

WHEN THE VEHICLE IS NOT IN STOCK WORKBOOK



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PRESENTED BY GRAHAM TAYLOR-EDWARDS

Graham (GT) is a successful leadership, sales, service coach and workshop facilitator.

Graham holds:

ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT

DIPLOMA IN AUTOMOTIVE MANAGEMENT

DIPLOMA OF TRAINING AND EDUCATION AND DESIGN

CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING

CERTIFICATE IV IN BUSINESS SALES

NZ CERTIFICATE IN MARKETING

NLP MASTER PRACTITIONER.



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International, a Registered Training Organisation in Brisbane Australia (RTO).

Graham is also the Managing Director of GTE Training and Development in New Zealand.

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years. He moved back to NZ in 2018 and founded GTE Training and Development.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and four grandchildren Hudson, Reo, Avyana and Vivienne.

COURSE EXPECTATIONS

WORKSHOP OBJECTIVE

Learn ways to deal with customers when the vehicle they want is out of stock or delayed.

INSTRUCTIONS

1. Download your workbook.
2. Watch the video.(15 minutes)
3. Complete the quiz.
4. Roleplay and practise the word tracks so you can deliver under pressure.

TIME TO COMPLETE THIS UNIT

30-45 minutes

ON COMPLETION OF THIS UNIT YOU SHOULD BE ABLE TO:

1. Understand the difference between what you can't control and what you can influence.
2. The standard operating procedure when giving bad news.
3. Word tracks for the customer that is shopping around.
4. Word tracks for the customers whose vehicle is delayed.
5. Word tracks for the customer that wants to cancel.
6. Offering alternatives.

WHAT DO WE SAY WHEN THE VEHICLE THEY WANT IS OUT OF STOCK AND DELAYED FOR MONTHS



WAYS OF INFORMING A CUSTOMER A VEHICLE IS OUT OF STOCK

Dealing with customers making enquiries about vehicle not available and those whose car delivery date has been delayed can be a delicate situation but with the right communication and message, you can help manage their expectations and maintain good customer relations.

It's normal for customers to be disappointed when they are:

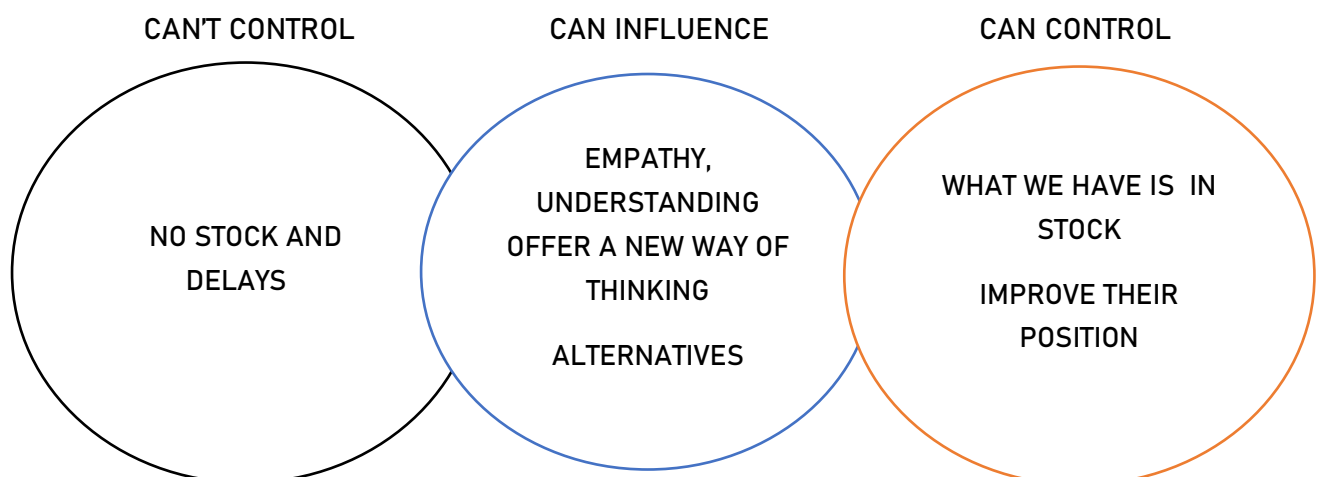
1. Looking for vehicle and find out that it's not in stock
2. Waiting on delivery and the date keeps going out
3. Imminent price rises and still several weeks or months delay.

