

1800LOANS FINANCE TRAINING



Graham Taylor-Edwards

GTE TRAINING AND DEVELOPMENT

+64 21 246 8885 +61 404 190057

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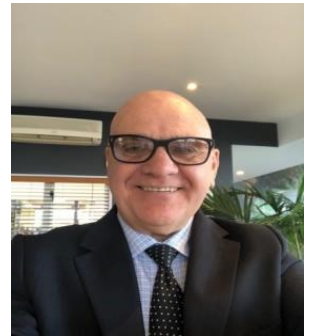
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GRAHAM TAYLOR-EDWARDS

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 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, Reo and granddaughters Avyana and Vivienne.

STOP SELLING; START HELPING.



OFFER SOLUTIONS, NOT JUST PRODUCTS:

To effectively shift the focus from selling to helping and emphasise the benefits of utilising 1800 finance, warranty, service plans, and insurance, you'll want to communicate value and peace of mind to your customers.

You tailor service plans, warranty packages, and financing options to meet the customer's specific needs and budget because it makes it simple easy and convenient for the customer.

You may suggest alternatives or modifications based on the customer's objectives to find a solution.

THERE ARE 5 KEYS TO THIS:

OFFER PERSONALISED SOLUTIONS: Tailor your recommendations to each customer's individual needs and circumstances. Listen actively to their concerns and preferences, and present options that align with their priorities.

DEMONSTRATE VALUE PROPOSITION: Illustrate how choosing 1800 financing, warranty, service plans, and insurance can provide long-term value and protection for their investment. **Show examples of how these benefits can save them time, money, and hassle over the loan period.**

FOCUS ON CUSTOMER SERVICE: Above all, prioritise customer service and satisfaction. Build trust by demonstrating your commitment to helping customers make informed decisions that suit their needs and budget.

EDUCATE ON COST SAVINGS: Explain how 1800 financing can often offer competitive rates and terms compared to outside lenders. Emphasise any current promotions or special offers that make financing through the 1800 advantageous.

HIGHLIGHT CONVENIENCE: Point out the convenience of having all aspects of the purchase process handled under one roof. With 1800 financing, customers can streamline the buying process by completing all paperwork and transactions in one place.

By adopting a consultative approach focused on helping rather than selling, you can effectively convey the benefits of 1800 services such as financing, warranties, service plans, and insurance, ultimately enhancing the overall customer experience.

THE IMPORTANT FACTOR IS RECOGNISING YOUR UNIQUE SELLING PROPOSITION USP



CRAFTING A STRONG USP: TO CREATE AN EFFECTIVE USP CONSIDER THE FOLLOWING:

<p>Identify Customer Pain Points: Understand what problems or needs your customers have and how your products solve them uniquely.</p>	
<p>Highlight Benefits Over Features: Focus on how your product benefits the customer rather than just listing features.</p>	
<p>Be Specific: Provide concrete examples or statistics to back up your claims.</p>	
<p>Differentiate from Competitors: Clearly articulate what sets your product apart from others in the market.</p>	

By creating a compelling USP, you can better attract and retain customers by clearly communicating the unique value your finance offerings.

It's very important before you focus on any specific area you identify one very crucial concept. Without this you can never truly maximise your marketing efforts, empowering them to reach their full potential.

It's Important To Know Your USP Is Not:

A catchy phrase.

A slick slogan.

A cute jingle.

Your USP is:

A customer centric rather than company centric.

Able to quickly resonate and align with your customer's perceptions.

Something your business focuses on that competitors don't.

EXAMPLES OF IMMEDIATELY IDENTIFIABLE UNIQUE SELLING PROPOSITIONS



Can you identify the products and services by the following USPs?

“The night time, coughing, sniffing, stuffy head, and fever, so you can rest medicine.”

“15 minutes could save you 15 percent or more on car insurance.”

“The milk chocolate melts in your mouth, not in your hands.”

“When it absolutely, positively has to be there overnight.”

Define Your USP By answering the following questions you can peel away the clutter and reveal what makes your product or service totally unique.

What Problem Does Your Product or Service Solve?	
What Are Your Biggest, Most Distinctive Benefits?	
What Promise Are You Making and Keeping To Your Customer?	

A Unique Selling Proposition (USP) is a key factor that differentiates a company from its competitors. Here are three examples of USPs for a finance company:

Personalised Financial Services:

Example: "Our finance company offers personalised financial services tailored to meet your unique goals and needs. Whether you're planning to buy a car, refinancing or home improvements our specialist advisors work one-on-one with you to create a customised strategy for now and the future."

USP Benefit: This emphasises individualised attention and customised plans, which can appeal to clients looking for a more personalised and dedicated approach to their finances.

USP Benefit: Highlighting constant access and support can attract clients who value flexibility and immediate assistance, setting your company apart as highly responsive and customer-focused.

Fast Approval and Funding:

Example: "Get on the road faster with our lightning-fast car loan approval process. We offer same-day approval and funding, ensuring you can drive away in your new car without unnecessary delays."

USP Benefit: This emphasises speed and efficiency, appealing to customers who are eager to purchase a vehicle quickly and avoid lengthy waiting periods.

