

PRESENTING WITH PASSION WORKBOOK



Graham Taylor-Edwards

GTE TRAINING AND DEVELOPMENT

+64 21 246 8885 +61 404 190057

TABLE OF CONTENTS

WORKSHOP OBJECTIVES.....	3
PROFESSIONAL SELLING SKILLS REQUIRE YOU TO	3
FEATURES AND BENEFITS.....	3
7 key positions	4
PRESENTATION CAN BE IN THE DEALERSHIP OR ON THE TEST DRIVE	5
RECONFIRM TEST DRIVE	5
PRESENTATION	5
PRESENT THE VEHICLE ACCORDING TO THE CUSTOMER CRITERIA.....	5
DRIVER SIDE OVERVIEW	5
FRONT OF VEHICLE	5
HELP LIFT THE BONNET AND HAVE THE CUSTOMER CLOSE WITH POSITIVE FORCE	5
PASSENGER SIDE	6
REAR SIDE.....	6
DRIVERS SIDE.....	6
CHECK IN STRATEGY.....	7
TRIAL CLOSES	7
ACTION PLAN.....	7
PRODUCT QUIZ.....	8
GRAHAM TAYLOR-EDWARDS.....	9

WORKSHOP OBJECTIVES (Complete the workbook in course with GT)

Presenting your product is the best chance you have to excite your customer and get them wanting to buy you and what you sell.

You are facilitating the sale more today than ever today as the information that is available online is crazy, but it is impossible for the customer to feel the wow online.

Product knowledge is a must but not so you become a walking/talking brochure, tailor your presentation to their needs and dominant buying motives.

In fact if you're new to the business or product use the quiz at the end of this workbook to create your presentation from the key areas listed, which becomes a great cheat sheet.

PROFESSIONAL SELLING SKILLS REQUIRE YOU TO

1. Be aware of their recognition threshold
2. Have a deep understanding of your strategies
3. Be able to deliver under pressure
4. Create natural mastery

FEATURES AND BENEFITS

You have probably heard this a thousand times. Everyone knows you should talk about benefits and not features yet a lot still persist with features without benefits.

F - Feature- This is something the vehicle has: Engine, Tyres, CD, Traction control, ABS

B - Benefit- A benefit answers the customer's question – "What's in it for me?" not just safety, performance, comfort and economy but specific examples relating to them (Leg room for their kids Mary and John)

I - Involvement- Have the customer associated- "Which is important to you isn't it?" "Can you see the benefit in that?"

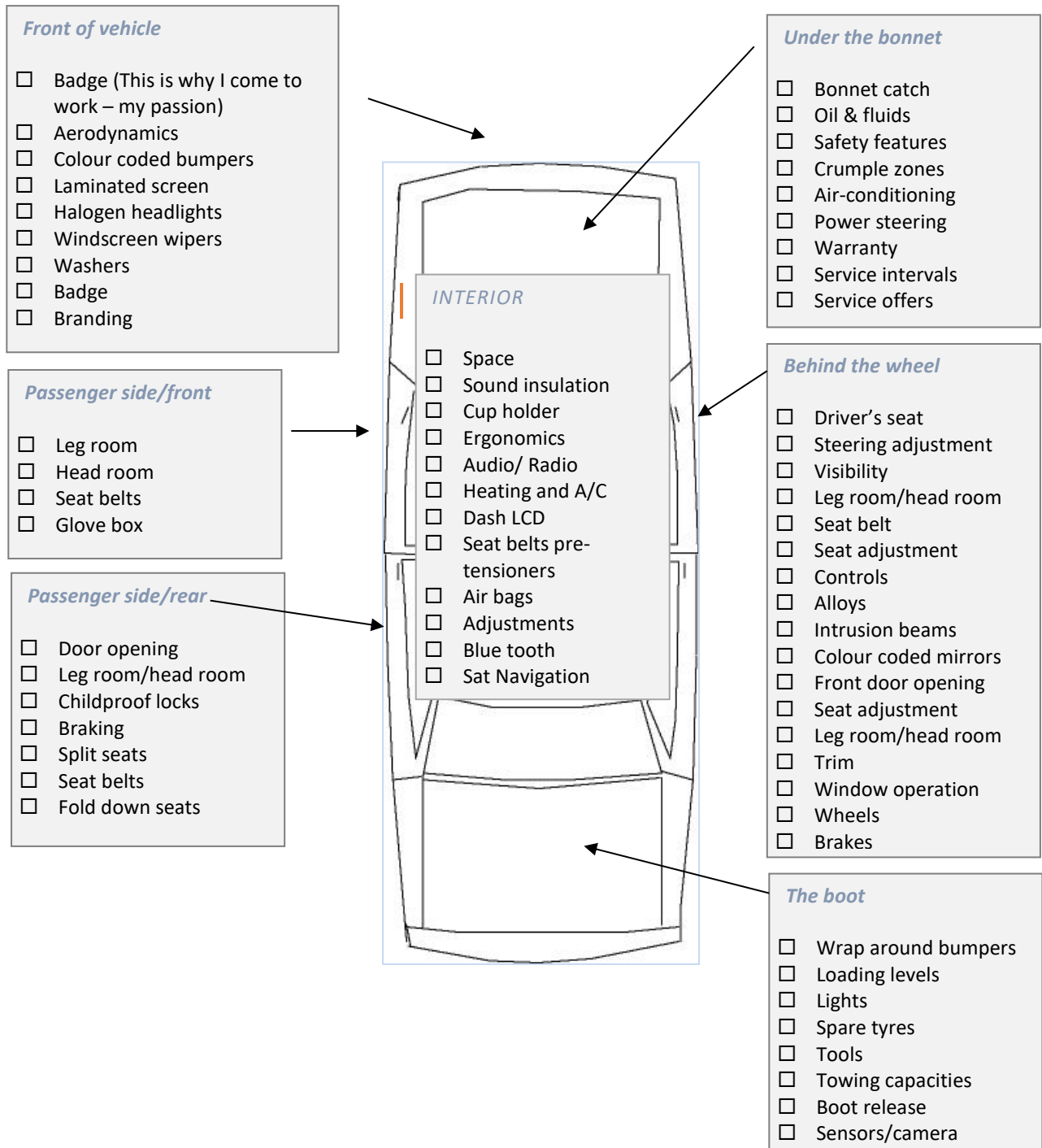
FEATURE	BENEFIT	INVOLVEMENT
Hole punch is made of hardened steel	It will last forever. You will never have to buy another one.	"Which is great value isn't it?" "Which means to you...?"

