

BEGIN WITH THE BASICS WORKBOOK



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TABLE OF CONTENTS

WORKSHOP OBJECTIVES.....	3
1. SALES PROCESS	3
2. ORGANISATION	4
3. PRODUCTIVITY.....	5
DAILY ACTIVITY	6
DAILY RUN SHEET for TOMORROW	7
4. SELF-ASSESSMENT	8
4 KEY COMMUNICATION CONSIDERATIONS.....	8
JUST LOOKING.....	10
SELLING FROM THIRD POSITION.....	10
1st position	11
2nd position	11
3rd position.....	11
Move from 3 rd position to 2 nd position.....	12
MANAGERS REFERRAL INFORMATION	12
5. QUALIFICATION	13
POWERFUL QUESTIONS	13
6. BRING THE TRADE FORWARD	15
SUMMARY.....	17
ACTION PLAN.....	17
TAKE AWAYS.....	17
GRAHAM TAYLOR-EDWARDS	18

WORKSHOP OBJECTIVES

TO BUILD CONSISTENCY IN THE SALES PROCESS

ACHIEVE ABOVE AVERAGE SALES NUMBERS

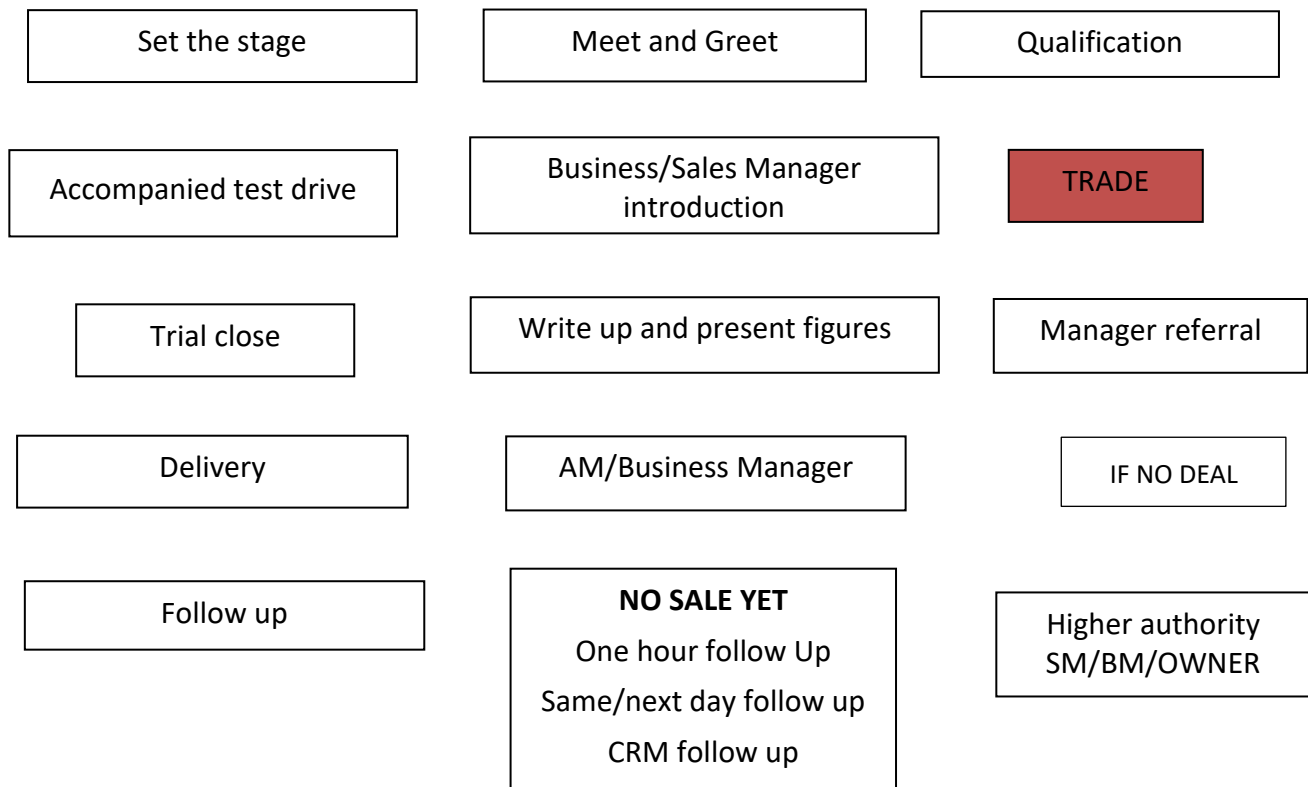
ACHIEVE ABOVE AVERAGE CSI SCORES

INCREASE REPEAT AND REFERRAL CUSTOMERS

BELIEVE NOTHING TEST EVERYTHING

1. SALES PROCESS
2. ORGANISATION
3. PRODUCTIVITY
4. SELF-ASSESSMENT
5. QUALIFICATION

1. SALES PROCESS



2. ORGANISATION - SET THE STAGE

WHAT	WHY	HOW
PREPARED	CONSISTENT AND PRODUCTIVE	HAVE A THOUGHT-OUT GOAL FOR THE MONTH AND A DAILY PLAN ON ALL ACTIVITIES NEEDED TO BE SUCCESSFEUL
APPEARANCE	PROFESSIONAL	NAME BADGE, UNIFORM IF APPROPRIATE - DRESS SLIGHTLY ABOVE YOUR MARKET, CLEAN POLISHED AND IRONED. NO RUBBISH OR LEAVES ON THE GROUND. CARS GROOMED.
SALES YARD	FIRST IMPRESSION	CARS LINED UP, FUELED, SPACE BETWEEN, CLEAN, WINDOW CARDS FRESH AND UP TO DATE, D PLATES AVAILABLE AND LOOK OPEN AND READY FOR BUSINESS
SHOW ROOM	SECOND IMPRESSION	CLEARLY SIGN POSTED, CLEAN DESKS, MARKETING AND PROMOTIONS CLEAR AND CURRENT, WARM WELCOME
FACILITIES – TOILETS, COFFEE LOUNGE	SET UP THE HALO EFFECT	HAND TOWELS, SPRAY, CLEAN, TOILET PAPER, COFFEE, CUPS, MILK OPTIONS, PEOPLE TO PAY ATTENTION

- ✓ REVIEW DIARY THE DAY BEFORE WITH YOUR MANAGER
- ✓ HAVE A DAILY TO DO LIST, PRIOTISE THE LIST, DO THE LIST
- ✓ PRIORITISE A must do (The grey area BELOW), B would like to do, C could so if there is time.
- ✓ HANDLE EMAILS AND PAPER ONCE.
- ✓ DO WHAT YOU LIKE LEAST FIRST (FOLLOW UP COMPLETED BEFORE 11:00am)
- ✓ BREAK BIG TASKS INTO SMALL BITES
- ✓ LEARN HOW TO SAY NO (I CAN'T, I CAN)
- ✓ WILL THE ACTION I AM ABOUT TO TAKE, SOLVE A PROBLEM AND SELL A CAR

When you meet any customer at any time remember this is ***"A Moment of Truth"*** and your check up from the neck up.

