

AUTOMOTIVE SALES MUST HAVE HANDBOOK FOR SUCCESS



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GTE TRAINING AND DEVELOPMENT

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Welcome to the world of automotive sales, where every interaction presents an opportunity to not just sell a car, but to make a lasting impression on a customer's life.

In this manual, we will embark on a journey together, exploring the essential elements of successful automotive salesmanship.

From your first 30 days on the job to building a long-term, fulfilling career, we will delve into strategies and techniques designed to elevate your performance and enhance your customer relationships.

THE FIRST 30 DAYS: SETTING THE FOUNDATION

Your first 30 days in automotive sales are crucial for laying the groundwork for success. During this period, you will familiarise yourself with the dealership's culture, products, and processes.

Embrace every opportunity to learn from experienced colleagues, absorb product knowledge, and immerse yourself in the intricacies of the sales process.

By setting clear goals and maintaining a positive attitude, you'll establish a strong foundation for your future success in the industry.

THE POWER OF A DAILY ROUTINE: CONSISTENCY BREEDS SUCCESS

A well-structured daily routine is the cornerstone of a successful automotive sales career. Consistency not only enhances productivity but also cultivates discipline and focus.

Start each day with purpose, dedicating time to learning, prospecting, follow-ups, and customer interactions. By adhering to a daily routine, you'll develop the habits necessary to thrive in a fast-paced sales environment and maximise your potential.

CUSTOMER-CENTRIC SALES PROCEDURE: PUTTING THE CUSTOMER FIRST

In automotive sales, the customer is at the heart of every transaction. Adopting a customer-centric approach means prioritising their needs, preferences, and concerns above all else.

Listen attentively to their requirements, ask probing questions to uncover their motivations, and tailor your recommendations accordingly. By demonstrating genuine care and empathy, you'll build trust and forge lasting relationships with your customers, ensuring their satisfaction and loyalty.

ACTIVE AND EMPATHETIC LISTENING: UNDERSTANDING BEYOND WORDS

Effective communication is the key to success in automotive sales, and it begins with active and empathetic listening. Pay close attention to not only what customers say but also how they feel.

Practice empathy by putting yourself in their shoes, acknowledging their emotions, and responding with compassion and understanding. By truly listening to your customers, you'll gain invaluable insights into their needs and preferences, enabling you to provide personalised solutions that exceed their expectations.

BUILDING VALUE: ELEVATING THE CUSTOMER EXPERIENCE

In a competitive automotive market, the ability to articulate and amplify the value of your products and services is essential. Focus on highlighting the unique features and benefits that resonate with each customer's individual needs and desires.

Whether it's safety features, performance capabilities, or cutting-edge technology, emphasise how your offerings can enrich their driving experience and enhance their lives. By effectively conveying value, you'll differentiate yourself from the competition and inspire confidence in your customers' purchasing decisions. And remember it is your genuine attitude and approach that will make the difference.

DEVELOPING A LONG-TERM SALES CAREER: NURTURING GROWTH AND SUCCESS

Automotive sales is not just a job; it's a rewarding career path with endless opportunities for growth and advancement. Invest in your professional development by seeking out training programs, certifications, and mentorship opportunities that will enhance your skills and expand your knowledge base.

Take advantage of the Blended Learning and Support Training portal B.L.A.S.T. available to you. This unique training resource has modules that will take you from professional sales to leadership and management skills.

Set ambitious goals for yourself and continuously strive to surpass them, pushing the boundaries of your potential. By cultivating a mindset of continuous improvement and adaptability, you'll pave the way for a fulfilling and prosperous long-term career in automotive sales.

COPING, EMOTIONAL INTELLIGENCE, AND RESILIENCE SKILLS: THRIVING IN THE FACE OF CHALLENGES

The automotive sales industry is dynamic and ever-changing, presenting its fair share of challenges and obstacles. To thrive in this environment, it's essential to develop coping mechanisms, emotional intelligence, and resilience skills. Learn to manage stress effectively, maintain a positive outlook, and bounce back from setbacks with renewed determination.

Cultivate emotional intelligence by understanding your own emotions and those of others, enabling you to navigate complex interpersonal dynamics with finesse and grace. By honing your coping, emotional intelligence, and resilience skills, you'll emerge stronger and more resilient in the face of adversity, ready to tackle whatever challenges come your way.

In this manual, we will explore each of these topics in depth, providing practical insights, actionable strategies, and real-world examples to empower you on your journey to automotive sales mastery.

So buckle up, embrace the opportunity before you, and prepare to embark on an exhilarating adventure filled with growth, success, and endless possibilities.

Yours sincerely



Graham Taylor-Edwards

GTE TRAINING AND DEVELOPMENT



THE FIRST 30 DAYS: A BLUEPRINT FOR SUCCESS

Your first 30 days in automotive sales are not just about acclimatising to your new environment; they are about laying the groundwork for a successful and fulfilling career. This period is crucial for establishing habits, building relationships, and familiarising yourself with the ins and outs of the dealership. To ensure a positive start, we have developed a daily checklist designed to guide you through each step of the onboarding process and set you up for long-term success.

DAILY CHECKLIST: YOUR ROADMAP TO SUCCESS

Morning Routine: Start each day with intentionality and purpose. Arrive at the dealership early, ready to tackle the day ahead. Review your goals and priorities, and mentally prepare yourself for success.

Product Knowledge: Dedicate time each day to deepen your understanding of the vehicles you'll be selling. Familiarise yourself with key features, specifications, and benefits, ensuring that you can confidently answer any customer questions that may arise.

Sales Training: Take advantage of any training programs or resources offered by the dealership. Whether it's shadowing experienced colleagues, participating in workshops, or completing online modules (**B.L.A.S.T.**), invest in your professional development and expand your skill set.

Prospecting: Actively seek out potential customers and leads. Utilise the dealership's CRM software, social media platforms, and networking events to identify prospects and initiate contact. Consistent prospecting lays the foundation for a robust pipeline of sales opportunities. Old owners still in the CRM system but not allocated to a specific salesperson. Old owners, unsold customers, service customers and referrals are an ideal source of opportunity if you keep in contact with them. Check with management to allow access to the data.

Customer Interactions: Engage with customers in a genuine and authentic manner. Whether it's greeting them on the showroom floor or yard, responding to inquiries over the phone, or conducting test drives, strive to provide exceptional service at every touchpoint.

Follow-Up: Don't let leads slip through the cracks. Follow up promptly with customers to answer any lingering questions, address concerns, and nurture relationships. A proactive approach to follow-up demonstrates your commitment to customer satisfaction. Always introduce a manager or experienced sales person before the customer leaves.

Documentation and Administration: Stay organised and on top of administrative tasks. Complete paperwork accurately and efficiently, ensuring that all necessary documentation is submitted in a timely manner. Attention to detail is key to maintaining professionalism and integrity.

Self-Reflection: Take time at the end of each day to reflect on your progress and accomplishments. Celebrate successes, identify areas for improvement, and set goals for the days ahead. Continuous self-reflection fosters growth and development.

Benefits of Completing the Activities: Setting the Stage for Success. By diligently completing the activities outlined in the first 30-day checklist, you will reap a multitude of benefits that will propel you towards success:

Confidence: As you deepen your product knowledge, hone your sales skills, and engage with customers, you will gain confidence in your abilities as a sales professional. Confidence instils trust and credibility, making you more effective in your interactions with customers.

Productivity: A structured daily routine fosters productivity and efficiency. By prioritising tasks, staying organised, and maximising your time, you will accomplish more in less time, allowing you to focus on revenue-generating activities.

Relationship Building: Building rapport and trust with customers is essential for long-term success in automotive sales. By consistently engaging with customers, following up diligently, and providing exceptional service, you will lay the foundation for enduring relationships built on trust and loyalty.

Pipeline Development: Effective prospecting and follow-up activities are the lifeblood of automotive sales. By consistently identifying and nurturing leads, you will cultivate a robust pipeline of sales opportunities, ensuring a steady stream of business in the months to come.

Professional Development: Committing to ongoing training and self-improvement is essential for staying ahead in a competitive industry. By actively participating in sales training programs, seeking feedback from colleagues, and reflecting on your performance, you will continually refine your skills and evolve as a sales professional.

In summary, the first 30 days in automotive sales are a critical period for setting the stage for long-term success. By following the daily checklist and diligently completing the recommended activities, you will lay a solid foundation upon which to build a thriving and fulfilling career in automotive sales.

So embrace the opportunity before you, seize each day with enthusiasm and determination, and embark on a journey of growth, achievement, and endless possibilities.

NEW SALESPERSON ONBOARDING FIRST 30 DAYS SCHEDULE

TRAINING AND COACHING TECHNIQUE. T.S.L.O.P (TELL THEM WITH A CHECKLIST/SHOW THEM WITH THE CHECKLIST/LET THEM TRY WITH THE CHECKLIST/OBSERVE/PRAISE AND REDIRECT.

NAME	MANAGER NAME	DATE
WEEK 1: INTRODUCTION TO COMPANY AND CULTURE		
DAY 1-2: ORIENTATION	COMPLETED BY	DATE
SET UP SOFTWARE, BUSINESS CARDS, PHONES AND EMAIL	BEFORE FIRST DAY IF POSSIBLE	
SET UP BLAST, ONBOARDING PASSWORDS, DAILY ACTIVITY PRODUCT QUIZ		
WELCOME AND INTRODUCTION TO THE COMPANY.		
OVERVIEW OF COMPANY HISTORY, MISSION, AND VALUES.		
TOUR OF THE DEALERSHIP FACILITIES.		
MEET-AND-GREET WITH TEAM MEMBERS.		
DAY 3-5: PRODUCT KNOWLEDGE		
ESTABLISH YOUR DAILY ROUTINE, EXPECTATIONS AND ACCOUNTABILITY		
SOFTWARE TRAINING. ENTERING A CUSTOMER, TRADE DETAILS AND CRM REQUIREMENTS		
DIARY AND CRM TRAINING		
PRODUCT TRAINING COMPLETE 5 PRODUCT QUIZES		
OVERVIEW OF SALES PROCESS ROAD2TS		
WEEK 2: SALES TECHNIQUES		
DAY 6-7: SALES PROCESS OVERVIEW		
INTRODUCTION TO THE SALES PROCESS FROM GREETING TO TEST DRIVE.		
ROLE PLAY THE PROCESS. TEST DRIVE ROUTE.		
SETTING SALES GOALS AND EXPECTATIONS.		
SOME CUSTOMER INTERACTION.		
IN-DEPTH TRAINING ON THE CAR MODELS SOLD AT THE DEALERSHIP.		
HANDS-ON EXPERIENCE WITH THE VEHICLES. YARD CHANGE ETC.		
UNDERSTANDING KEY FEATURES, SPECIFICATIONS, AND PRICING.		
ROLE-PLAY SCENARIOS FOR DEMONSTRATING PRODUCT KNOWLEDGE.		
DAY 8-10: SALES SKILLS		
EFFECTIVE COMMUNICATION AND ACTIVE LISTENING.		
BUILDING RAPPORT WITH CUSTOMERS.		
HANDLING OBJECTIONS AND NEGOTIATIONS.		
ROLE-PLAYING SALES SCENARIOS.		
TEST DRIVE WITH CUSTOMERS.		

