

3. QUALIFICATION

Qualification or needs discovery is a crucial part of the process and when completed correctly sets up the process and improves the outcome for the dealership and customer.

WHAT	WHY	HOW	YOUR TAKE
CUSTOMER'S NEEDS, CRITERIA AND TIMING	SLOWS DOWN THE PROCESS, ENGAGES THE CUSTOMER, DETERMINE DECISION MAKER, TIMELINES	Who is the vehicle for, what do they need the car for, What is important, any specific accessories or features, who are the decision makers	
DEALER OF CHOICE	SHOPPERS OR BUYERS	Have the dealt with us previously Live or work locally Been referred	
TRADE STATUS	HELPS STRUCTURE THE DEAL	Do you have a vehicle you are considering selling or trading, we do things a bit different here because we know the value is probably going to play a part in your decision? We have buyers all over the country to help get the best deal for you	
SIX KEY QUALIFYING QUESTIONS	DETERMINE PROCESS MOVING FORWARD	Reason for trading: Criteria, features and specification Timing Trade details Decision makers Have they driven the vehicle Any other vehicles they are considering	
CUSTOMER NEEDS ANALYSIS (CNA)	INVOLVES THE CUSTOMER IN THE PROCESS	Complete the CNA with the customer as you both work to identifying the correct vehicle	
4 SQUARE QUALIFICATION	SIMPLE AND WORKS AND BUILD TRUST	Ask low trust questions and listen for high trust answers	