Tailored Loan Options with Competitive Rates:

Example: "Our finance brokerage offers a wide range of car loan options tailored to fit your specific needs and budget. With access to a network of top lenders, we provide competitive interest rates and flexible terms to ensure you get the best deal possible."

USP Benefit: Highlighting tailored options and competitive rates can attract customers looking for personalized financial solutions and the best value for their money.

Expert Guidance and Support:

Example: "Navigate the car loan process with confidence using our expert guidance and support. Our experienced brokers are dedicated to helping you find the perfect loan, providing step-by-step assistance and answering all your questions along the way."

USP Benefit: Emphasising expert guidance and support appeals to customers who may feel uncertain or overwhelmed by the loan process, ensuring they feel supported and informed throughout their car-buying journey.

Presenting 1800 Loans USP template

Write your USP and phone welcome here

HANDLING A FINANCE PHONE ENQUIRY EFFECTIVELY



Involves not only providing information but also building trust and rapport with the customer. Here are some steps to achieve this:

Greet Professionally: Answer the call promptly and greet the customer with a warm and professional tone. Introduce yourself and your role clearly.

“Good morning .. welcome to 1800 Loans your speaking with Liam.

Customer: *"I'm considering a car loan but also looking at options from other brokers."*

"I will be happy to get that for you and I'm speaking with. Thanks for calling us, may I ask have you dealt with us previously?"

Great (Welcome back)

USP

EXAMPLE CONVERSATION

You: "I understand that choosing the right loan is a significant decision. Our brokerage stands out because we offer same-day approval and funding, we offer finance and insurance to make it easy, simple and convenient for you, which means you can drive away in your new car without unnecessary delays.

Additionally, we work with a network of top lenders to provide you with competitive rates and flexible terms tailored to your specific needs, which saves you time and multiple application may affect your credit standing.

Let's discuss your requirements in more detail and see how we can provide the best solution for you"

Listen Actively: Allow the customer to explain their enquiry fully without interruption. Active listening shows respect and helps you understand their needs better.

Empathise: If the customer expresses concerns or frustrations, empathise with their situation. This can help build a connection and trust early on.

Provide Clear Information: Offer clear and concise answers to their questions. Avoid jargon and complex terms unless necessary and be prepared to explain things in simpler terms if needed.

Build Credibility: Share relevant information about your experience, qualifications, or your company's reputation in the finance industry. This helps establish credibility and builds trust.

Be Transparent: If there are limitations or drawbacks to your services or products, be honest about them. Transparency builds trust and sets realistic expectations.

Offer Solutions: Propose solutions or options that address the customer's needs. Tailor your recommendations based on their specific situation to demonstrate that you understand their concerns.

Close:

“Is it okay if we reflect on where we are at and make sure we have not overlooked anything because if *it is the right thing for you to do, it makes sense to go ahead now* doesn't it?”

BASIC PRINCIPLES

UNDERSTAND THEIR NEEDS

Active Listening: Start by understanding the customer's needs, concerns, and financial goals. Ask open-ended questions and listen carefully to their responses.

Personalisation: Tailor your presentation to address their specific needs. Highlight how your services directly meet their unique requirements.

HIGHLIGHT YOUR UNIQUE SELLING PROPOSITIONS (USPS)

Emphasise Benefits: Clearly explain the benefits of choosing your finance services, focusing on your USPs. For example, highlight fast approval times, competitive rates, and personalised service.

Provide Comparisons: Compare your services with those of competitors, emphasising your advantages. Use clear, factual information to show why your offering is superior.

BUILD TRUST AND CREDIBILITY

Show Expertise: Demonstrate your knowledge and expertise in the finance industry. Share success stories, customer testimonials, and case studies that illustrate positive outcomes for other clients.

Transparency: Be transparent about your terms, fees, and any potential drawbacks. Honesty builds trust and sets realistic expectations.

Credentials: Highlight any certifications, awards, or partnerships that add credibility to your services.

OFFER EXCEPTIONAL CUSTOMER SERVICE

Personal Touch: Ensure that your interaction with the customer feels personal and not transactional. Use their name, remember details from previous conversations, and follow up on their inquiries.

Availability: Ensure you are accessible for any questions or concerns. Provide multiple contact methods and respond promptly.

PROVIDE A SMOOTH AND HASSLE-FREE EXPERIENCE

Simplify the Process: Make the application process as simple and straightforward as possible. Offer guidance and support throughout the process to alleviate any stress or confusion.

Follow-Up: After providing initial information, follow up with a summary of the key points discussed and next steps. This helps keep the customer engaged and reassured that you are attentive to their needs.

OFFER INCENTIVES

Special Offers: Provide special offers, discounts, or incentives that are exclusive to your services. These can be time-sensitive to encourage quick decisions.

Added Value: Highlight any additional services or benefits that come with choosing your finance services, such as financial planning advice or access to exclusive resources.

CLOSE WITH CONFIDENCE

Confidence: Convey confidence in your services. Reiterate why you believe your finance solutions are the best fit for them.

Call to Action: End with a strong call to action, encouraging them to take the next step, whether it's filling out an application, scheduling a meeting, or asking further questions.

By combining these strategies, you can effectively persuade customers to choose your finance services over competitors.

ACTIVITY

Identify from the bullet points what you can implement into your process and customer interactions.

Create your USP and phone strategy.

List of common objections.