WEEK 3: COMPLIANCE AND PROCEDURES

DAY 11-13: LEGAL AND COMPLIANCE

OVERVIEW OF INDUSTRY REGULATIONS AND LEGAL REQUIREMENTS.

ETHICS IN SALES AND CUSTOMER INTERACTIONS.

COMPLIANCE WITH DEALERSHIP POLICIES.

UNDERSTANDING FINANCING AND DOCUMENTATION.

SELLING TO CUSTOMERS.

DAY 14-16: CRM AND SALES TOOLS

PROSPECTING TECHNIQUES AND LEAD MANAGEMENT.

USING TECHNOLOGY FOR SALES PRESENTATIONS.

FINANCE APPLICATIONS.

SELLING TO CUSTOMERS.

WEEK 4: PRACTICAL TRAINING AND ONGOING SUPPORT

DAY 17-20: PRACTICAL EXPERIENCE

SHADOWING EXPERIENCED SALESPEOPLE.

ASSISTING WITH REAL CUSTOMER INTERACTIONS.

HANDLING TEST DRIVES AND PRESENTATIONS.

WORKING WITH CUSTOMERS START TO FINISH.

DAY 21-23: ROLE-PLAYING AND SCENARIOS

ADVANCED ROLE-PLAYING EXERCISES.

HANDLING DIFFICULT CUSTOMERS OR SITUATIONS.

FEEDBACK AND IMPROVEMENT SESSIONS.

FOLLOW UP TECHNIQUES.

DAY 24-27: SALES METRICS AND CLOSING TECHNIQUES

UNDERSTANDING KEY PERFORMANCE INDICATORS (KPIs).

CLOSING TECHNIQUES AND STRATEGIES.

SALES STRATEGY DEVELOPMENT.

COMPLETING THE WHOLE SALES PROCESS.

DAY 28-30: EVALUATION AND GRADUATION

FINAL ASSESSMENT OF PRODUCT KNOWLEDGE AND SALES SKILLS.

GRADUATION CEREMONY AND PRESENTATION OF CERTIFICATES.

REVIEW OF THE ONBOARDING PROGRAM AND FEEDBACK COLLECTION.

THROUGHOUT THE 30-DAY PROGRAM, IT'S ESSENTIAL TO ASSIGN MENTORS OR COACHES TO NEW SALESPEOPLE FOR ONGOING SUPPORT AND GUIDANCE. ADDITIONALLY, CONTINUOUS LEARNING AND DEVELOPMENT SHOULD BE ENCOURAGED, AS THE AUTOMOTIVE INDUSTRY IS CONSTANTLY EVOLVING.

AFTER THE INITIAL 30 DAYS, CONSIDER IMPLEMENTING ONGOING TRAINING AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES TO HELP SALESPEOPLE STAY UPDATED WITH INDUSTRY TRENDS AND MAINTAIN THEIR SKILLS. THIS CAN INCLUDE REGULAR SALES MEETINGS, WORKSHOPS, AND ACCESS TO ONLINE RESOURCES.

ARE YOU AN ACCOUNTABLE PERSON

- ☐ ARE YOU AN ACCOUNTABLE PERSON
- ☐ DO YOU ALWAYS GET THE JOB DONE
- ☐ DO YOU KEEP YOUR WORD
- ☐ DO YOU DO THE RIGHT THING
- ☐ ARE YOU 100% ACCOUNTABLE FOR YOUR ACTIONS

**Can we count
on you?**

ACCOUNTABILITY IS A GIFT

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REGARDLESS OF THE SITUATION REMEMBER

1. IT'S NOT ABOUT SOMEONE ELSE.
2. IF IT NEEDS TO BE DONE JUST DO IT.
3. "IT'S NOT MY JOB" DOES NOT CUT IT ANYWHERE.
4. STEP UP AND GET ABOVE THE LINE.
5. YOU ARE RESPONSIBLE.
6. YOU ARE ACCOUNTABLE.

ACCOUNTABILITY CULTURE

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1. SET CLEAR GOALS AND TARGETS

Clearly define your sales goals and targets, whether it's revenue targets, customer acquisition goals, or other key performance indicators (KPIs). Make sure these goals are specific, measurable, achievable, relevant, and time-bound (SMART).

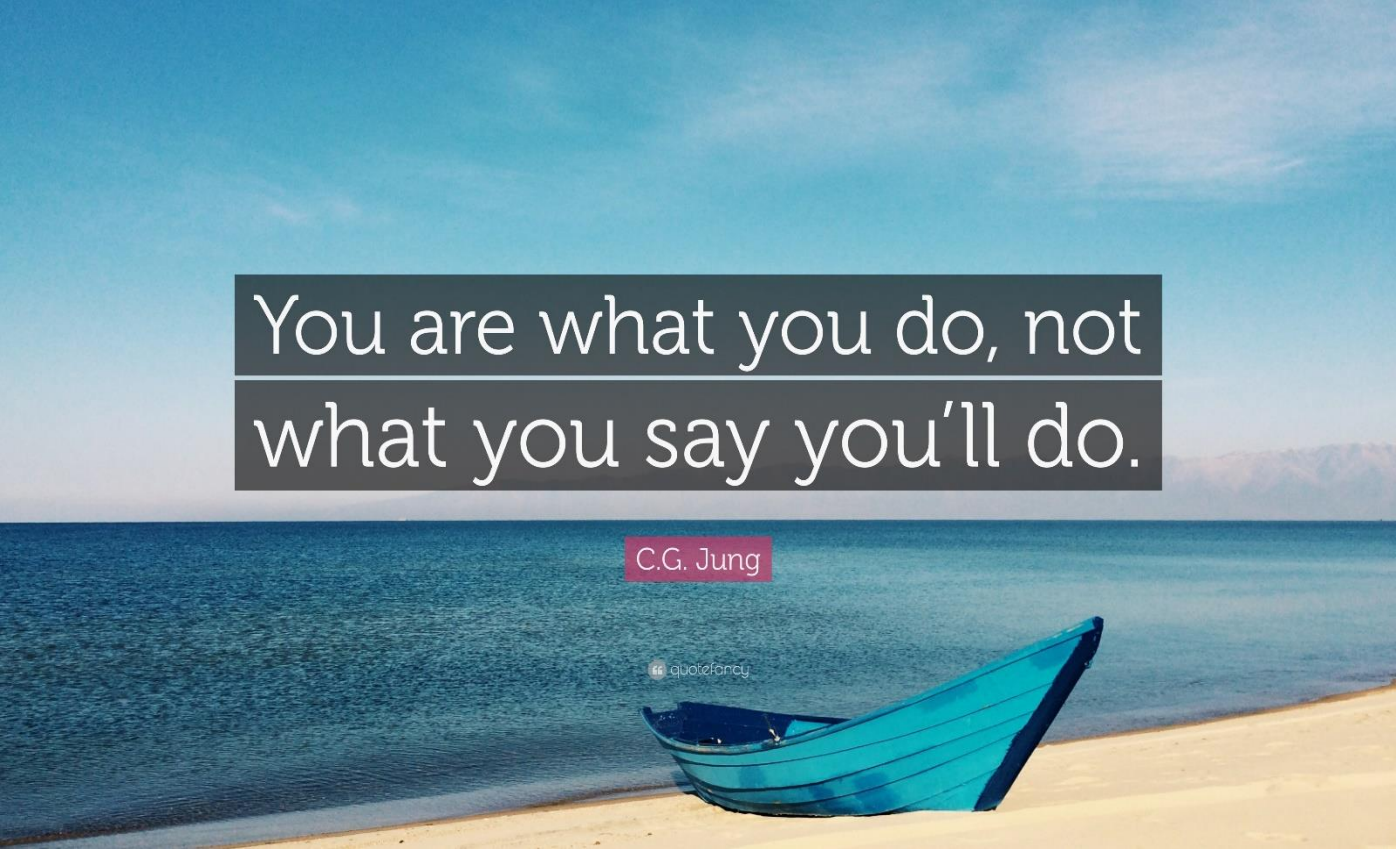
<ul style="list-style-type: none"><input type="checkbox"/> DAILY ROUTINE<input type="checkbox"/> DAILY TRAINING AND IMPROVEMENT<input type="checkbox"/> DAILY DEBRIEF<input type="checkbox"/> WORKING DAILY ON YOUR CUSTOMER BASE<input type="checkbox"/> SERVICE DEPARTMENT FOLLOW UPS<input type="checkbox"/> OLD OWNERS<input type="checkbox"/> UNSOLD OPPORTUNITIES<input type="checkbox"/> BUILDING A REFERRAL BANK<input type="checkbox"/> SELF-GENERATION AND NETWORKING<input type="checkbox"/> NEW OPPORTUNITIES	
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2. TAKE OWNERSHIP AND ACCEPT RESPONSIBILITY

Accept responsibility for your actions and outcomes. Instead of making excuses or blaming external factors, focus on what you can control and take proactive steps to improve your performance.

- | | |
|--|--|
| <ul style="list-style-type: none"><input type="checkbox"/> RESULTS<input type="checkbox"/> CONSISTENCY<input type="checkbox"/> LOGGING AND DIARY UP TO DATE<input type="checkbox"/> KNOW YOUR PRODUCT<input type="checkbox"/> KNOW YOUR PROCESS<input type="checkbox"/> LOVE YOUR JOB<input type="checkbox"/> HAVE FUN<input type="checkbox"/> SELF-GENERATION OF BUSINESS<input type="checkbox"/> FOLLOW UP<input type="checkbox"/> DOING IT WHEN YOU DON'T FEEL LIKE IT | |
|--|--|

3. DO WHAT YOU SAY YOUR GOING TO DO (DWYSYGTD)



You are what you do, not
what you say you'll do.

C.G. Jung

quotefancy

- | |
|--|
| <ol style="list-style-type: none">1. IT'S A NO BRAINER2. MANY PEOPLE DON'T DELIVER3. PEOPLE COUNT ON YOU4. DEAL WITH OBSTICLES AND JUST DO IT5. BIG OR SMALL IT ALL COUNTS |
|--|

4. DON'T MAKE EXCUSES

It's too easy to blame and point the finger.

1. TAKE RESPONSIBILITY FOR ALL YOUR ACTIONS
2. IT'S HARD WORK MAKING EXCUSES
3. TELL PEOPLE HOW YOU WILL FIX THE PROBLEM
4. PEOPLE WILL ADMIRE YOU FOR IT

5. LEARN FROM YOUR MISTAKES

These can be some of the greatest lessons.

1. AVOID BLAME AND HAVE A FIX IT MENTALITY
2. COMMUNICATE, MISTAKES CAN BE LEARNING OPPORTUNITIES
3. LEARN HOW TO DO THINGS DIFFERENTLY NEXT TIME
4. REMEMBER ONCE IS AN ACCIDENT TWICE IS COINCIDENCE THREE TIMES IS A PATTERN

ACCOUNTABILITY AND RESPONSIBILITY

Know and understand the difference.

6. TAKE INITIATIVE

Be the one that does what needs to be done without being asked or told.