3. PRODUCTIVITY

Prospecting

Follow up existing customer

Diary up to date

Service lane

Follow up sold customers

Call unsold customers

Meetings

Appointments

Open yard

Close yard

Delivery

Training (GTV)

Time out/lunch

Networking

Pre-delivery

Delivery

External promotions

Complete sales board

Local Business Plan

Time	Action	M	T	W	T	F
0800-0900	Service lane 10-minute training Open yard Meeting Pre delivery					
0900-1100	<i>Service lane FOLLOW UP</i> <i>Follow up existing customer</i> <i>Follow up sold customers</i> <i>Call unsold customers</i> <i>Review external promotions</i>					
1100-1200	Appointment and test drive					
1200-1300	Lunch and Networking					
1300-1400	PD department, check progress, follow up out of the box					
1400-1500	Appointment and test drive					
1500-1600	Follow up the day's activities, check Facebook and social media					
1600-1700	Delivery					
1700-1800	Manager meeting and debrief Complete sales board Update diary and plan for tomorrow Close yard					

DAILY ACTIVITY*Prospecting**Follow up existing customer*

Diary up to date

Service lane

*Follow up sold customers**Call unsold customers*

Meetings

Appointments

Open yard

Close yard

Delivery

Training (GTV)

Time out/lunch

Networking

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Delivery

External promotions

Complete sales board

Local Business Plan

Time	Action	M	T	W	T	F
0800-0900						
0900-1100						
1100-1200						
1200-1300						
1300-1400						
1400-1500						
1500-1600						
1600-1700						
1700-1800						

DAILY RUN SHEET for TOMORROW

NAME		DATE	
------	--	------	--

YESTERDAY RESULTS

WALK IN		PHONE ENQUIRIES		INTERNET ENQUIRIES	
---------	--	-----------------	--	--------------------	--

NEW LEADS GENERATED		SALES	
---------------------	--	-------	--

- ☐ Updated Diary
- ☐ Followed up clients from today
- ☐ Followed up clients from this week
- ☐ Made _____ service calls
- ☐ Appointments made_____

APPOINTMENTS

Name	Vehicle	Time

DELIVERIES

Name	Vehicle	Time	Show	Sale

HOT FOLLOW UPS

Name	Vehicle	Time to call	Outcome

TODAY'S SERVICE LEAD	TODAY'S TRAINING TOPIC
GOALS FOR THE WEEK	

4. SELF-ASSESSMENT

4 KEY COMMUNICATION CONSIDERATIONS

Remember it is not just what you say it is how and when you say it.

