELLING A SEIKO."</p>
WHY IS IT SO EXPENSIVE	<p>"I UNDERSTAND, THAT INITIALLY MAY THINK THAT, BUT YOU GET WHAT YOU PAY FOR DON'T YOU.</p> <p>YOU HAVE TO EXPECT TO PAY MORE FOR A PREMIUM BRAND. THE DRIVE, THE FINISH, QUALITY, DESIGN AND SAFETY, IS TOP LEVEL."</p>	<p>"BUT THINK OF THE QUALITY AND THE VALUE WHICH IS RETAINED OVER TIME WHICH MAKES RESALE EASIER.</p> <p>MOST PEOPLE FINANCE OR LEASE SO IT JUST COMES DOWN TO A MONTHLY AMOUNT AND ALSO AS I MENTIONED HOLDING VALUE FOR RESALE."</p>
	<p>"I CAN'T ARGUE WITH YOUR TASTE. QUALITY IS QUALITY AND ALWAYS COST A LITTLE MORE.</p> <p>EVEN WITH THAT IN MIND BASED ON THE EXTRA FEATURES AND LATEST TECHNOLOGY IT MAKES SENSE TO OWN IT DOESN'T IT? WHAT DO YOU THINK?"</p>	<p>"MONEY IS SOON FORGOTTEN WHEN YOU'RE HAPPY WITH THE DRIVE, COMFORT AND SAFETY, NOT TO MENTION RESALE.</p> <p>ALL THIS FOR \$4 MORE A WEEK/DAY? IT HAS TO BE WORTH IT DOESN'T IT?"</p>
WANT MORE FOR MY TRADE	<p>"THAT'S INTERESTING, I HAVE TO SAY MOST PEOPLE DO INITIALLY BUT WE HAVE NOTICED THE VALUES TRENDING DOWN RECENTLY WHICH MAKES SENSE TO TRADE NOW BEFORE THEY GET WORSE.</p> <p>TAKING INTO CONSIDERATION WHAT YOUR BUYING IS AVAILABLE NOW IT SEEMS TO MAKES SENSE TO DO IT NOW, WHAT DO YOU THINK?"</p>	<p>"WE DON'T MAKE THE MARKET WE ONLY WORK WITH IT.</p> <p>OUR BUYERS ARE USUALLY UP TO DATE WITH VALUES BEFORE US AND MOST CUSTOMERS.</p> <p>THEY MAY OFFER A BIT MORE IF THE VEHICLE IS FOR SALE.</p> <p>THIS MAY NOT BE POSSIBLE BUT IF WE CAN GET AN ADDITIONAL \$250, CAN I TELL THEM IT IS A DEAL?"</p>

NO SALE FOLLOW UP

ALWAYS WALK OUT TO THE CUSTOMERS CAR WITH THEM.

WHY	HOW
THE PRESSURE IS RELEASED	"JUST ONE THING, I AM DISAPPOINTED WE COULD PUT TOGETHER A DEAL FOR YOU BUT I'M THINKING I MAY HAVE MISSED SOMETHING IS THERE ANYTHING I GOT WRONG OR MISSED?"

FOLLOW UP THE SAME DAY WITHIN AN HOUR

WHY	HOW
THE GUEST HAS HAD TIME TO THINK ABOUT IT AND MAY HAVE GONE TO ANOTHER DEALERSHIP. IT'S A GOOD IDEA TO SEND OUT A POST CARD THE SAME DAY WITH THIS CALL YOU CAN TAKE THE GUESTS TEMPERATURE AND ALLOW THEM TO GET BACK IN THE DEAL WITH YOU.	"JUST A QUICK CALL TO SAY THANKS FOR POPPING IN TODAY DO YOU HAVE A MOMENT TO SPEAK? I WANTED TO MAKE SURE I ANSWERED ALL YOUR QUESTIONS AND COVER ANYTHING YOU ARE NOT SURE OF. I AM WORKING ON A COUPLE OF THINGS AND WILL GET BACK TO YOU TOMORROW AM/PM IF THAT IS OK WITH YOU. WELL THANKS AGAIN TALK TO YOU SOON." HANG UP LAST

SEND A TEXT

WHY	HOW
TEXT MESSAGES ARE EASILY READ AND RESPONDED TO. MAKE SURE YOU HAVE A SIGNATURE ON YOUR PHONE OR LET THEM WHO YOU ARE	THANKS AGAIN FOR DROPPING BY TODAY; I AM CURRENTLY WORKING ON A COUPLE OF THINGS AND WILL BE IN TOUCH LATER TODAY (TOMORROW). TALK TO YOU BOTH SOON