FIRST THINK ABOUT THIS:

It's the staff on the frontline that get abused with customers anger and disappointment. Commonly the salesperson gets fed up and says, "No we don't have that, and it could a while before we do, sorry."

Or worse "Well that's the way is, take it or leave it." **It might not be what we say but that's what they hear.**

I know customers that have been given the "There is no discount and if you don't buy it someone else will routine and buy the vehicle but will probably never come back.



MAKE SURE YOU FOLLOW UP WITH THE LATEST INFORMATION EVEN IF IT TEXT ONLY.

HOW YOU INFORM THE CUSTOMER WILL INFLUENCE THEIR REACTIONS.



THERE ARE TWO MAIN PRINCIPLES TO UNDERSTAND:

1. If you come across as concerned and helpful, you will reduce customer anger, since the worst thing you can do is appear not to care. Show empathy.
2. You can use positive, problem-solving language that focuses not on what you cannot do, but what you CAN do for the customer.

EXAMPLE: NO GOOD AND BETTER

No good:

"It's out of stock and I don't know when they will be available. It's been like this for ages but you can order one and go on the wait list."

Better:

"Welcome to xxx your speaking with Alex. Your probably aware there are delays in availability, which is disappointing, however there will be stock coming available hopefully in the (next few weeks).

The situation is changing just about every other day and I will be happy to follow that through for you and call you back within the hour, what is the best number for you?

YOUR TAKE

STANDARD OPERATING PROCEDURE: GIVING BAD NEWS

DELIVERING ONGOING BAD NEWS TO CUSTOMER

Delivering ongoing bad news to customer is always a challenging task, but it's important to communicate honestly and transparently. When you're facing a situation where you have orders for particular models, but you're not receiving any stock allocation month after month, follow these steps to effectively communicate the situation:

PREPARE IN ADVANCE:

Make sure you understand the reasons for the stock allocation problem and any potential timelines for resolution.

At the point of sale explain the ongoing situation and what you will do about it. Agree a follow up strategy and under promise.

AGREE THE RIGHT COMMUNICATION CHANNEL:

Consider the best way to deliver the news. Depending on your audience, this could be an email, phone call, or an in-person meeting. Confirm at the sale or the latest communication what you will do moving forward.

BE HONEST AND TRANSPARENT:

Start the conversation by acknowledging the issue and its impact. It's crucial to be honest about the situation without sugarcoating it. Show empathy and understanding towards your customer. Acknowledge their frustration, disappointment, or inconvenience.

EXPLAIN THE SITUATION:

Clearly explain the reasons behind the stock allocation problem. Be specific about any challenges or constraints that have led to this situation.

OFFER ALTERNATIVES:

If possible, provide alternative solutions or options to mitigate the impact of the issue. This could include offering a refund, suggesting alternative products, or providing a timeline for when you expect the problem to be resolved.

MAINTAIN PROFESSIONALISM AND PROVIDE REGULAR UPDATES:

Promise to keep your customer informed about the progress of the issue. If there are any updates or changes, communicate them promptly. Stay calm and professional throughout the conversation. Avoid becoming defensive or confrontational, even if the news is difficult to deliver.

LISTEN TO FEEDBACK:

Encourage your customer to share their concerns and feedback. This can help you understand their needs and potentially find ways to improve the situation.

EXPRESS REGRET AND APOLOGISE:

Apologise for the inconvenience and frustration the situation has caused. A sincere apology can go a long way in building trust. Offer a direct contact person or contact information so that customer can reach out with questions or concerns.

FOLLOW UP:

After the initial communication, be sure to follow up as promised. Update your customer on any progress and continue to provide assistance as needed.

Remember that the key to delivering ongoing bad news is maintaining open lines of communication and demonstrating that you are actively working to resolve the issue. Being honest, empathetic, and transparent will help build trust with your customer, even in challenging situations.

CUSTOMER IS SHOPPING AROUND



"I would be happy to do the walking for you. We have great relationships with most of the dealers and we may be able to source one to save you time. We can swop stock from time to time."

"Just a thought I do have a couple of options for you to consider if you like."