1. Words
2. Tone
3. Body language
4. Active listening

IT ALL STARTS WITH WORDS

Persuasive word examples:

YOU/MONEY/SAVE/NEW/ EASY/SAFETY/LOVE/DISCOVERY/PROVEN/GUARANTEE/EXCITING/VALUE

WHICH SKILLS CAN YOU IMPROVE ON THIS MONTH?

WHAT SKILL	HOW WILL THIS CHANGE YOUR RESULTS	What are you going to do

MEET AND GREET: CONCEPT PRESENTATION

"Allow me to explain how it works here"

"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?"

"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?"

WHAT	WHY	HOW
ACKNOWLEDGE EARLY WITH A WARM SMILE	Shows interest and professional, relaxes the customer	“Welcome to ... Motors, what brings you in today? Are you having a browse or looking for someone in particular?” My name is... and I'm here to help you any way possible“ I will be happy to answer any of your questions when you're ready, by the way...” If anyone else approaches you please tell them you working with...
INTRODUCE YOURSELF	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.
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. Is that okay with you? What is important “May I ask what brings you in today and how can I help?” “What is important to you 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?”

JUST LOOKING

"That is fine, that's where it all starts

"Our customers have been buying from us for x years because of the quality and pricing , but you be the judge and let's see if we can come up with the right solution for you together"

Is that okay with you?

Great so what brings you in and how can I help?"

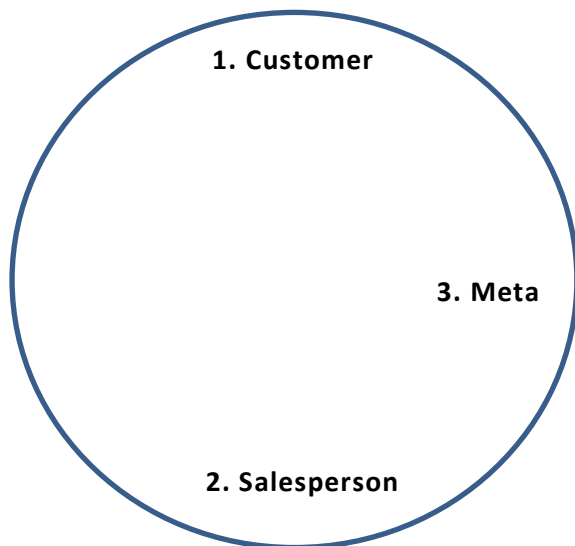
When you buy is your business regardless of whether it is today, tomorrow, or a bit further down the track, I will give you all the information you need to decide at that point

So how may I help?"

SELLING FROM THIRD POSITION

Selling from third position is recognising which perspective you are communicating from and how it affects the customer.

1. Customers perspective - STALLS THE SALE
2. Salespersons perspective - CREATES RESISTANCE
3. Meta or neutral perspective - MOVES THE PROCESS FORWARD



1st position is believing and saying

- ☐ The customer is just looking
- ☐ They are not buying today
- ☐ They want \$10,000 for their vehicle
- ☐ They have two more cars to look at
- ☐ This is the first place they have been to
- ☐ They just want the best price
- ☐ They have no time
- ☐ They have driven the vehicle before

2nd position is using words like

- ☐ If I would you?
- ☐ Are you buying today?
- ☐ How close are we to earning your business?
- ☐ I want to sell you a car
- ☐ What do we have to do to earn your business?
- ☐ What do you want for your trade?
- ☐ We will look at your trade once you have committed to buy our car
- ☐ What do you owe on your car?
- ☐ Where do we have to be?
- ☐ Give me a number and will ask my manager

