

5. SALES MANAGER/BUSINESS MANAGER/AFTERMARKET INTRODUCTION (SETS UP RE-INTRODUCTION LATER)

Accidentally introducing OTHER KEY MEMBERS OF THE TEAM at this point builds value for the customer and indicates they are important to the company. There will be times when this option is not possible but is an ideal strategy. There are many benefits listed below but most of all it is professional and works.

WHAT	WHY	HOW	YOUR TAKE
THE SALES MANAGER HIGHER AUTHORITY	<p>To ensure customers have the right vehicle and improve closing experience and overcoming any objections. May be aware of a vehicle that the salesperson is not.</p> <p>Confirm the customer's name.</p> <p>Setting up the valuation: Give the pre appraisal to complete valuation.</p> <p>Set up demonstration: Confirmation from the manager to take advantage of the opportunity to drive the new car</p> <p>Easier re-introduction: If required to assist in reaching agreement, the reintroduction is softer.</p> <p>Customer wants to buy with unreasonable figures</p> <p>Partner not available: Visit the partner to enable them to view the vehicle.</p> <p>Another contact: Provides cover in the event the salesperson is not available or when the customer returns.</p>	<p>Reconfirm selection, offer alternative, work on trade expectations, checking for a second opinion.</p> <p>Show the customer you are working for them.</p> <p>Re-introduction later is critical, never be the person to say no, always refer.</p>	
INTRODUCE THE BUSINESS MANAGER	<p>Relaxed early introduction eases the pressure and sets up the professional way we do business.</p> <p>To make sure all customers are given the option to buy and feel comfortable with the experience.</p>	<p>Test drive forms</p> <p>Managing by walking around (MBWA)</p> <p>Finance and or insurance options</p> <p>If an early or later introduction is not possible make sure the BM is edified as to the service they offer and set up a phone call opportunity for them.</p>	
AFTERMARKET	<p>Build value in the role, not the delivery coordinator but someone that offer them ways to protect their investment.</p> <p>Protect the trade price when they sell.</p> <p>Teach the customer to always buy as a seller.</p>	<p>Early introductions makes it more relaxing later in the customer experience, if they are not available set up the expectation of a follow up phone call.</p>	

