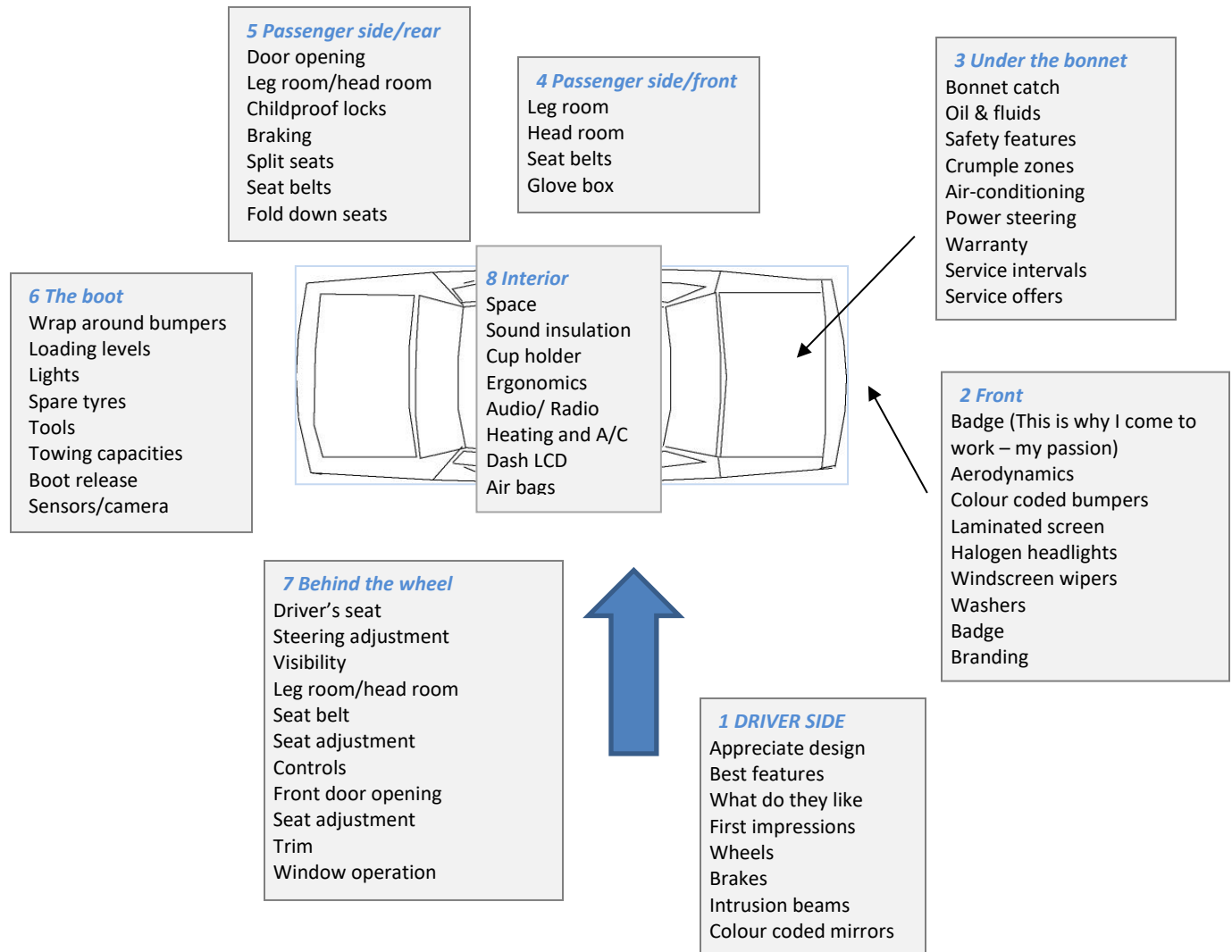


## 6a. VEHICLE PRESENTATION



WHAT	WHY	HOW		
		Feature	Benefit	Involve
PRESENT THE VEHICLE ACCORDING TO THE CUSTOMERS CRITERIA	Aligns the customer's criteria to the features and specifications of the vehicle. Creates ownership	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...?"
INVOLVE THE CUSTOMER IN THE PRESENTATION 70/30 RULE	Customer involvement leads to mental ownership. and reduces the customer's resistance to price and delays	As you move around the vehicle encourage the customer to get involved with OPENING THE BONNET AND BOOT, moving seats and checking jack and spare.		
RECONFIRM THE TEST DRIVE USING THE POWER OF THREE REVIEW PRESENTING WITH PASSION IN SALES 101	Build expectation Salesperson drives first to change over spot	"Let's go for a drive so you can experience the road handling features, the technology applications THAT YOU ARE INTERESTED IN and unbelievable driving experience"		

## YOUR TAKE