1. BE A PROBLEM SOLVER
2. NEVER TAKE "IT'S NOT MY JOB" APPROACH
3. ANTICIPATE
4. BE PROACTIVE

7. BE OF SERVICE

Be a navy seal.

1. INTERNAL AND EXTERNAL
2. RESPECTFUL AND RESPONSIVE
3. AVOID RUDE BEHAVIOUR
4. EVERYTHING YOU DO ENDS UP IN FRONT OF BOTH CUSTOMERS

8. ALWAYS BE ETHICAL AND HONEST



1. BE RESPECTFUL
2. DO THE RIGHT THING EVEN THOUGH NOBODY WILL KNOW
3. BE JUST AND FAIR
4. BE A PERSON OF INTEGRITY AND HONESTY

9. BE A TEAM PLAYER

1. BE SOMEONE OTHERS TRUST
2. GET INVOLVED IN A POSITIVE WAY
3. PITCH IN TO HELP OTHERS WITHOUT BEING ASKED
4. LOOK AT ADVERSITY AS A STRENGTH

10. SOLVE YOUR OWN PROBLEMS AND BE A PERPETUAL LEARNER

1. YOU ARE EXPECTED TO GET ON WITH OTHERS EVEN IF YOU DON'T LIKE THEM
2. EMPOWER YOURSELF TO FIX YOUR OWN PROBLEMS
3. DEVELOP A HABIT OF DEVELOPMENT EVERYDAY
4. LOOK FOR SOLUTIONS.

BONUS PRINCIPLE CELEBRATE

CELEBRATE SUCCESSES: ACKNOWLEDGE AND CELEBRATE YOUR SUCCESSES, NO MATTER HOW SMALL.

LIKewise, VIEW FAILURES AS OPPORTUNITIES FOR GROWTH AND LEARNING.

ANALYSE WHAT WENT WRONG, IDENTIFY LESSONS LEARNED, AND USE THAT KNOWLEDGE TO IMPROVE FUTURE PERFORMANCE.



WHAT ACTIONS CAN YOU TAKE TO ENSURE THESE 10 PRINCIPLES AND BEHAVIOURS ARE ALIVE AND CONSISTENT.

DO YOU SCORE 10/10. WHAT CAN YOU IMPROVE?

PRINCIPLE	ACTIONS
1. SET CLEAR GOALS AND TARGETS	
2. TAKE OWNERSHIP AND ACCEPT RESPONSIBILITY	
3. DWYSYGTD	
4. DON'T MAKE EXCUSES	
5. LEARN FROM YOUR MISTAKES	
6. ALWAYS BE ETHICAL AND HONEST	
7. TAKE INITIATIVE	
8. BE OF SERVICE	
9. BE A TEAM PLAYER	
10. SOLVE YOUR OWN PROBLEMS AND BE A PERPETUAL LEARNER	

BEGIN WITH THE BASICS

HAVING A POSITIVE ROUTINE

Having a daily routine offers numerous benefits across productivity, performance, organisation, and overall positive outcomes. Here's a breakdown of why daily routines are valuable:

1. PRODUCTIVITY AND CONSISTENCY:

By establishing a routine, you create a predictable structure for your day. This consistency helps your brain anticipate tasks, making it easier to transition between activities and stay focused.

Routine reduces the number of decisions you need to make each day, conserving mental energy for more important tasks.

2. PERFORMANCE AND WORKFLOW:

A well-designed routine ensures that tasks are prioritised and scheduled efficiently, leading to better workflow management.

3. SKILL DEVELOPMENT:

Incorporating time for learning and skill development into your routine allows for continuous growth and improvement in performance.

4. ORGANISATION AND TIME MANAGEMENT:

A daily routine helps you allocate time for essential activities, including work, personal tasks, relaxation, and self-care, leading to better time management. **Another benefit is to** Reduce procrastination, with a clear plan for the day, you're less likely to procrastinate or waste time on unproductive activities.

5. POSITIVE RESULTS AND ACHIEVING GOALS:

Consistently following a routine enables progress towards short-term and long-term goals. Each day's activities contribute to larger objectives, fostering a sense of accomplishment which reduces stress. This contributes to a more positive mindset and overall well-being.

6. IMPROVED WORK-LIFE INTEGRATION:

A well-balanced routine ensures that time is allocated not only for work but also for personal interests, hobbies, and relationships, leading to a healthier work-life integration.

ADDITIONAL BENEFITS:

Routines often include time for exercise, healthy eating, and sufficient rest, promoting physical and mental well-being enhancing your focus. Regular routines train your brain to focus on tasks at hand, improving concentration and attention span.

BOOSTED CONFIDENCE:

Successfully sticking to a routine reinforces discipline and self-control, boosting confidence in your ability to manage responsibilities effectively.

In summary, having a daily routine facilitates productivity, performance optimization, organisation, and ultimately leads to positive results in various aspects of life. It provides structure, reduces stress, and fosters habits that contribute to personal and professional success.

On the following pages are templates to assist in developing a professional routine. Discuss with your manager a routine that will work for you. Print and laminate a copy. Place on your work station and tick off daily when the specific activity is completed. After 4-5 days you will identify which areas you are not doing consistently which will help you get back on track.

DAILY ROUTINE

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**Pre-delivery**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						

PRODUCT KNOWLEDGE

As a new car salesperson, improving product knowledge is crucial for building trust with customers and closing sales effectively. Here are five ways to enhance your product knowledge for both new and used cars:

1. ATTEND TRAINING SESSIONS AND WORKSHOPS:

Take advantage of training sessions provided by the dealership and or distributor. These sessions cover features, specifications, and selling points of each vehicle model.

Participate in workshops focused on product demonstrations, where you can learn hands-on about the features and functionalities of different cars.

2. STUDY VEHICLE SPECIFICATIONS AND REVIEWS:

Dedicate time to study vehicle specifications, including engine types, performance metrics, safety features, and technology integrations.

Read professional reviews, consumer reports, and comparison articles to gain insights into how different models stack up against each other in terms of performance, reliability, and value.

COMPLETE PRODUCT QUIZ ATTACHED EVERY DAY INITIALLY AND PRESENT TO YOUR MANAGER OR SENIOR SALESPERSON

3. CONDUCT TEST DRIVES REGULARLY:

Take every opportunity to test drive various new and used cars available at the dealership.

Pay attention to how each vehicle handles, its comfort level, and the functionality of its features. This hands-on experience will deepen your understanding and ability to communicate the benefits to customers.

TALK WITH EXPERIENCED SALESPEOPLE ON WHAT QUESTIONS AND INFORMATION CLIENTS ARE ASKING.

4. UTILISE ONLINE RESOURCES:

Explore manufacturer websites and online resources dedicated to automotive news and reviews.

Watch video reviews, walkthroughs, and tutorials on platforms like YouTube to learn about the latest features and technologies in different car models.

MAKES SURE THE INFORMATION IS APPROPRIATE FOR YOUR MARKET.

5. SHADOW EXPERIENCED SALESPEOPLE:

Shadow experienced salespeople during customer interactions and vehicle presentations.

Observe their sales techniques, how they highlight key features, and address customer concerns or objections. Ask questions and seek feedback to improve your own approach.

By consistently investing time and effort into expanding your product knowledge through training, research, practical experience, and mentorship, you'll become a more confident and effective car salesperson, capable of meeting the needs of customers and driving sales success.

6. PRODUCT QUIZ

Photocopy the quiz on the following page and complete the quiz on specific vehicles. This will enhance your product knowledge quickly.

We recommend at least 5 immediately and then every other day until you feel confident about presenting a vehicle. You will not necessarily tell to customer everything but knowing is power if your asked. If you don't know the answer be honest and tell the customer you will find out.

NAME		DEALERSHIP	
QUESTION	ANSWER		
MAKE:	MODEL:		Auto / Manual?
OTHER MODELS AVAILABLE? (5pts)			
COLOUR RANGE? (5pts)			
PRICE – Retail Auto/Manual (5 pts)			
WHAT FACTORY OPTIONS AVAILABLE? INCLUDING TRIM OPTIONS (5pts each))			
4 EXTERIOR FEATURES (1 pt each)			
4 INTERIOR FEATURES (1 pt each)			
4 SAFETY FEATURES (1 pt each)			
4 TECHNOLOGY FEATURES (5 pts)			
BRAKES FRONT AND REAR (5pts)			
TOWING CAPACITY (5 pts)			
DRIVE AWAY PRICE INCLUDES (5 pts)			
TYPE OF FUEL (5 pts)			
TYRE SIZE – WHEEL SIZE (5 pts)			
SOUND SYSTEM/ (5 pts)			
SERVICE INTERVALS (5 pts)			

HIGH HQ

- | | |
|--|--|
| <ul style="list-style-type: none"><input type="checkbox"/> KINDNESS<input type="checkbox"/> OPTIMISIM<input type="checkbox"/> WORK ETHIC<input type="checkbox"/> CURIOUS INTELLIGENCE<input type="checkbox"/> EMPATHY<input type="checkbox"/> SELF-AWARENESS<input type="checkbox"/> INTEGRITY | |
|--|--|

