

2. MEET AND GREET

TURN ON		TURN OFF	
Allow me to have a look Let me set the pace and Treat me with respect Give me all the information I need Help with selection Confirm I am happy with the process Ask me quality questions Allow me to talk and listen Give me time		Keep asking at what price will I buy today Pushing me Asking if I am buying today Continually closing If I / would you? questions Rushing and losing interest in me Can't give figures without commitment Taking phone calls	
WHAT	WHY	HOW	YOUR TAKE
ACKNOWLEDGE EARLY WITH A WARM SMILE	SHOWS INTEREST AND PROFESSIONAL, RELAXES THE CUSTOMER	"Are you having a browse or looking for someone in particular?" "I will be happy to answer any of your questions when you're ready, by the way..."	
INTRODUCE YOURSELF	MAKES A CONNECTION AND BUILDS RAPPORT	"I am in the sales team and my job is to work with customers to help them select the right vehicle and put together a deal that is satisfactory if and when you're ready" "I'm sorry I did not mean to be rude my name is and you are?" Shake hands with everyone including the kids if appropriate.	
CONCEPT PRESENTATION	GIVES A CLEAR PATHWAY AND REDUCES ANY FEAR OF THE UNKNOWN	"Allow me to explain how it works here" 1. "In order to maximise your time I will be happy for us to work together on your vehicle requirements, look at some options, test drive, offer a free valuation for your vehicle if you are trading and put together some figures so you can make a decision when you are ready". How does that sound?" 2. "My job is to assist you with three (3) things, vehicle selection, trade price and putting together some figures for you to consider". "Where would you like to start?" "What is important to you?"	
ASK AN OPEN QUESTION	SHOWS INTEREST AND ENGAGES THE CUSTOMER IDENTIFIES THE TRIGGERING EVENT AND OFFERS SERVICE	"Let's take advantage of your time and work together on your vehicle requirements and I will get you all the information you need to make a decision at the right time." "May I ask what brings you in today and how can I help?" "What are you hoping to achieve today?"	
HAVE A RELAXED AND POSITIVE ATTITUDE	GAINS CUSTOMERS TRUST AND CONFIDENCE	"I will be happy to get you all the information you need, so what are you hoping to achieve today?" "By the way do you have a vehicle you are considering trading?"	