

7. WRITE UP

It is important the environment within the dealership is conducive to making the customer feel welcome and at ease. Certain features help to create a welcoming relaxed environment:

- ✓ **Set parking on return from demonstration**
- ✓ **Available refreshments**
- ✓ **No Clutter**
- ✓ **Company paperwork and or computer**

If LOOKING AT THE TRADE has not been done yet do it now if trial close subject to trade is confirmed.

WHAT	WHY	HOW	YOUR TAKE
MOVE TO WRITE UP	START THE PAPERWORK AND ORGANISE REFRESHMENTS	"Let's grab a coffee and we can work on those figures for you" Close on criteria Have someone organise the coffee or do it together	
ORDER BLANK CLOSE	ASK FOR THE NEXT LEVEL OF COMMITMENT SHOWS CONFIDENCE AND WE ARE PROCEEDING	"Assume the money works what name is the vehicle going in?" Start writing / typing whilst confirming address and vehicle information etc.	
REFERRAL TO MANAGER	GET ALL TRADE DETAILS AND TO PRESENT OFFER	Referral or phone close	
ASK FOR THE BUSINESS	THAT IS WHY WE ARE HERE	"The new vehicle including xxx is \$ and we are in a position to pay \$x for your trade which is a changeover of \$x, now you mentioned a delivery time which we can do, so just okay here and I will get the deal approved"	
MANAGER RE-INTRODUCTION	TO ENSURE CUSTOMERS HAVE THE RIGHT VEHICLE AND INCREASE CLOSING EXPERIENCE AND OVERCOMING ANY OBJECTIONS	Reconfirm selection, offer alternative, work on trade expectations	