

# CUSTOMER CENTRIC SALES EXPERIENCE WORKBOOK



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## WORKSHOP OBJECTIVES

At the end of these workshops you should learn

1. A MODERN-DAY SALES PROCESS THAT WILL ENGAGE YOUR CUSTOMERS.
2. FRESH IDEAS IN BUILDING VALUE AND CUSTOMER EXPERIENCE
3. SELF-EVALUATION

### IF IT IS TO BE IT IS UP TO YOU

The outcome of this workshop is to refresh and enlighten skills and techniques to establish and maintain a consistent level of performance and success. The workshop not only outlines specific strategies and sales skills but enables the participant to manage themselves in the way they think. How you think will determine how you act.

## GRAHAM TAYLOR-EDWARDS

Graham is a highly successful sales and leadership facilitator

- Advanced Diploma in Leadership and Management
- Diploma in Automotive Management
- Diploma Workplace Training and Design
- Certificate IV in Financial Services and Mortgage Broking
- Certificate IV in Business Sales
- NZ Certificate in Marketing
- NLP Master Practitioner.



*Graham completes over one hundred (100) leadership, sales, service and customer service F2F, online and webinar workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and MD of GTE training and development in NZ.*

## CUSTOMER CENTRIC SALES EXPERIENCE

Selling from third position is a customer centric strategy to engage the customer in the sales experience.

Old school processes are becoming outdated and appreciated less by new salespeople and customers.

The strategy is for the customer to feel relaxed and confident with the salesperson. If the customer trusts the company and their representatives they will look for reason to buy.

## SALES FORMULA

The sales steps are similar however the way they are delivered makes the difference.

In this workshop we will explore SELLING FROM THIRD POSITION which looks at three perspectives in the sales process and five key steps to engage your customer and lead to a sale.

## SELLING FROM THIRD POSITION

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

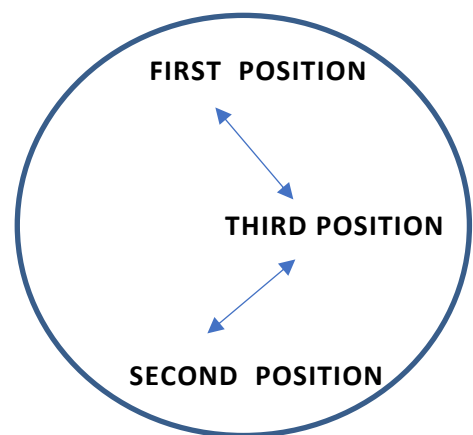
1. FIRST POSITION IS THE CUSTOMERS PERSPECTIVE - STALLS THE SALE
2. SECOND POSITION IS THE SALESPERSONS PERSPECTIVE - CAN CREATE RESISTANCE
3. THIRD POSITION LOOKS AT BOTH PERSPECTIVES - MOVES THE PROCESS FORWARD

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?
- ☐ How are you paying for the 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's grab a cup of coffee and see what we can achieve together
- ☐ Let's 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 get that for you
- ☐ 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's okay, that's where it all starts

You cannot stay in third position or you become the nicest brokest salesperson in town so moving to second position but still sounding third is the key. Asking questions that do not ask the customer to buy but they have to think about buying without feeling pressured.

### MOVE FROM 3<sup>RD</sup> POSITION TO 2<sup>ND</sup> POSITION

- ☐ "We offer finance and insurance to make it simple, easy and convenient for our customers. (3<sup>rd</sup>)
- ☐ "We do things a bit differently because we know that the customer's trade will probably play a part in the deal. 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 you the best price." (3<sup>rd</sup> position)
- ☐ "Based on what you have experienced today is this vehicle a consideration?" (3<sup>rd</sup> Position)
- ☐ "Are you leaning toward the red or the blue?" (2<sup>nd</sup> position sounds like 3<sup>rd</sup>)
- ☐ "Assuming the money works when would the best delivery time for you?" (2<sup>nd</sup> sounds like 3<sup>rd</sup>)
- ☐ "Let's make sure the money works and we can confirm delivery, how does that sound? (2<sup>nd</sup> sounds like 3<sup>rd</sup>)
- ☐ "Whose name is the vehicle going in?" (2<sup>nd</sup> 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." (2<sup>nd</sup> 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" (1<sup>st</sup> position)
- ☐ "My manager will ask me if you like the car enough to buy it. What do you think? (2<sup>nd</sup> and 3<sup>rd</sup>)
- ☐ "Would you like to buy the car?" (2<sup>nd</sup> position)

### FEEDBACK AND YOUR EXAMPLES

EXAMPLES	POSITION

## MANAGERS REFERRAL INFORMATION

- ☐ What brings them in today (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?
- ☐ Occupation
- ☐ What hobbies?
- ☐ How many kids?
- ☐ Budget/payments