CALL LATER THAT DAY OR THE NEXT DAY

WHY	HOW
KEEPS THE GUEST FEELING WANTED AND VALUED	<p>"JUST A QUICK CALL AS PROMISED</p> <p>DO YOU HAVE A MOMENT TO SPEAK?</p> <p>WE HAVE BEEN WORKING ON A COUPLE OF OPTIONS AS WE DISCUSSED YESTERDAY AND SUGGEST WE GET BACK TOGETHER LATER TODAY OR THIS EVENING TO SEE WHAT WE CAN DO, AS TWO HEADS ARE BETTER THAN ONE.</p> <p>I AM SURE YOU WILL BE PLEASED, AND IT WILL NOT BE A WASTE OF TIME WHAT TIME CAN YOU MAKE IT? (GIVE AN ALTERNATIVE OR GO TO THEM)."</p>

SEND A TEXT

WHY	HOW
TEXT MESSAGES ARE EASILY READ AND RESPONDED TO.	WE HAVE BEEN WORKING ON A COUPLE OF OPTIONS AS WE DISCUSSED YESTERDAY AND SUGGEST WE GET BACK TOGETHER LATER TODAY OR THIS EVENING TO SEE WHAT WE CAN DO, AS TWO HEADS ARE BETTER THAN ONE.
MAKE SURE YOU HAVE A SIGNATURE ON YOUR PHONE OR LET THEM WHO YOU ARE.	I AM SURE YOU WILL BE PLEASED, AND IT WILL NOT BE A WASTE OF TIME PLEASE LET ME KNOW WHAT TIME CAN YOU MAKE IT?

CUSTOMER RELATIONS CALL FROM THE MANAGER/BM/CRM

WHY	HOW
THIRD FOLLOW UP SHOWS YOU CARE, AND THEY ARE NOT FORGOTTEN.	<p>"I'M CALLING ON BEHALF OF THE DEALERSHIP FOR FEEDBACK ON THE SERVICE YOU RECEIVED WHEN VISITING US RECENTLY.</p> <p>DO YOU HAVE A MOMENT?</p> <p>FROM YOUR PERSPECTIVE HOW WOULD YOU REGARD THE SERVICE YOU RECEIVED, AVERAGE, GOOD OR EXCELLENT?</p> <p>DID YOU BUY FROM US?</p> <p>ONE LAST QUESTION, WHAT WOULD YOU LIKE TO HAPPEN NOW FOR US TO BEST MEET YOUR NEEDS?</p> <p>SO, WHAT YOU ARE SAYING IS YOU WANT...</p> <p>I REALLY APPRECIATE YOU TAKING THE TIME TO REVIEW THIS WITH ME</p> <p>I WILL BE PASSING THIS INFORMATION ON TO OUR GM AND I'M SURE YOU'LL BE GETTING A CALL FROM THEM (<i>IF THIS IS APPROPRIATE</i>). I APPRECIATE YOUR TIME, THANK YOU."</p>

NOTES

EMAIL FOLLOW UP IF NO CONTACT HAS BEEN MADE

FOUR (4) DAY FOLLOW UP SALES	<p>PERHAPS YOU HAVE NOT HAD THE TIME TO RESPOND TO MY PREVIOUS E-MAILS. MAYBE YOU HAVE ALREADY PURCHASED, IF SO CONGRATULATIONS.</p> <p>IF NOT, WE HAVE A GREAT SELECTION OF VEHICLES THAT IS CHANGING ALL THE TIME, SO BY ALL MEANS POP ME AN EMAIL OR TEXT AND I WILL BE HAPPY TO SHOW THROUGH THE STOCK.</p> <p>MY MOBILE IS 121 444 8889</p> <p>CHEERS GT</p>
EIGHT (8) DAY FOLLOW UP MANAGER	<p>WHAT HAPPENED? WERE WE UNABLE TO CONTACT YOU? MAYBE WE DID NOT HAVE THE VEHICLE YOU WERE LOOKING FOR?</p> <p>FOR US TO CONTINUE TO MEET THE CHANGING NEEDS OF OUR CUSTOMERS, YOUR FEEDBACK IS SO IMPORTANT. PLEASE TAKE A MINUTE OF YOUR BUSY DAY AND LET ME KNOW IF YOU WERE CONTACTED BY ONE OF OUR TEAM AND I WILL SEND A LITTLE GIFT IN THE MAIL.</p> <p>EVEN BETTER IF YOU ARE STILL LOOKING FOR A NEW VEHICLE, PLEASE CALL ME DIRECTLY. IT WILL BE MY PLEASURE TO GIVE YOU ALL THE INFORMATION YOU REQUIRE FOR YOU TO MAKE AN INFORMED DECISION.</p> <p>MY NUMBER IS...</p>
FINAL FOLLOW UP MANAGER	<p>YOU MAY HAVE BOUGHT OR NOT QUITE READY TO PURCHASE THAT NEW VEHICLE JUST YET. PLEASE FEEL FREE COME BACK TO ME WHEN IT SUITS AS WE HAVE NEW STOCK AND PROMOTIONS ALL THE TIME.</p> <p>I WILL KEEP YOU INFORMED FROM TIME TO TIME ON ANY PROMOTIONS WE ARE DOING, HOWEVER YOU DO NOT WISH ME TO DO THAT PLEASE LET ME KNOW.</p>

NOTES

TAKE AWAY