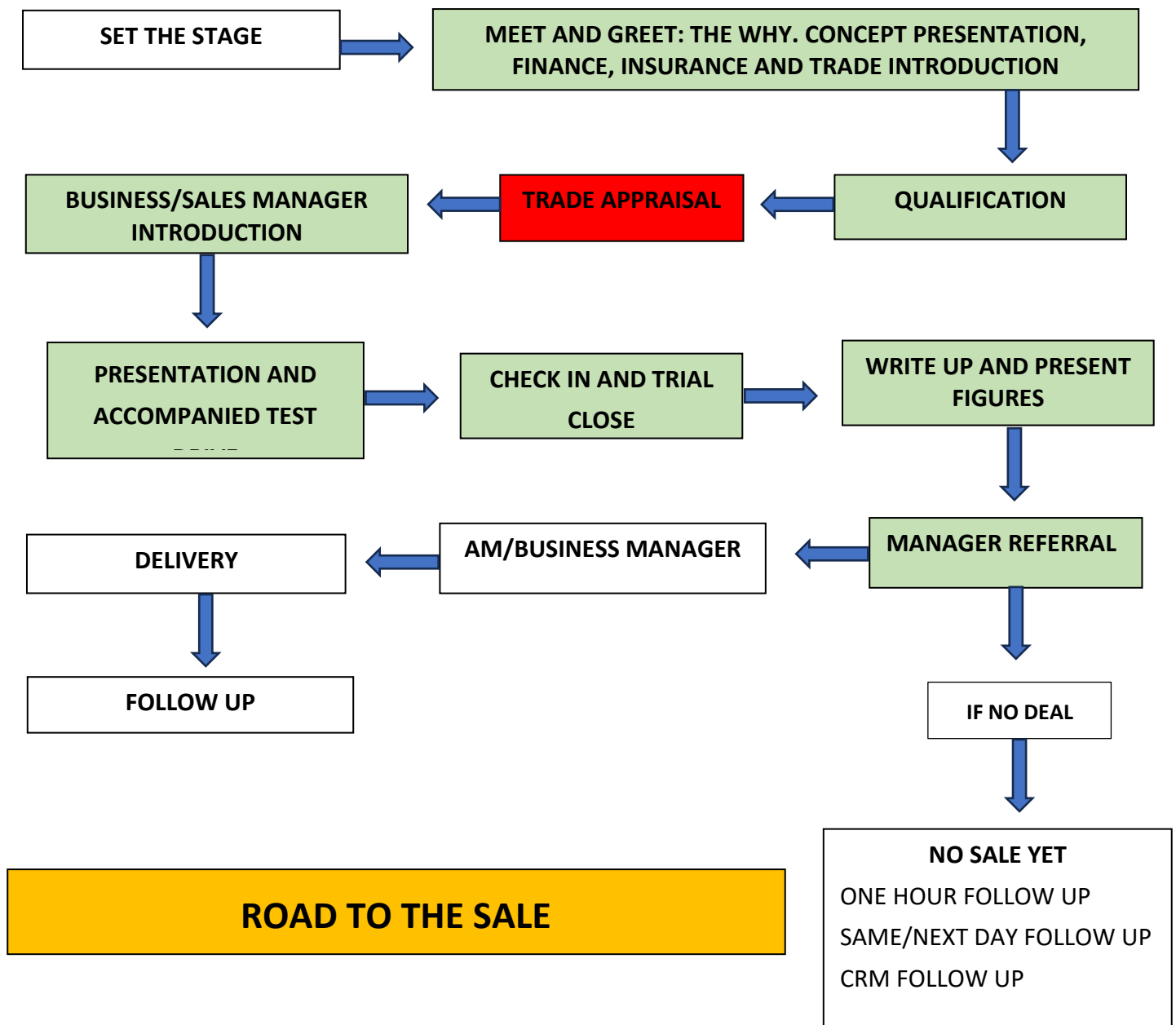
COLLECTING THE DOTS

- | | |
|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> WHAT IS IMPORTANT TO THE CUSTOMER.<input type="checkbox"/> CUSTOMER HISTORY.<input type="checkbox"/> MAKE THEM FEEL THIS IS A CUSTOMISED EXPERIENCE JUST FOR THEM. | |
|---|--|

BECOME THEIR FAVIOURITE

- | | |
|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> WHEN SOMEONE SAYS YOU'RE THEIR FAVOURITE HOW GOOD IS THAT.<input type="checkbox"/> PROVIDE AN EMOTIONAL CONNECTION.<input type="checkbox"/> CONSTANTLY WORK ON YOUR PERFORMANCE.<input type="checkbox"/> MAKE THEIR HEART FEEL WITH UNDERSTANDING, CARE AND A SPECIAL EXPERIENCE. | |
|---|--|

THE SALES PROCESS



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

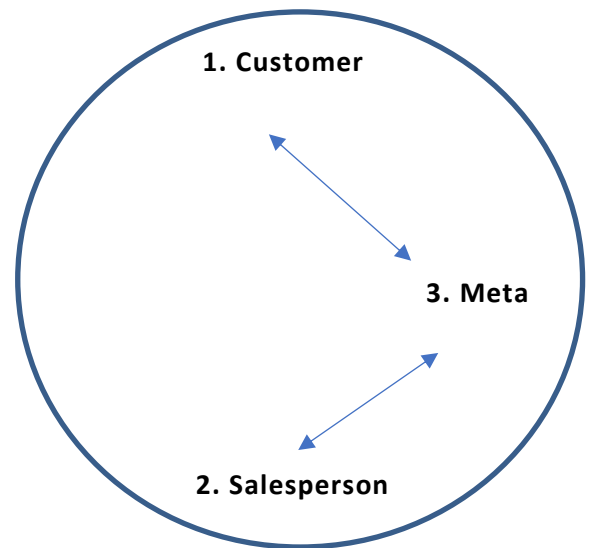
- ☐ The customer is just looking
- ☐ They are not buying today
- ☐ They want \$10,000 for their vehicle
- ☐ They have two more cars to look at
- ☐ This is the first place they have been to
- ☐ They just want the best price
- ☐ They have no time
- ☐ They have driven the vehicle before

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?
- ☐ 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?



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)
- ☐ “You give me the impression you really love the car; shall we get the paperwork underway?”

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)

1. SET THE STAGE

WHAT	WHY	HOW	YOUR TAKE
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	
SALES YARD	FIRST IMPRESSION	CARS LINED UP, FUELED, SPACE BETWEEN, CLEAN, WINDOW CARDS FRESH AND UP TO DATE, D PLATES AVAILABLE AND LOOK OPEN 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.

2. MEET AND GREET

TURN ON		TURN OFF	
Allow me to have a look Let me set the pace and Treat me with respect Give me all the information I need Help with selection Confirm I am happy with the process Ask me quality questions Allow me to talk and listen Give me time		Keep asking at what price will I buy today Pushing me Asking if I am buying today Continually closing If I / would you? questions Rushing and losing interest in me Can't give figures without commitment Taking phone calls Lack of eye contact	
WHAT	WHY	HOW	YOUR TAKE
ACKNOWLEDGE EARLY WITH A WARM SMILE	SHOWS INTEREST AND PROFESSIONAL, RELAXES THE CUSTOMER	"Are you having a browse or looking for someone in particular?" "I will be happy to answer any of your questions when you're ready, by the way..."	
INTRODUCE YOURSELF	MAKES A CONNECTION AND BUILDS RAPPORT	"I am in the sales team and my job is to work with customers to help them select the right vehicle. We offer finance and insurance to make it easy, simple and convenient 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.	
CONCEPT PRESENTATION	GIVES A CLEAR PATHWAY AND REDUCES ANY FEAR OF THE UNKNOWN	"Allow me to explain how it works here" 1. "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?" 2. "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?"	
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." "May I ask what brings you in today and how can I help?" "What are you hoping to achieve 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?"	

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 Name Timing Trade details Decision makers Have they driven the vehicle Any other vehicles they are considering Have they dealt with us previously	
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	

CUSTOMER NEEDS ANALYSIS CHECKLIST

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>
<div><div><input type="checkbox"/> Safety <input type="checkbox"/> Performance <input type="checkbox"/> Appearance <input type="checkbox"/> Comfort <input type="checkbox"/> Economy <input type="checkbox"/> Warranty</div><div>Criteria <div></div></div></div>	Klms <div></div>
	When purchased <div></div>
	Has it been a good car for you Y <input type="checkbox"/> N <input type="checkbox"/> <div></div>
	Likes and dislikes <div></div>
	<input type="checkbox"/> Finance owing <div></div>
	<input type="checkbox"/> Paint and fabric protection <div></div>
	<input type="checkbox"/> Tint <div></div>
	<input type="checkbox"/> Additional Warranty <div></div> <div></div>
Specific features <div></div>	Budget
Accessories required <div></div>	Finance options
Preferred time for purchase and delivery <div></div>	Repayments
Notes <div></div>	

FOUR SQUARE QUALIFICATION

High and low trust questions: Start the process with the desired vehicle and opens doors to more personal information.

- Take your time and ask quality questions and above all listen and take notes.
- Low trust questions first will uncover high trust information.
- The structure is consistent with customer's expectations
- Fulfils the agreement to be of service you made with the customer
- Critical to the objective of selecting the proper vehicle and setting up the transaction

PRACTICE THE QUESTIONS

Desired vehicle (Low)	Trade status (Low)
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)	Personal details (High)
How do you normally buy with 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
PRACTISE THE QUESTIONS	

4. LOOKING AT THE TRADE (SOMETIMES REFERRED TO AS WALK DRIVE APPRAISE WDA):

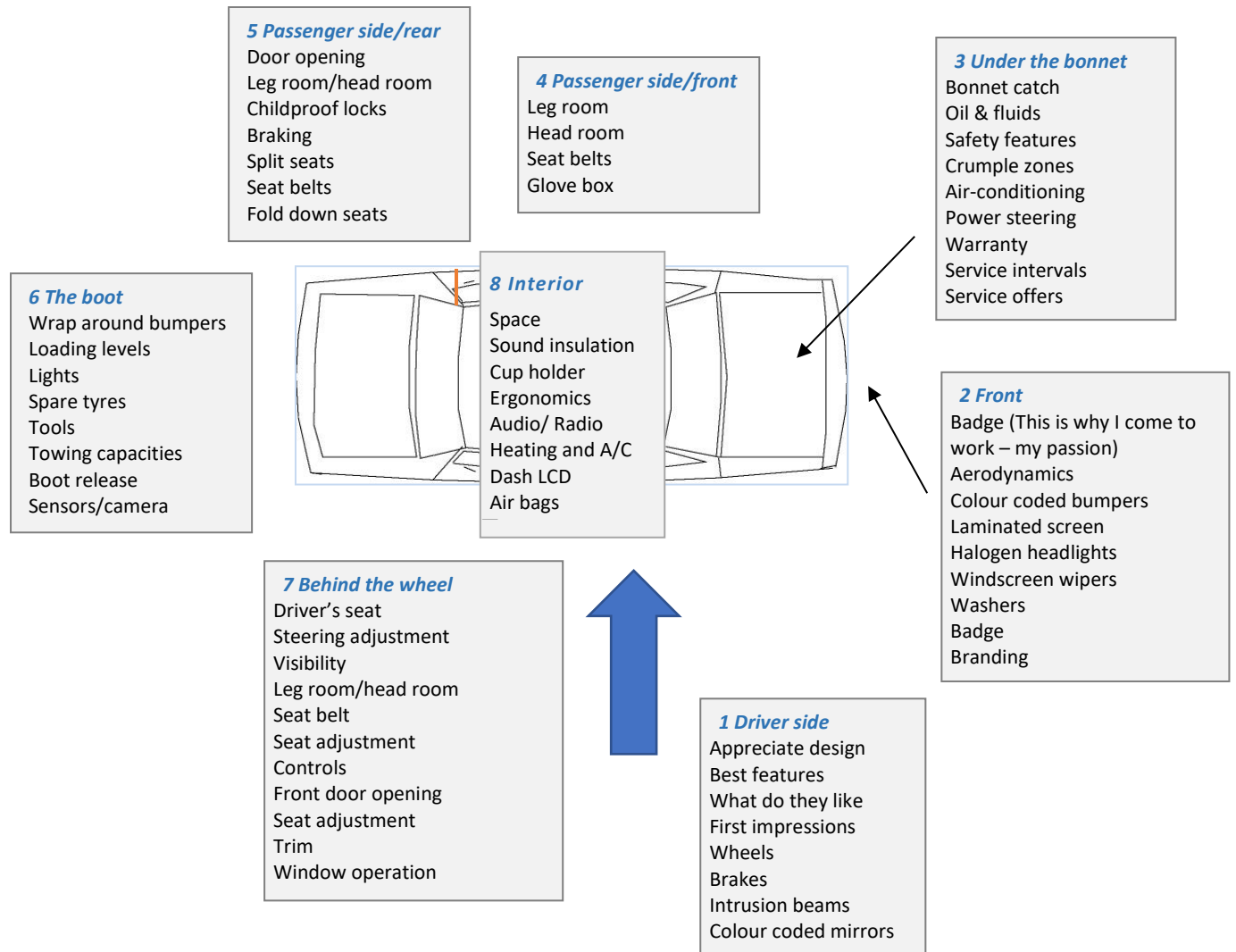
WHAT	WHY	HOW	YOUR TAKE
SELL THE IDEA OF LOOKING AT THE TRADE TOGETHER WITH THE CUSTOMER	GETS THE CUSTOMER ENGAGED AND RELAXED. THEY BECOME THE SELLER IT APPEARS TO BE EASIER TO BUILD A MORE ACCURATE PROFILE AND UNCOVER FINANCIAL INFORMATION AND BUYING CRITERIA NATURALLY AT THE CUSTOMER'S VEHICLE.	"We do things a little different here because we know the trade will probably play a part in any deal we may do. We have buyers all over the country to help get the best price for you" So let's work together to get as much information as possible.	
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 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.	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"	

5. SALES MANAGER/BUSINESS MANAGER/AFTERMARKET INTRODUCTION (SETS UP RE-INTRODUCTION LATER)

Accidentally introducing OTHER KEY MEMBERS OF THE TEAM at this point builds value for the customer and indicates they are important to the company. There will be times when this option is not possible but is an ideal strategy. There are many benefits listed below but most of all it is professional and works.

