

6b. TEST DRIVE

Procedure for a test drive

1. Complete dealer paper work.
2. Customer in the passenger seat.
3. Product Presentation of the vehicle's interior with the engine running.
4. Salesperson drives first. **Have all customers fasten their seat belts.**
5. Must have a planned route tailored to the customer's buying motives
6. Demonstrate Vehicle's Performance on the way to the turnaround point.
7. Planned turn-around point (or points if more than one driver)
8. Customer drives back to the dealership
9. Measuring customer interest level during the drive back WITH CHECK IN AND TRIAL CLOSES

WHAT	WHY	HOW	YOUR TAKE
SET DRIVE ROUTE	KEEPS IT ORGANISED AND HAVE ALTERNATIVE ROUTES FOR SPECIFIC DRIVING NEEDS	"We have planned a specific route that will give you a great experience in the drive" Have a second changeover for second driver if required	
SALESPERSON DRIVES FIRST	SAFETY LEAVING THE DEALERSHIP AND GETS ONTO THE ROUTE	"I will get us out of the dealership and change over a k down the road where we can take a bit of time checking out the vehicle and then the best bit you drive"	
CHANGE OVER	RECONFIRM LOOK AND STYLE IN A PRIVATE SETTING GOOD PLACE TO COMPLETE PRESENTATION AND GET THE CUSTOMER READY TO DRIVE	Seating, reverse camera, reverse and or three position turn, visibility, Blue tooth etc. Complete presentation based on customer criteria	
DRIVE BACK TO THE DEALERSHIP	LET THE CUSTOMER ENJOY THE DRIVE CHECK LEVEL OF INTEREST	Keep quite with occasional trial close, "How are you enjoying it so far?" "Where will you go on your first trip"	
TRIAL CLOSES	WHAT	WHY	HOW
CHECK IN	ASKING OPEN AND CLOSED QUESTIONS RELATING THE LEVEL OF INTEREST	Determine the level of interest	Are we ticking the boxes
TRIAL CLOSES	ASKING THE CUSTOMER TO MAKE A DECISION RELATING TO OWNERSHIP	Increasing the likelihood that the customer is interested in buying	Is the vehicle a consideration