3rd position is using words like

- ☐ Would you consider
- ☐ Let us grab a cup of coffee and see what we can achieve together
- ☐ Let us take advantage of your time here to work together on your vehicle requirements
- ☐ I am happy to get all the information you need to make an informed decision when you are ready
- ☐ I will be happy to
- ☐ Do you have to buy today, or do we have time to look at some options?
- ☐ It is not unusual for our customers to want to think it over
- ☐ What is important to you in the purchase of your new vehicle?
- ☐ What are hoping to achieve today?
- ☐ What prompted you to pop in today?
- ☐ The figures are the easy part, is it okay if we work together and see what we can achieve?
- ☐ Is it okay for me to ask a few questions so I can guide you in the right direction?
- ☐ That is okay, that is where it all starts

Move from 3rd position to 2nd position

- ☐ “Based on what you have experienced today is this vehicle a consideration?” (3rd Position)
- ☐ “Are you leaning toward the red or the blue?” (2nd position sounds like 3rd)
- ☐ “Assuming the money works when would you like to take delivery?” (2nd position sounds like 3rd)
- ☐ “Whose name is the vehicle going in?” (Either or) (2nd position)
- ☐ “I have a responsibility to my manager to ask you to buy the vehicle if you are ready.
If I have answered all your questions, are you happy to go ahead.” (2nd position)
- ☐ “I also have a responsibility to you as my customer to make sure we put together a great deal, so let’s work together on that” (1st position)
- ☐ “My manager will ask me if you like the car enough to buy it. What do you think? (2nd and 3rd)
- ☐ “Would you like to buy the car?” (2nd position)

MANAGERS REFERRAL INFORMATION

This information should be gained in general conversation and in the 4 square qualification

- ☐ What brings them in or prompts the enquiry (Triggering event)?
- ☐ What features and accessories are they wanting (Vehicle / model)?
- ☐ What is important to them in the purchase?
- ☐ Purpose of vehicle
- ☐ Have they dealt with us previously?
- ☐ Are they local?
- ☐ Who is the decision maker?
- ☐ What timelines are they working to?
- ☐ Do they have a trade/any money owing/lender?
- ☐ We do things a bit differently because we know that customer’s trades will probably play a part in the deal. I like to work with my customers to get the best price for their trade, we have buyers all over the country, is it okay we do that together and I will get our valuation department to do some research to get the best price
- ☐ Occupation
- ☐ What hobbies?
- ☐ How many kids?
- ☐ Budget/payments

Key words

New

The latest

Fantastic

Great history

The best

Brilliant

Hard to find (When you have one)

5. QUALIFICATION

1. Triggering event; What has got them thinking about the vehicle
2. Customer criteria: What is important to them such as lease expiring, having a baby
3. Dominant buying motives: safety i.e. having a baby
4. Trade status: Do they have one, how did they buy it
5. Timing: When and what implications are there
6. Decision makers: Do they have the authority and affordability

POWERFUL QUESTIONS

Open: Requests more information such as what, why, how

Closed: Requests a yes or no such do you, will you, have you

Alternative: Two choices such as red or blue

Rhetorical: Does not require an answer

Secondary question: A simple second question that carries the bigger first question such as "If your good to go just okay there by the way do you prefer delivery on Monday or Tuesday

POWERFUL PHRASES

1. BECAUSE: I am going to suggest this because
2. WHY: would you wait why not take advantage of the deal now and save time
3. THANK YOU: I am happy to do that, I am sure you would do the same for me
4. IMAGINE: when you drive to your new vehicle to your holiday home, how you will feel
5. I WANT YOUR ADVICE ON SOMETHING: Am I on the right track, are you leaning toward the ...or the...

Desired vehicle (Low trust)	Trade status (Low trust)
What is important to in the new vehicle Business or personal use Main features required Accessories needed and or preferred Colour preference Timing Considering any other vehicle Driven previously Dominant buying motives	Do you have a vehicle you are considering selling or trading? Reason for trading Do have it here How long have you owned it? Service history DID THEY BUY Aftermarket options? Has it been a good car for you? Best time to trade Previous warranty/aftermarket/Transferable
Finance details (High trust)	Personal details (High trust)
How do you normally buy cash you have saved, cash you borrow, bank finance, Dealership finance? Payment term, preferred amount and up to Lease potential Payments and balance owed	Selection criteria Occupation Residence Hobbies Recreation Married/single Kids Pets Age DISC VAK

Desired vehicle (Low trust)	Trade status (Low trust)
Finance details (High trust)	Personal details (High trust)

6. BRING THE TRADE FORWARD

"If you have a vehicle to trade, we do things a bit differently because we know your vehicle will probably play a part in the transaction.

We have buyers all over the country so let us work together to get as much information as possible so I can get the best price for you"

"Is that okay with you?"