WHAT	WHY	HOW	YOUR TAKE
THE SALES MANAGER HIGHER AUTHORITY	<p>To ensure customers have the right vehicle and improve closing experience and overcoming any objections. May be aware of a vehicle that the salesperson is not.</p> <p>Confirm the customer's name.</p> <p>Setting up the valuation: Give the pre appraisal to complete valuation.</p> <p>Set up demonstration: Confirmation from the manager to take advantage of the opportunity to drive the new car</p> <p>Easier re-introduction: If required to assist in reaching agreement, the reintroduction is softer.</p> <p>Customer wants to buy with unreasonable figures</p> <p>Partner not available: Visit the partner to enable them to view the vehicle.</p> <p>Another contact: Provides cover in the event the salesperson is not available or when the customer returns.</p>	<p>Reconfirm selection, offer alternative, work on trade expectations, checking for a second opinion.</p> <p>Show the customer you are working for them.</p> <p>Re-introduction later is critical, never be the person to say no, always refer.</p>	
INTRODUCE THE BUSINESS MANAGER	<p>Relaxed early introduction eases the pressure and sets up the professional way we do business.</p> <p>To make sure all customers are given the option to buy and feel comfortable with the experience.</p>	<p>Test drive forms</p> <p>Managing by walking around (MBWA)</p> <p>Finance and or insurance options</p> <p>If an early or later introduction is not possible make sure the BM is edified as to the service they offer and set up a phone call opportunity for them.</p>	
AFTERMARKET	<p>Build value in the role, not the delivery coordinator but someone that offer them ways to protect their investment.</p> <p>Protect the trade price when they sell.</p> <p>Teach the customer to always buy as a seller.</p>	<p>Early introductions makes it more relaxing later in the customer experience, if they are not available set up the expectation of a follow up phone call.</p>	

6A. VEHICLE PRESENTATION (PRESENTING WITH PASSION)



WHAT	WHY	HOW		
		Feature	Benefit	Involve
PRESENT THE VEHICLE ACCORDING TO THE CUSTOMERS CRITERIA	Aligns the customer's criteria to the features and specifications of the vehicle. Creates ownership	Hole punch is made of hardened steel	It will last forever. You will never have to buy another one.	"Which is great value isn't it?" "Which means to you...?"
INVOLVE THE CUSTOMER IN THE PRESENTATION 70/30 RULE	Customer involvement leads to mental ownership. and reduces the customer's resistance to price and delays	As you move around the vehicle encourage the customer to get involved with OPENING THE BONNET AND BOOT, moving seats and checking jack and spare.		
RECONFIRM THE TEST DRIVE USING THE POWER OF THREE REVIEW PRESENTING WITH PASSION IN SALES 101	Build expectation Salesperson drives first to change over spot	"Let's go for a drive so you can experience the road handling features, the technology applications THAT YOU ARE INTERESTED IN and unbelievable driving experience"		

6B. TEST DRIVE

PROCEDURE FOR A TEST DRIVE

1. Complete dealer paper work.
2. Customer in the passenger seat.
3. Product Presentation of the vehicle's interior with the engine running.
4. Salesperson drives first. **Have all customers fasten their seat belts.**
5. Must have a planned route tailored to the customer's buying motives
6. Demonstrate Vehicle's Performance on the way to the turnaround point.
7. Planned turn-around point (or points if more than one driver)
8. Customer drives back to the dealership
9. Measuring customer interest level during the drive back WITH CHECK IN AND TRIAL CLOSES

WHAT	WHY	HOW	YOUR TAKE
SET DRIVE ROUTE	KEEPS IT ORGANISED AND HAVE ALTERNATIVE ROUTES FOR SPECIFIC DRIVING NEEDS	"We have planned a specific route that will give you a great experience in the drive" Have a second changeover for second driver if required	
SALESPERSON DRIVES FIRST	SAFETY LEAVING THE DEALERSHIP AND GETS ONTO THE ROUTE	"I will get us out of the dealership and change over a k down the road where we can take a bit of time checking out the vehicle and then the best bit you drive"	
CHANGE OVER	RECONFIRM LOOK AND STYLE IN A PRIVATE SETTING GOOD PLACE TO COMPLETE PRESENTATION AND GET THE CUSTOMER READY TO DRIVE	Seating, reverse camera, reverse and or three position turn, visibility, Blue tooth etc. Complete presentation based on customer criteria	
DRIVE BACK TO THE DEALERSHIP	LET THE CUSTOMER ENJOY THE DRIVE CHECK LEVEL OF INTEREST	Keep quite with occasional trial close, "How are you enjoying it so far?" "Where will you go on your first trip	
TRIAL CLOSES	WHAT	WHY	HOW
CHECK IN	ASKING OPEN AND CLOSED QUESTIONS RELATING THE LEVEL OF INTEREST	Determine the level of interest	Are we ticking the boxes
TRIAL CLOSES	ASKING THE CUSTOMER TO MAKE A DECISION RELATING TO OWNERSHIP	Increasing the likelihood that the customer is interested in buying	Is the vehicle a consideration

7. WRITE UP

It is important the environment within the dealership is conducive to making the customer feel welcome and at ease. Certain features help to create a welcoming relaxed environment:

- ✓ **Set parking on return from demonstration**
- ✓ **Available refreshments**
- ✓ **No Clutter**
- ✓ **Company paperwork and or computer**

If LOOKING AT THE TRADE has not been done yet do it now if trial close subject to trade is confirmed.

WHAT	WHY	HOW	YOUR TAKE
MOVE TO WRITE UP	START THE PAPERWORK AND ORGANISE REFRESHMENTS	"Let's grab a coffee and we can work on those figures for you" Close on criteria Have someone organise the coffee or do it together	
ORDER BLANK CLOSE	ASK FOR THE NEXT LEVEL OF COMMITMENT SHOWS CONFIDENCE AND WE ARE PROCEEDING	"Assume the money works what name is the vehicle going in?" Start writing / typing whilst confirming address and vehicle information etc.	
REFERRAL TO MANAGER	GET ALL TRADE DETAILS AND TO PRESENT OFFER	Referral or phone close	
ASK FOR THE BUSINESS	THAT IS WHY WE ARE HERE	"The new vehicle including xxx is \$ and we are in a position to pay \$x for your trade which is a changeover of \$x, now you mentioned a delivery time which we can do, so just okay here and I will get the deal approved"	
MANAGER RE-INTRODUCTION	TO ENSURE CUSTOMERS HAVE THE RIGHT VEHICLE AND INCREASE CLOSING EXPERIENCE AND OVERCOMING ANY OBJECTIONS	Reconfirm selection, offer alternative, work on trade expectations	

8. DELIVERY AND SERVICE WALK

WHAT	WHY	HOW	YOUR TAKE
CHECK THE VEHICLE THE DAY BEFORE	TO IDENTIFY ANY ERRORS AND ENSURE THE VEHICLE IS CORRECT AND GROOMED	Checklist completed and vehicle in delivery position	
CHECK ALL PAPERWORK IS CORRECT AND FINANCE IS PREPARED	TO MAKE THE DELIVERY SMOOTH	Communicate with all stakeholders	
RE-PRESENT VEHICLE AND CONFIRM BLUE TOOTH ISSUES	SHOW YOU CARE	Short presentation on accessories and equipment Complete checklist and ask for referral. "Is there anyone you know that may be considering buying a vehicle now or sometime in the future"	
INTRODUCE SERVICE	SO THE CUSTOMER KNOWS WHERE TO GO AND THE PROCEDURE	Let me introduce our service department and show you what to do for your first service"	

9. AFTER SALE FOLLOW UP

WHAT	WHY	HOW	YOUR TAKE
CALL THAT DAY	MAINTAIN RAPPORT, CONSISTENCY AND SHOW YOU CARE	"Just a quick call to see how you are enjoying the first day in your new car and to answer any questions you may have"	
THREE DAYS	IF A NEW CAR TO REMIND THEM ABOUT THE SURVEY	Just a quick call to check in and are we still a 10 out 10. Have you been anywhere special? What do you like best so far? Would you like me to book your first service?	
SEND A THANK YOU NOTE AND REFERRAL PROMPT	KEEP YOU TOP OF THEIR MIND	Confirm customer rewards program and survey	
ACTIVATE 36 MONTH FOLLOW UP PROGRAM	CONSISTENT COMMUNICATION	Referrals, service and repeat purchase. Customer rewards Customer evening	

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

THE DIFFICULT GUEST



REGARDLESS OF THE SITUATION REMEMBER...

IT IS NOT ABOUT THEM IT IS ABOUT YOU
THEY TEACH US ABOUT US
WE ARE TEACHERS TOO
WHAT CAUSES YOU TO REACT AND WHAT ARE YOUR
TRIGGERS AND PATTERNS
EMPOWER YOURSELF TO LEARN.

DIFFICULT GUEST FOUNDATION SKILLS

BE AWARE OF THEIR RECOGNITION THRESHOLD
HAVE A DEEP UNDERSTANDING OF YOUR STRATEGIES
HAVE THE ABILITY TO DELIVER UNDER PRESSURE
CREATE NATURAL MASTERY IN YOURSELF.

THE DIFFICULT GUEST



WELCOME THEM TO YOUR PLACE OF BUSINESS.
TAKEN CARE OF.
GET WHAT THEY CAME FOR.
NICE TO BE APPRECIATED.
THANKED FOR THEIR BUSINESS.
INVITED BACK.
TREATED LIKE A GUEST IN YOUR HOME.

THE DISTRACTED GUEST

THEY ARRIVE WITH BAGGAGE.
THEY BRING THEIR WORLD TO YOURS.
THEY ARE DISTRACTED BY THEIR BAGGAGE.
REMEMBER WELCOME THEM.
TAKE CARE OF THEIR NEEDS.
LET THEM KNOW YOU UNDERSTAND AND YOU WILL TAKE
THEIR OF THEM.

THE DISAPPOINTED GUEST



THEY ARRIVE WITH CERTAIN EXPECTATIONS.
IT COULD BE YOUR PRICE, PRODUCT OR SERVICE.
SOMETIMES THEY WILL SAY NOTHING.
IT COULD BE OUR BAGGAGE OR LACK OF AUTHORITY.
WE CAN GO INTO FLIGHT OR FIGHT.
YOUR FIGHT RESPONSE CAN MAKE THINGS WORSE.