Select three features and complete the exercise

FEATURE	BENEFIT	INVOLVEMENT

7 KEY POSITIONS

Customer resistance to price and decision is reduced as the quality of the presentation and demonstration improves. Present based on specific customer criteria.



ALWAYS GET THE CUSTOMER INVOLVED

PRESENTATION CAN BE IN THE DEALERSHIP OR ON THE TEST DRIVE. (Even a combination of both)

RECONFIRM TEST DRIVE

WHY	HOW

PRESENTATION

There are no shortcuts to a professional presentation. The salesperson needs to be committed and aware that while they may sell many cars per month, the customer normally only buys one.

Customer involvement in the presentation

Customer involvement personalises the approach, which leads to strong mental ownership.

Having the customer emotionally involved is vital for successfully reducing the customer's natural resistance to price and decision making.

PRESENT THE VEHICLE ACCORDING TO THE CUSTOMER CRITERIA

DRIVER SIDE OVERVIEW

WHY	HOW

FRONT OF VEHICLE

HELP LIFT THE BONNET AND HAVE THE CUSTOMER CLOSE WITH POSITIVE FORCE

WHY	HOW

PASSENGER SIDE

WHY	HOW

REAR SIDE

WHY	HOW

DRIVERS SIDE

WHY	HOW

CHECK IN STRATEGY

TRIAL CLOSES

ACTION PLAN

1. Identify your best seller and become the Guru
2. Identify from there and work backwards
3. Get to know your stock
4. Drive everything so you know how they work
5. Complete the quiz on all stock and keep in folder
6. Practice this workshop content with your manager
- 7.

PRODUCT QUIZ

Name		DEALERSHIP
QUESTION	ANSWER	
MAKE:	MODEL:	Auto / Manual?
OTHER MODELS AVAILABLE? List them! Must list all (5pts)		
COLOUR RANGE? Must list them all (5pts)		
PRICE – Retail Auto/Manual (5 pts)	\$	
WHAT FACTORY OPTIONS AVAILABLE		
5 EXTERIOR FEATURES (1 pt each correct)		
5 INTERIOR FEATURES (1 pt each correct)		
5 SAFETY FEATURES (1 pt each correct)		
BRAKES (5 pts correct)		
5 TECHNOLOGY FEATURES(5 pts)		
TOWING CAPACITY (5 pts)		
ON ROAD COSTS INCLUDES (5 pts)		
TYPE OF FUEL (5 pts)		
TYRE SIZE – WHEEL SIZE (5 pts)		
SOUND SYSTEM/ (5 pts)		
SERVICE INTERVALS AND COSTS (5 pts)		
TRIM OPTIONS (5 pts)		
Other		

GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a highly successful leadership coach and a keenly sought after 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 now live in Paihia in the Bay Of Islands.

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