LOOKING AT THE TRADE (SOMETIMES REFERRED TO AS WALK DRIVE APPRAISE WDA): It appears to be easier to build a more accurate profile and uncover financial information and buying criteria naturally in the CUSTOMER's vehicle.

It is not essential to drive the trade unless there is a perceived benefit to the CUSTOMER in driving the vehicle with them (Or your process dictates you do) during this pre-appraisal. This process assists greatly in rapport building and is a vital part of the qualification.

WHAT	WHY	HOW
SELL THE IDEA OF LOOKING AT THE TRADE TOGETHER WITH THE CUSTOMER	GETS THE CUSTOMER ENGAGED AND RELAXED. THEY BECOME THE SELLER	"We do things a little different here because we know the trade will probably play a part in the deal, so we can work together to get as much information as possible. We have buyers all over the country to help get the best price for you"
WALK AROUND THE TRADE WITH THE CUSTOMER AND COMPLETE THE APPRAISAL FORM	THE VEHICLE IS FULL OF DNA. CONDITIONING, FUEL, REGISTRATION, TOW BAR, CHILD SEATS, SPORT STICKERS. GOOD RAPPORT BUILDING DETAIL	Touch any scratches, this bring defects to the attention of the customer without you saying anything negative. "Did you invest in rust proofing, paint protection, fabric protection?" "Did you invest in an Extended Warranty?" (Great that will help our valuation manager get you a great price for your trade in)
CONTINUE TO BUILD CUSTOMER CRITERIA	HOW THEY BOUGHT THE VEHICLE WILL DETERMINE HOW THEY WILL BY NOW	"How long they have owned the vehicle, has it been a good car, (Good or bad) that's the <i>best time to trade</i> , If they had owned it for 2-3 years or more say "If you financed it will be paid or close to being paid by now I suppose" Be alert for dominant buying motives that come out in conversation. "My manager will do a more in depth assessment and work with our buyers to get the best price for you, which will give us time to go on a test drive" "What do you like and dis-like about your trade?"

☐ Existing customer ☐ New customer WI ☐ PI ☐ INT ☐ Referral SP _____ DATE _____

Customer Name _____

Preferred contact details _____

Email _____

Suburb _____

Occupation _____

Desired vehicle	Vehicle to trade
What has prompted you to consider the purchase <div></div>	Make <div></div>
What is important to you in the new vehicle <div></div>	Model <div></div>
<input type="checkbox"/> Safety	Klms <div></div>
<input type="checkbox"/> Performance	When purchased <div></div>
<input type="checkbox"/> Appearance	Has it been a good car for you Y <input type="checkbox"/> N <input type="checkbox"/> <div></div>
<input type="checkbox"/> Comfort	Likes and dislikes <div></div>
<input type="checkbox"/> Economy	<input type="checkbox"/> Finance owing <div></div>
<input type="checkbox"/> Warranty	<input type="checkbox"/> Paint and fabric protection <div></div>
Criteria <div></div>	<input type="checkbox"/> Tint <div></div>
Specific features <div></div>	<input type="checkbox"/> Additional Warranty <div></div>
Accessories required <div></div>	Preferred purchase options
Preferred time for purchase and delivery <div></div>	Budget
	Finance options
	Repayments
Notes <div></div>	



SUMMARY

1. SET THE STAGE AND EXPECTATIONS EARLY
2. YOU DON'T NEED TO SELL JUST GIVE THEM REASONS TO BUY FROM YOU
3. REMEMBER THEY WANT TO BUY SO HELP THEM
4. RELAX AND HAVE FUN

ACTION PLAN

1. SET YOUR GOALS FOR THE NEXT 3 MONTHS AND 2021
2. WHAT SPECIFIC SKILLS WILL YOU WORK ON TO CHANGE YOUR INCOME
3. MOST SALESPEOPLE ARE LOSING \$25000 EVERY YEAR BASED ON THE DEALS THEY MISS - ARE YOU ONE OF THEM
4. MAKE TIME TO MASTER YOUR CRAFT

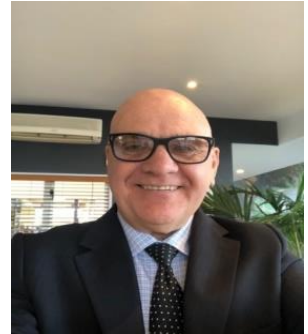
TAKE AWAYS

GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a successful leadership, sales, service and customer experience coach, mentor 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 (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

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 grandsons Hudson and Reo and granddaughters Avyana and Vivienne.