THE DISAPPOINTED GUEST L.A.S.T

YOUR JOB IS TO MAKE IT L.A.S.T.
LISTEN, APOLOGISE, SOLVE, THANK.
AN APOLOGY IS NOT ABOUT TAKING THE BLAME – “SORRY THIS HAPPENED.”
SHOW EMPATHY.
SOLVE THE PROBLEM TOGETHER.
“IF YOUR NOT HAPPY WE ARE NOT HAPPY.”
HAVE THE COURAGE TO MAKE THINGS RIGHT.
THANK THEM FOR BRINGING IT TO YOUR ATTENTION.
THEY DON’T CARE HOW MUCH YOU KNOW BUT THEY DO WANT TO KNOW HOW MUCH YOU CARE.

THE DISRUPTIVE GUEST



IF YOUR GUEST FEELS THEY HAVE BEEN TREATED UNFAIRLY
THEY HAVE BEEN.

IT'S THEIR PERCEPTION THAT COUNTS.

PHONE CALLS AND DISTRACTIONS ARE NOT JUST A PART OF
BUSINESS.

BUT IMAGINE HOW IT MAKES YOUR GUEST FEEL.

IDENTIFY A POTENTIAL DISRUPTIVE GUEST EARLY.

THE DISRUPTIVE GUEST L.A.S.T

PUT YOURSELF IN THEIR SHOES AND TRY TO REMEMBER
WHY WE BECAME DISRUPTIVE IN THE FIRST PLACE.

APPROACH THINGS IN A PROFESSIONAL WAY.

THEY MAY BE FEELING IGNORED.

GET THEM AWAY AND GET HELP.

LISTEN, APOLOGISE, SOLVE, THANK.

LET THEM VENT.

LOWER YOUR VOICE BUT LET THEM SAY WHAT THEY WANT
TO SAY.

THEIR LANGUAGE MAY BE PERSONAL.

REMEMBER ITS NOT PERSONAL.

L.A.S.T SUMMARY

Customers who have a problem expect the person who takes the call or is in front of them to assist them to solve it.

More aggressive customers might even demand that you fix the problem. You need to find out exactly what the issue is and why it happened and then use the right strategies to resolve it. It is also important for you to explain to the customer how you are going to fix the problem.

Listen to the problem:

The first step in dealing with a problem is to make sure you ***listen to what the problem is***. Don't guess what the customer is going to say, don't be defensive and don't interrupt. At the same time you need to ***listen actively***. This means asking appropriate questions if you need more information or you need to clarify something. Take notes.

Apologise:

When customers have a problem you need ***to express your concern or apologise*** for the inconvenience the problem has caused. You need to do this in a sincere way to show the customer that you recognise and understand that there is a problem, **now it is not about blame** but that it needs to be resolved.

Solve by committing to help by working together:

Make a personal ***commitment to help*** with the problem. Tell the customer that you will look into it immediately. Explore every avenue for resolving the problem yourself before you transfer the call or involve someone else. Be definite about helping and commit to getting the appropriate person involved.

If you are going to be able to solve a problem you need to - ***clarify the details***, find out all you can about what has gone wrong. This involves questioning the customer about what happened and verifying information if you can.

"For me to make sure I totally understand do you mind if I ask you a few questions?"

Make sure you understand not only what customer says but also what they mean to say - what they intend. *Summarise* or paraphrase what you understand the customer has said and use clear questions to ***confirm*** that you have understood correctly. This will ensure that you get it right first time.

Thank them for bringing it to our attention:

It is important to find a solution to the problem as quickly and efficiently as you can. Your aim should be to ***provide a solution ASAP***. Avoid keeping the customer on the line or waiting for something to be done.

FOLLOW UP to make sure the issue has been resolved.

COMPLAINTS HANDLING TEMPLATE

LISTEN, APOLOGISE, SOLVE, THANK - Respect their and your rights

Name _____ Date _____

Contact Details _____

Complaint Details _____

LISTEN, take notes (lower voice, don't cut off, don't take anything personally, the more time the better they will feel)

APOLOGISE, clarify the details, gain permission to ask open questions (show empathy) Confirm your commitment to find a solution

SOLVE, offer solution (together, you and I, we) – set an agreed time frame

Summarise, confirm you understand (care, don't question their worth or integrity)

THANK, set aside your ego, and invite them back.

Date completed _____

Your Name _____

Signature _____

Additional notes

ACTIVE, REFLECTIVE AND EMPATHETIC LISTENING



WHY IS ACTIVE LISTENING IMPORTANT?

Like critical thinking and problem-solving skills active listening is a human skill that's held in high regard by employers. When talking with people using active listening techniques you show them how you're interested and understanding you are.

This skill is underestimated and under used in life and when people realise how active listening enhances relationships and social skills they would take action to improve.

PEOPLE DON'T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE.

THE POWER OF LISTENING WITH SIMON SINEK

IT IS THE ART OF UNDERSTANDING THE MEANING
BEHIND THOSE WORDS.

THE OTHER PERSON FEELS HEARD.

REPLACING JUDGEMENT WITH CURIOSITY.

A SAFE PLACE TO EMPTY THE BUCKET.

WE OFTEN DEFEND, LITIGATE AND INTERRUPT.

ALL OF US CHOOSE THE WRONG WORDS AT TIMES.

ENCOURAGE THE OTHER PERSON TO CONTINUE.

BE THE ONE THAT REALLY LISTENS.

TWO PREREQUISITES TO ACTIVE LISTENING WITH ALEX LYON



Becoming an active listener is a valuable skill that can improve your communication, relationships, and understanding of others.

OPPOSITE OF PASSIVE LISTENING

NOT MENTALLY ENGAGED

WHY AM I EVEN TALKING ANYWAY

ACTIVE LISTENING IS LISTENING COMPLETELY

YOU MUST COMMIT AND PRACTICE

ACTIVE LISTENING PRINCIPLES

GIVE YOUR FULL ATTENTION: When someone is speaking to you, put away distractions such as your phone, laptop, or other thoughts. Make eye contact with the speaker and focus solely on what they are saying.

SHOW THAT YOU'RE LISTENING: Nonverbal cues like nodding your head, maintaining eye contact, and using facial expressions can show that you're engaged in the conversation and actively listening.

AVOID INTERRUPTING: Allow the speaker to finish their thoughts before you respond. Interrupting can make the speaker feel unheard and can disrupt the flow of the conversation.

ASK OPEN-ENDED QUESTIONS: Encourage the speaker to elaborate by asking open-ended questions like "Can you tell me more about that?" or "How did that make you feel?"

REFLECT ON WHAT YOU'VE HEARD: After the speaker has finished talking, take a moment to reflect on what they've said. Try to understand their perspective, emotions, and the key points they've made.

PARAPHRASE AND SUMMARISE: Repeat back what you've heard in your own words to confirm your understanding. This shows that you're actively engaged in the conversation and want to ensure you've grasped the message correctly.



Reflective listening involves focusing on the emotions and feelings behind the speaker's words. It goes beyond understanding the content of what's being said to grasp the underlying emotions and intentions.

REFLECTING FEELINGS: Acknowledging and verbalising the emotions expressed by the speaker. For example, saying, "It sounds like you're feeling frustrated."

Reflective listening involves a few key phrases and techniques that show you're actively engaged in understanding the other person's perspective. Here are some phrases and skills commonly used in reflective listening:

REPHRASING OR PARAPHRASING: Repeat or rephrase what the other person said to demonstrate your understanding. For example:

"If I understand correctly, you're saying..."

"Let me see if I've got this right, you're feeling..."

CLARIFICATION: Ask for more information to ensure you've understood correctly:

"Could you elaborate a bit more on that?"

"Can you give me an example of what you mean?"

"I want to make sure I'm understanding this correctly, could you clarify?"

SUMMARISING AND RESTATING: Reflecting back the content of the message to ensure comprehension while also capturing the emotional tone. This reinforces understanding and shows empathy. Sum up what you've heard to confirm your understanding and show you've been paying attention:

"So, if I'm summarising correctly, you've mentioned..."

"Let me see if I've captured the main points: it seems like... is that accurate? Am I understanding you clearly?"

"Remember, reflective listening is about more than just using these phrases it's about genuinely seeking to understand the other person's perspective, acknowledging their feelings, and demonstrating that you're present and attentive."

EMPATHETIC LISTENING



Showing empathy by understanding and connecting with the speaker's emotions, indicating that you comprehend their perspective. Empathetic listening takes reflective listening further by not only understanding the emotions but also placing oneself in the speaker's shoes.

IT INVOLVES:

EMPATHY AND COMPASSION: Going beyond understanding to genuinely feeling and sharing the emotions and experiences of the speaker.

NON-JUDGMENTAL ATTITUDE: Being open-minded and non-judgmental, allowing the speaker to express themselves freely without fear of criticism.

SUPPORTIVE RESPONSES: Providing support, encouragement, and comfort as needed, showing that you care about the speaker's well-being.

EMPATHETIC STATEMENTS: Acknowledge the emotions the other person might be feeling:

"I can understand why that would be frustrating."

"It must have been really challenging for you."

"I hear you're feeling [emotion]."

AVOIDING INTERRUPTION: Give the speaker space to express themselves without interruption.

This shows respect and allows them to fully articulate their thoughts.



Each of these listening skills complements the others and can be combined to create a more comprehensive and empathetic approach to communication.

They all aim to create a deeper connection, foster understanding, and promote effective communication.

1. HAVE THE ABILITY TO PUT YOURSELF IN THE OTHER PERSONS SHOES

You must be genuine and see the situation through the other persons eyes, it is not agreeing or trying to fix a problem, it helps the other person to feel understood.

2. BE AWARE OF THEIR VERBAL AND NON-VERBAL CUES

Pick up on their body language, they do not always match so listen to what's not being said.

3. REFLECT BACK TO THEM WHAT YOU SENSE

Keep it in plain language, be alert to your body language, if it is positive be excited for them.

NON-VERBAL COMMUNICATION

SHOWING YOU ARE PAYING ATTENTION.

NO PHONES.

EYE CONTACT.

NOTICE THE SPEAKERS NON-VERBAL SIGNALS.

LISTEN WITH YOUR EYES.

CHECK YOUR BODY LANGUAGE. DO YOU HAVE EYE CONTACT AND OPEN.

CHECK THEIR BODY LANGUAGE, ARE THE INTERESTED, DRIFTING, DO THEY HAVE EYE CONTACT.

VERBAL COMMUNICATION

ASKING GOOD RELEVANT QUESTIONS.
LET THE OTHER PERSON ANSWER FULLY.
STOP TALKING AND PAY ATTENTION.
ACKNOWLEDGE THE OTHER PERSON WITH SMALL UTTERANCES SUCH AS:
"I HEAR YOU"
"YER"
"THAT MAKES SENSE"
"TELL ME MORE"
"I SEE," "I KNOW," "SURE," "THANK YOU,"
"I UNDERSTAND"
AND SOMETIMES JUST MM OR AH AH"

RESPONDING TO WHAT THEY SAID

ASK A QUESTION: HOW WAS THE WEEKEND?
THEY RESPOND: THEY WENT FOR A HIKE
YOU GIVE AN INFORMED RESPONSE: REFLECT BACK WHAT YOU HEARD. "THAT SOUNDS REALLY GREAT WHERE DID YOU GO?"
PASSIVE LISTENING IS GIVING NO REACTION AND IMMEDIATELY TELL THEM WHAT YOU DID ON THE WEEKEND.