CUSTOMER CENTRIC SALES EXPERIENCE	
QUALIFY	WHAT, WHEN, WHY, WHO, HOW
TRADE	WALK AROUND WITH THE CUSTOMER, DRIVE IF APPROPRIATE, TOUCH POINTS OF INTEREST, LENGTH OF OWNERSHIP, LIKES AND DISLIKES, FINANCE, DNA
TEST DRIVE	ACCOMPANIED AND UNACCOMPANIED  SET ROUTE, PRESENT WITH PASSION  3+2=1 - 3 CHECK IN and 2 TRIAL CLOSES = 1 WRITE UP
WRITE UP	ORDER BLANK CLOSE, COMPLETE IN FULL, ADD TRADE AND PROMISES, SECONDARY QUESTION CLOSE, CUSTOMER SIGNATURE  REFERRAL: IN PERSON/PHONE
MANAGER	MANAGER SIGN OFF, INTRODUCE FINANCE MANAGER, COMPLETE FINANCE APPLICATION.

### 3+2=1 CHECK-IN AND TRIAL CLOSES

CHECK-IN AND TRIAL CLOSES ARE TECHNIQUES USED IN SALES CONVERSATIONS TO GAUGE A CUSTOMERS INTEREST, ADDRESS CONCERNS, AND GUIDE THEM TOWARDS A POSITIVE DECISION.

CHECK-IN CLOSES:

PROGRESS CHECK:

ARE WE TICKING THE BOXES?

IS THE DRIVE MEETING YOUR EXPECTATIONS?

WHAT DO YOU LIKE BEST SO FAR?

HOW ARE YOU FEELING ABOUT EVERYTHING UP TO THIS POINT?

ANY QUESTIONS YOU'D LIKE TO ASK BEFORE WE GET BACK?

"BASED ON WHAT WE'VE DISCUSSED SO FAR, IT SEEMS LIKE THIS IS THE RIGHT VEHICLE FOR YOUR NEEDS" WHEN WE GET BACK I WILL CHECK ON THE COLOUR AVAILABILITY.

TRIAL CLOSES:

"ON A SCALE FROM 1 TO 10, 1 NOT FOR ME AND 10 I WANT TO OWN IT. HOW ARE YOU FEELING?

ARE YOU LEANING TOWARD THE RED OR THE BLUE?

"IF EVERYTHING WORKS OUT, WHAT TIMELINE WOULD YOU BE COMFORTABLE WITH FOR DELIVERY

COMMITMENT TRIAL:

"BASED ON OUR CONVERSATION, IT SOUNDS LIKE THIS WILL BE COULD BE A GOOD FIT. LETS WORK OUT THE FIGURES FOR YOU AND I WILL CHECK THE ACCESSORIES YOU WANT.

OBJECTION HANDLING TRIAL:

"IF [SPECIFIC CONCERN] WERE ADDRESSED TO YOUR SATISFACTION, WOULD YOU BE HAPPIER TO PROCEED AND THEN I WILL ORGANISE THE TOW BAR TO BE FITTED IN TIME FOR DELIVERY

REMEMBER, THE EFFECTIVENESS OF THESE CLOSES DEPENDS ON YOUR ABILITY TO ACTIVELY LISTEN, TAILOR YOUR APPROACH TO THE CUSTOMERS RESPONSES, AND CREATE A COLLABORATIVE DECISION-MAKING PROCESS.

## SELF EVALUATION: SCALE: NEVER 1 SOMETIMES 2 USUALLY 3 ALWAYS 4

In the following exercise self-evaluate your current level of competency and where you believe you can improve. This will enable the training workshops onsite and on Zoom to be specific one on one and even small groups if applicable.

COMPETENCY	RATE	TRAINING REQUIREMENTS
Set the stage PREPARED FOR THE DAY		
Meet and greet OPENING		
Looking at the trade WITH THE CUSTOMER		
Test drive ratio ACCOMPANIED/UNACCOMPANIED		
Trial close NOT IF I WOULD YOU		
Write up		
Close		
Early introduction FINANCE OR MANAGER		
Overcoming objections before DC NOT GIVING MONEY AWAY		
Manager introduction BEFORE THE CUSTOMER LEAVES		
Consistently hitting sales target		
Gross targets		
Aftermarket penetration		
Finance penetration		
Warranty sales		
Accessory sales		
Follow up		
Internet inquiries CONVERSION		
Phone inquiries CONVERSION TO SHOWS		
Self-generation PROSPECTING AND REFERRALS		
Referrals MINIMUM PER MONTH 2		



## TAKE AWAYS

MY MAIN IMPROVEMENT GOAL FOR THE 3 MONTH