

3.3 VEHICLE SELECTION

WHAT	WHY	HOW	YOUR TAKE
NEEDS ASSESSMENT	TO IDENTIFY SOME OPTIONS THAT ARE A FIT FOR PURPOSE	<ol style="list-style-type: none"> 1. WHAT IS THE PRIMARY PURPOSE OF THE CAR? (COMMUTING, FAMILY USE, LEISURE, ETC.) 2. HOW MANY PASSENGERS WILL NORMALLY BE IN THE CAR? 3. DO YOU REQUIRE SPECIFIC FEATURES OR TECHNOLOGIES? 4. WHAT IS YOUR PREFERRED FUEL 5. ARE THERE ANY SPECIFIC BRANDS OR MODELS YOU ARE CONSIDERING? 6. WHAT IS IMPORTANT TO YOU 	
LIFESTYLE ANALYSIS	IDENTIFY DRIVING REQUIREMENTS	<ol style="list-style-type: none"> 1. WHAT ARE YOUR TYPICAL DRIVING CONDITIONS? (CITY, HIGHWAY, OFF-ROAD, ETC.) 2. DO YOU PRIORITISE SAFETY FEATURES? 3. ARE YOU LOOKING FOR A CAR WITH AMPLE SPACE? 4. HOW IMPORTANT IS THE CAR'S PERFORMANCE TO YOU? 	
BUDGET AND FINANCING	DETERMINE TYPE OF BUYER	<ol style="list-style-type: none"> 1. HAVE YOU DETERMINED YOUR FINANCING OPTIONS AND BUDGET? 2. WOULD YOU LIKE TO EXPLORE FINANCING OPTIONS FURTHER? 3. WHEN WOULD YOU LIKE TO TAKE DELIVERY OF YOUR NEW CAR? 4. DO YOU HAVE A PREFERRED MONTHLY PAYMENT RANGE? 5. ARE YOU LOOKING FOR ANY SPECIFIC FINANCING INCENTIVES OR DEALS? 	
AFTER-SALES SERVICES	BUILDING VALUE FOR MONEY, PEACE OF MIND AND CHANGING THE FOCUS FROM PRICE ONLY	<ol style="list-style-type: none"> 1. DO YOU PREFER A CAR DEALERSHIP THAT OFFERS ADDITIONAL SERVICES (CAR WASHES, LOAN CARS, ETC.)? 2. ARE YOU INTERESTED IN ANY EXTENDED WARRANTY OR SERVICE PACKAGES? 3. WOULD YOU LIKE ASSISTANCE WITH CAR INSURANCE OR REGISTRATION? 	
OFFERING ALTERNATIVES	YOU DEMONSTRATE THAT YOU ARE ATTENTIVE TO THE CUSTOMER'S NEEDS AND PREFERENCES	<p>SOMETIMES, CUSTOMERS MAY HAVE OBJECTIONS OR CONCERNS ABOUT THEIR INITIAL CHOICE.</p> <p>OFFERING AN ALTERNATIVE VEHICLE ALLOWS YOU TO ADDRESS THOSE CONCERNS AND PRESENT A SOLUTION THAT ALIGNS BETTER WITH THEIR NEEDS.</p> <p>WOULD YOU CONSIDER...</p> <p>XXX HAS MORE FEATURES OR SLIGHTLY MORE K'S BUT COULD SAVE YOU...</p>	