LET THEM TALK

RESIST CHANGING THE TOPIC OR RESPOND IN A WAY THAT DOES NOT RELATE TO THE CONVERSATION.
KEEP YOUR QUESTIONS ON TOPIC.
ONCE THEY HAVE FINISHED TALKING THERE WILL BE AN OPPORTUNITY FOR YOU TO SHARE YOUR EXPERIENCES.

HERE ARE SOME TIPS TO BECOME A MORE ACTIVE, REFLECTIVE AND EMPATHETIC LISTENER:



It's often easier to learn by reading examples. Here are some tips, statements and questions that may help.

1. **BUILDING TRUST AND ESTABLISHING RAPPORT:** "Tell me what I can do to help." "I was really impressed to read on your website how you donate 5% of each sale to charity."
2. **DEMONSTRATING CONCERN:** "I'm eager to help; I know you're going through some tough challenges." "I know how hard a corporate restructuring can be. How is staff morale at this point?"
3. **PARAPHRASING:** "So, you're saying that the uncertainty about who will be your new supervisor is creating stress for you." "So, you think that we need to build up our social media marketing efforts."
4. **BRIEF VERBAL AFFIRMATION:** "I understand that you'd like more frequent feedback about your performance." "Thank you. I appreciate your time in speaking to me."
5. **ASKING OPEN-ENDED QUESTIONS:** "I can see that John's criticism was very upsetting to you. Which aspect of his critique was most disturbing?" "It's clear that the current situation is intolerable for you. What changes would you like to see?"
6. **ASKING SPECIFIC RELEVANT QUESTIONS:** "How long do you expect your hiring process to last?" "What is your average rate of staff turnover?"
7. **WAITING TO DISCLOSE YOUR OPINION:** "Tell me more about your proposal to reorganise the department." "Can you please provide some history for me regarding your relationship with your former business partner?"
8. **DISCLOSING SIMILAR SITUATIONS:** "I was also conflicted about returning to work after the birth of my son." "I had the responsibility of terminating some of my personnel, due to downsizing, over the last two years. Even if it's necessary, it never gets easier."

BUILDING VALUE IN THE CLOSE



It is critical you have rapport and trust with the customer and understand their buying motivations and criteria. To close on money spoils the customer experience and costs you money.

You have earned the right to ask for the business and if you have delivered your soft trial closes and are in position to write up a deal do so with confidence.

AT THE END OF THIS WORKSHOP THE PARTICIPANT SHOULD BE ABLE TO

1. DELIVER QUALITY TRIAL CLOSES
2. ESTABLISH THE WRITE UP ENVIRONMENT
3. DELIVER A SUMMARY CLOSE
4. HAVE A CONSISTENT STRUCTURE IN THE CLOSE
5. DEAL WITH INITIAL OBJECTIONS WITH CONFIDENCE

WHEN A PERSON IS EXCITED AND ENTHUSIASTIC ABOUT SOMETHING IT IS CONTAGIOUS

You are really going to enjoy the way this car handles on the road, safe and smooth. You mentioned the trip to mars next month; imagine how good that trip will be?

On the test drive you can gauge the level of excitement from your check-ins and your cooking the frog trial closes.

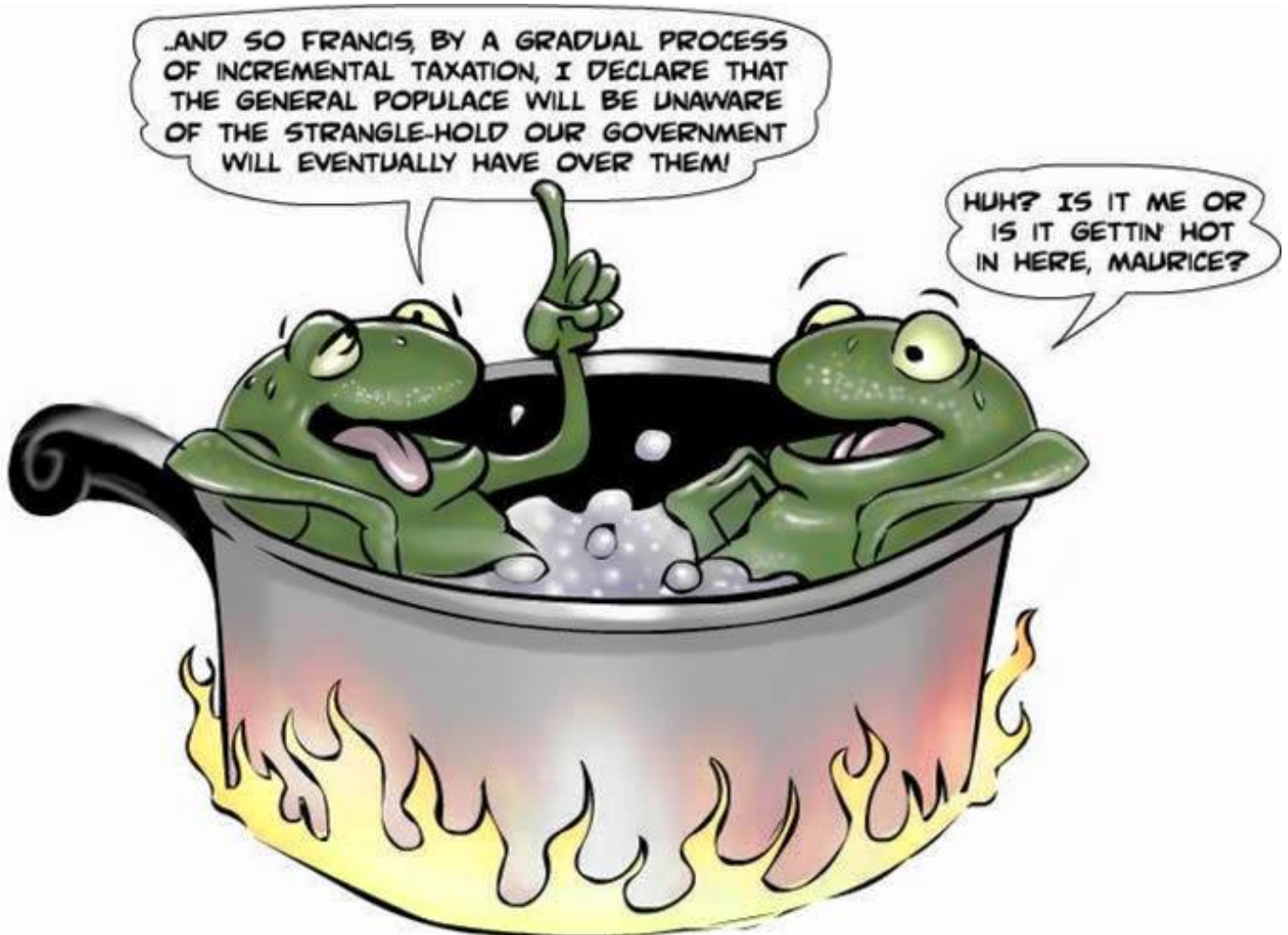
MOVING TO WRITE UP

PROVIDING THE CHECK INS AND THE TRIAL CLOSES ARE ALL POSITIVE WE CAN NOW MOVE TO THE WRITE UP STAGE.

CHECK IN DURING THE PRESENTATION AND TEST DRIVE

1. Have I explained that okay?
2. Is that a good feature for you?
3. What do you think so far?
4. Is this what you have in mind?
5. Are we ticking the boxes?
6. Can you see the benefit TO YOU in that?

COOKING THE FROG



1. Based on your experience is this a consideration?
2. Are you leaning toward the red or the blue?
3. Let's make sure the money works and organise delivery
4. Let's grab a coffee and work out a deal for you
5. My manager will ask me if you like the car enough to buy it, what do you think?

STAGING: in the dealership where do you do the write up?



<input type="checkbox"/> Desk	
<input type="checkbox"/> Closing room	
<input type="checkbox"/> Coffee lounge	
<input type="checkbox"/> Round table in showroom	
<input type="checkbox"/> On computer	
<input type="checkbox"/> Write up form	
<input type="checkbox"/> Contract	
<input type="checkbox"/> Write Pad	
<input type="checkbox"/> Offsite	

REFERRAL PROCESS



- ☐ Face to face with manager (Referral with manager away from customer)
- ☐ Phone close (Negotiation on the phone)

REFRESHMENTS



1. Choice of refreshments, milk, herbal, special biscuits or bread
2. Real coffee
3. Do it together
4. Personal waiter (AM/BM/SM)

TRIAL CLOSE AT WRITE UP



1. What name is the new car going in?
2. Check date (Morning only) spelling of name and street and suburb

Notes

SUMMARY CLOSE WITH SECONDARY QUESTION

When you summarise the benefits and value of the product your offering, it's easier for a customer to see the value. The second question is easier to answer and carries the close.

For example

1. We have the Compact Pixie Deluxe espresso machine that takes up very little counter space.
2. It comes with a built-in frother and it has a 2-year warranty.
3. We also offer free delivery
4. Which is 00000
5. Do you want the red or the blue?

If you help the customer visualise what they're purchasing — and sum it up in a concise way — it's easy for them to understand they're actually getting what they want.

Your example

Close

Secondary question

OFFER TO PURCHASE

SALESPERSON _____ DATE _____

CUSTOMER NAME**NEW VEHICLE DETAILS**

Make: _____ Model: _____ Year: _____ Reg/SN: _____

TRADE IN VEHICLE DETAILS

Make: _____ Model: _____ Year: _____ Reg: _____

NEW VEHICLE

\$

TRADE VALUE

\$

CHANGE OVER

\$

FINANCE**WARRANTY****PROMISES****CUSTOMER SIGNATURE****MANAGER APPROVAL**

HAVE CONFIDENCE IN THE CLOSE

1. WHAT THEY PAY IS A NUMBER
2. WHAT WE PAY IS A DOLLAR
3. CONFIRM CHANGE OVER (NUMBER)
4. ASK THEM TO OKAY THE PAPERWORK
5. CONFIRM DELIVERY WITH SECONDARY QUESTION OR
6. CHECK COLOUR, AVAILABILITY, AND ANY FURTHER ASSISTANCE THAT MAY BE AVAILABLE.

Example

Close

Secondary question

TURN A NO INTO A YES

1. Without judgment or contradiction, we start to open John's thinking
2. You reframe the situation from a threat into an opportunity for achieving their goal
3. You reconnect John's criteria to achieving the goal

PACE AND LEAD

FOCUS ON CUSTOMER CRITERIA

In all likelihood, this will change John's mind so that he stops acting as an obstacle to the sale and begins supporting it.

- Pressure creates resistance
- Acceptance creates flexibility



We sell over xxx cars a month

BECAUSE

--

THE ADVANTAGE TO YOU IS

--

THE REAL VALUE

--

“BASED ON THAT IT JUST SEEMS TO MAKE SENSE TO GO AHEAD AND BUY IT NOW DOESN’T IT.