- 1. We can discuss what is important to you in the purchase of a vehicle and I may be able to suggest a similar vehicle we do have.*
- 2. If you have your heart set on xx let's work on a factory order for you, although that will take a bit longer it does go quickly and you will get the vehicle you want. With the possibility of price rises you will buy the vehicle at today's price and if in the event the price comes down you will receive the additional saving."*

"Factory orders take priority which means you will be high on the list and I will keep in contact with you every week to let you know the progress. Regardless of the delays you will be a priority."

Trade: "If you have a vehicle to trade we will appraise it now and subject to kilometres and condition at the time of changeover we will honour the figure as of today if you place an order."

"What would you like to do from here?"

YOUR TAKE

SOLD VEHICLE DELAYS



"Thank you for reaching out to us. We sincerely apologise for the delay in the delivery of your new vehicle. We understand how important this is to you, and we deeply regret any inconvenience this is causing."

"There is some good news though. Our team is working diligently to resolve this and confirm delivery as soon as possible."

"Once again, we appreciate your understanding and patience during this time. Your satisfaction is important to us, and we're committed to delivering a top-quality product to you."

YOUR TAKE

CUSTOMER CANCELLATION REQUEST



ACKNOWLEDGE THE CUSTOMER'S CONCERNS:

"I understand that you're facing concerns regarding the delivery delay and price increases. I'm truly sorry for any inconvenience this has caused." We value your business, and we regret that you've had to face these issues. We always strive to provide the best service and experience to our customers."

EXPLANATION AND CLARIFICATION:

"I'd like to provide some clarity on the situation. (Explain the reasons for the delivery delay and price increase, such as supply chain challenges, increased manufacturing costs, or external factors)."

OFFER SOLUTIONS:

"We understand that these changes may not align with your expectations. To address your concerns, we'd like to offer a few options:

- "We can provide you with an updated delivery timeline, which may be sooner than the initial estimate."
- "We can discuss the possibility of negotiating the price to alleviate the increase."
- "If you're open to it, we can explore other available models or configurations that might work for you"

CONTINUE THE DIALOGUE:

"Before making a final decision, could we schedule a call or meeting to discuss these options further with my General Manager? Your satisfaction is important to us, and we'd like to find a solution that works for you."

"We appreciate your understanding and your initial decision to choose us for your new vehicle purchase. We hope to work together to find a resolution that meets your needs."

Optional: *"Please feel free to contact us at (Customer Service Phone Number) or (Customer Service Email Address) to discuss this matter further. We are here to help make this work for you."*

Remember, your goal is to retain the customer's business while offering solutions to address their concerns.

Be flexible and accommodating in finding a resolution that both parties are comfortable with.

YOU CAN'T SAVE EVERYONE BUT YOU CAN DO YOUR BEST WITH EVERYONE.

OFFERING ALTERNATIVES

- Research indicates 40% of people will buy something completely different than what they start looking for. To achieve the sale, the salesperson may have to offer alternatives, rather than costly price concessions.
- The purpose of offering alternatives is to improve the customer's situation. It is not a last-ditch attempt to save the sale.
- Offering alternatives does not necessarily mean selling down. It means taking the pressure off the customer and allowing them to keep their options open.

Offer two options: Give the customer some choice based on age, kilometres, features, price etc

Alternative	Reason	Outcome
MODEL UP	TESTS COMMITMENT	YOU GET A DEAL
MODEL DOWN	BUILD VALUE	YOU GET A DEAL
NEW TO DEMO OR USED	SAVES THE BUYERS FACE	YOU GET A DEAL
USED TO DEMO OR NEW	IMPROVES POSITION	YOU GET A DEAL

WHEN SHOULD YOU OFFER ALTERNATIVES

1. On the incoming call.
2. At selection.
3. On the management reintroduction.
4. At the call back if there is no sale.
5. No stock.
6. Stock delays.
7. Cancellations.

Reasons for offering an alternative

1. Builds value in the existing vehicle.
2. Allows the salesperson to reintroduce alternatives later.
3. Re-confirms the customer's original choice/or not.
4. Allows the salesperson to maintain control.
5. Softer way of holding gross.
6. Gives a choice which is better than Yes/No.

BECOME THE MASTER

TAKE AWAY