WHAT DO YOU THINK?"

CLOSE ON CRITERIA

FEEL FELT FOUND

REDIRECTION

TAKE AWAYS

OBJECTIONS MADE EASY FORMULA

Objections are buying signs, welcome them. The sale doesn't start until the customer says know

I the good old days we learner a strategy called FEEL/FELT/FOUND. When you get an objection you say:

I think I know how you feel, I have had customers feel the same way but what we found was...

The strategy was to relax you and the customer, re-engage them and then redirect to another strategy or close.

1. RELAX

2. RE-ENGAGE - Universal

3. RE-DIRECT - Back to Process and WIIFT

Our vehicle

Their vehicle

Terms

Accessories

RELAX	THAT'S FINE OF COURSE SEEMS REASONABLE	NO PROBLEM I UNDERSTAND THAT'S INTERESTING	SURE MAKES SENSE GOOD QUESTION
RE-ENGAGE	I HEAR THAT FROM TIME TO TIME IT HAS BEEN SUGGESTED IN THE PAST	MOST CUSTOMERS FEEL THAT WAY INITIALLY SOME CUSTOMERS HAVE FELT THAT AT FIRST	THAT IS NOT AN UNUSUAL THOUGHT TELL ME MORE
REDIRECT	MAY I MAKE A SUGGESTION	PLEASE ALLOW ME TO	TELL ME IF THIS WILL WORK
DISCLAIMER	THE FIGURES ARE THE EASY PART	IF YOUR NOT HAPPY JUST TELL ME NO	LET ME CHECK WITH MY MANAGER

LEADING PHRASES

Based on what you have told me

It's probably sensible to

You will start to notice

You will probably find

I am not sure this will work for you; if it is yes /no at least we have tried.

REDIRECTION AND LINKING

By the way

Just a thought

Funny you should say that

Here's a thought

Thinking about that

What do you think?

Winners are positive thinkers who see well in all

THE OTHER CAR IS CHEAPER	<p>“NO PROBLEM, IF OUR CAR WERE THE SAME PRICE WHICH ONE, WOULD YOU PICK</p> <p>SURE, IN THIS DAY AND AGE PRODUCTS ARE PRICED IN LINE WITH THE REAL VALUE. YOU WILL ALWAYS PAY MORE FOR A PREMIUM BRAND.”</p>	<p>“EXACTLY BECAUSE OURS IS WORTH MORE, SO WHY NOT GET THE CAR YOU WANT. YOU WILL BE SO MUCH HAPPIER IN THE LONG TERM.</p> <p>YOU CAN BUY A SEIKO OR A TAG WATCH THEY BOTH TELL THE TIME BUT THE QUALITY AND VALUE SHOWS OVER TIME. TRY RESELLING A SEIKO.”</p>
WHY IS IT SO EXPENSIVE	<p>“I UNDERSTAND, THAT INITIALLY MAY THINK THAT, BUT YOU GET WHAT YOU PAY FOR DON’T YOU.</p> <p>YOU HAVE TO EXPECT TO PAY MORE FOR A PREMIUM BRAND. THE DRIVE, THE FINISH, QUALITY, DESIGN AND SAFETY, IS TOP LEVEL.”</p>	<p>“BUT THINK OF THE QUALITY AND THE VALUE WHICH IS RETAINED OVER TIME WHICH MAKES RESALE EASIER.</p> <p>MOST PEOPLE FINANCE OR LEASE SO IT JUST COMES DOWN TO A MONTHLY AMOUNT AND ALSO AS I MENTIONED HOLDING VALUE FOR RESALE.”</p>
	<p>“I CAN’T ARGUE WITH YOUR TASTE. QUALITY IS QUALITY AND ALWAYS COST A LITTLE MORE.</p> <p>EVEN WITH THAT IN MIND BASED ON THE EXTRA FEATURES AND LATEST TECHNOLOGY IT MAKES SENSE TO OWN IT DOESN’T IT? WHAT DO YOU THINK?”</p>	<p>“MONEY IS SOON FORGOTTEN WHEN YOU’RE HAPPY WITH THE DRIVE, COMFORT AND SAFETY, NOT TO MENTION RESALE.</p> <p>ALL THIS FOR \$4 MORE A WEEK/DAY?</p> <p>IT HAS TO BE WORTH IT DOESN’T IT?”</p>
WANT MORE FOR MY TRADE	<p>“THAT’S INTERESTING, I HAVE TO SAY MOST PEOPLE DO INITIALLY BUT WE HAVE NOTICED THE VALUES TRENDING DOWN RECENTLY WHICH MAKES SENSE TO TRADE NOW BEFORE THEY GET WORSE.</p> <p>TAKING INTO CONSIDERATION WHAT YOUR BUYING IS AVAILABLE NOW IT SEEMS TO MAKES SENSE TO DO IT NOW, WHAT DO YOU THINK?”</p>	<p>“WE DON’T MAKE THE MARKET WE ONLY WORK WITH IT.</p> <p>OUR BUYERS ARE USUALLY UP TO DATE WITH VALUES BEFORE US AND MOST CUSTOMERS.</p> <p>THEY MAY OFFER A BIT MORE IF THE VEHICLE IS FOR SALE.</p> <p>THIS MAY NOT BE POSSIBLE BUT IF WE CAN GET AN ADDITIONAL \$250, CAN I TELL THEM IT IS A DEAL?”</p>

NO SALE FOLLOW UP



One of the biggest mistake's salespeople make is the lack of professional follow up. "Just checking to see if you have made a decision" is not follow up. Well I suppose it is but not very productive.

In this workshop we will explore 4 steps to increase the conversion from "I want to think about it" into "I want to buy it."

The workshop shows you ways to follow up the customer with a "What's in in it for them" philosophy and gives you the opportunity to set up another opportunity for you and the Dealership.

AT THE END OF THIS WORKSHOP YOU WILL HAVE A STRATEGY TO

FOLLOW UP THE CUSTOMER

1. WALK OUT TO THEIR CAR WITH THEM
2. WITHIN AN HOUR
3. THE NEXT DAY
4. SET UP A CRM CALL

NO SALE FOLLOW UP

ALWAYS WALK OUT TO THE CUSTOMERS CAR WITH THEM.

WHY	HOW
THE PRESSURE IS RELEASED	"JUST ONE THING, I AM DISAPPOINTED WE COULD PUT TOGETHER A DEAL FOR YOU BUT I'M THINKING I MAY HAVE MISSED SOMETHING IS THERE ANYTHING I GOT WRONG OR MISSED?"

FOLLOW UP THE SAME DAY WITHIN AN HOUR



WHY	HOW
<p>THE GUEST HAS HAD TIME TO THINK ABOUT IT AND MAY HAVE GONE TO ANOTHER DEALERSHIP.</p> <p>IT'S A GOOD IDEA TO SEND OUT A POST CARD THE SAME DAY</p> <p>WITH THIS CALL YOU CAN TAKE THE GUESTS TEMPERATURE AND ALLOW THEM TO GET BACK IN THE DEAL WITH YOU.</p>	<p>"JUST A QUICK CALL TO SAY THANKS FOR POPPING IN TODAY</p> <p>DO YOU HAVE A MOMENT TO SPEAK?</p> <p>I WANTED TO MAKE SURE I ANSWERED ALL YOUR QUESTIONS AND COVER ANYTHING YOU ARE NOT SURE OF.</p> <p>I AM WORKING ON A COUPLE OF THINGS AND WILL GET BACK TO YOU TOMORROW AM/PM IF THAT IS OK WITH YOU.</p> <p>WELL THANKS AGAIN TALK TO YOU SOON."</p> <p>HANG UP LAST</p>

SEND A TEXT

WHY	HOW
<p>TEXT MESSAGES ARE EASILY READ AND RESPONDED TO.</p> <p>MAKE SURE YOU HAVE A SIGNATURE ON YOUR PHONE OR LET THEM WHO YOU ARE</p>	<p>THANKS AGAIN FOR DROPPING BY TODAY; I AM CURRENTLY WORKING ON A COUPLE OF THINGS AND WILL BE IN TOUCH LATER TODAY (TOMORROW).</p> <p>TALK TO YOU BOTH SOON</p>

CALL LATER THAT DAY OR THE NEXT DAY



WHY	HOW
KEEPS THE GUEST FEELING WANTED AND VALUED	<p>"JUST A QUICK CALL AS PROMISED</p> <p>DO YOU HAVE A MOMENT TO SPEAK?</p> <p>WE HAVE BEEN WORKING ON A COUPLE OF OPTIONS AS WE DISCUSSED YESTERDAY AND SUGGEST WE GET BACK TOGETHER LATER TODAY OR THIS EVENING TO SEE WHAT WE CAN DO, AS TWO HEADS ARE BETTER THAN ONE.</p> <p>I AM SURE YOU WILL BE PLEASED, AND IT WILL NOT BE A WASTE OF TIME. WHAT TIME CAN YOU MAKE IT? (GIVE AN ALTERNATIVE OR GO TO THEM)."</p>

SEND A TEXT

WHY	HOW
<p>TEXT MESSAGES ARE EASILY READ AND RESPONDED TO.</p> <p>MAKE SURE YOU HAVE A SIGNATURE ON YOUR PHONE OR LET THEM WHO YOU ARE.</p>	<p>WE HAVE BEEN WORKING ON A COUPLE OF OPTIONS AS WE DISCUSSED YESTERDAY AND SUGGEST WE GET BACK TOGETHER LATER TODAY OR THIS EVENING TO SEE WHAT WE CAN DO, AS TWO HEADS ARE BETTER THAN ONE.</p> <p>I AM SURE YOU WILL BE PLEASED, AND IT WILL NOT BE A WASTE OF TIME. PLEASE LET ME KNOW WHAT TIME CAN YOU MAKE IT?</p>

CUSTOMER RELATIONS CALL FROM THE MANAGER/BM/CRM



WHY	HOW
THIRD FOLLOW UP SHOWS YOU CARE, AND THEY ARE NOT FORGOTTEN.	<p>"I'M CALLING ON BEHALF OF THE DEALERSHIP FOR FEEDBACK ON THE SERVICE YOU RECEIVED WHEN VISITING US RECENTLY.</p> <p>DO YOU HAVE A MOMENT?</p> <p>FROM YOUR PERSPECTIVE HOW WOULD YOU REGARD THE SERVICE YOU RECEIVED, AVERAGE, GOOD OR EXCELLENT?</p> <p>DID YOU BUY FROM US?</p> <p>ONE LAST QUESTION, WHAT WOULD YOU LIKE TO HAPPEN NOW FOR US TO BEST MEET YOUR NEEDS?</p> <p>SO, WHAT YOU ARE SAYING IS YOU WANT...</p> <p>I REALLY APPRECIATE YOU TAKING THE TIME TO REVIEW THIS WITH ME</p> <p>I WILL BE PASSING THIS INFORMATION ON TO OUR GM AND I'M SURE YOU'LL BE GETTING A CALL FROM THEM (IF THIS IS APPROPRIATE). I APPRECIATE YOUR TIME, THANK YOU."</p>

TAKE AWAY