

# SELLING FROM THIRD POSITION PARTICIPANTS



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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 presenting and building value

## 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

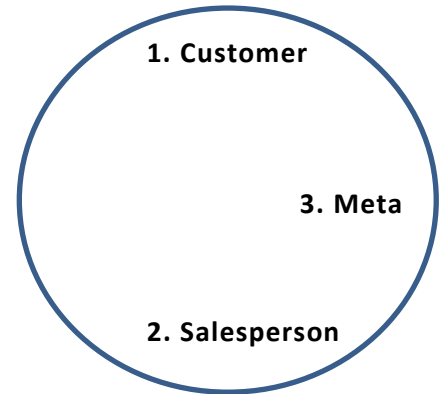
- Advanced Diploma in Leadership and Management
- Diploma in Automotive Management
- Diploma Workplace Training and Design
- Certificate IV in Financial Services and Mortgage Broking
- Certificate IV in Business Sales
- NZ Certificate in Marketing
- NLP Master Practitioner.

*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.*

## 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.

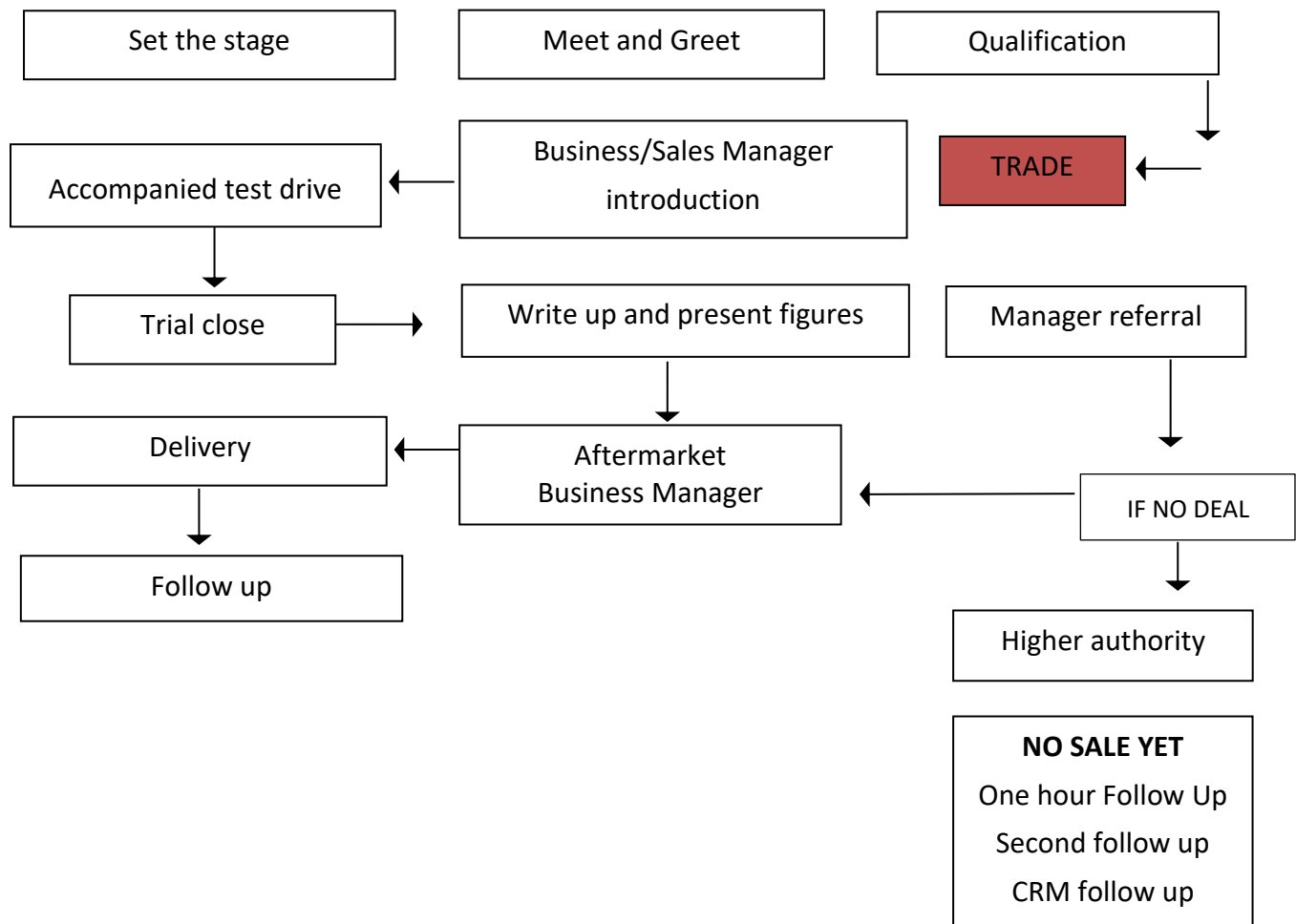
3rd position is using words like

- ☐ Would you consider
- ☐ Let'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
- ☐ 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

## Move from 3<sup>rd</sup> position to 2<sup>nd</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> position 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> position sounds 3<sup>rd</sup> position)
- ☐ “Whose name is the vehicle going in?” (Either or) (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)

## SALES PROCESS



## 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?
- ☐ 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 the our valuation department to do some research to get the best price
- ☐ Occupation
- ☐ What hobbies?
- ☐ How many kids?
- ☐ Budget/payments

## SELF EVALUATION

In the following exercise self-evaluate your current level of competency and where you believe you can improve

SCALE: NEVER 1 SOMETIMES 2 USUALLY 3 ALWAYS 4

COMPETENCY	RATE	TRAINING REQUIREMENTS
Set the stage		
Meet and greet		
Looking at the trade		
Test drive ratio		
Trial close		
Write up		
Close		
Early introduction		
Overcoming objections before DC		
Manager introduction		
Consistently hitting sales target		
Gross targets		
Aftermarket penetration		
Finance penetration		
Warranty sales		
Accessory sales		
Follow up		
Internet inquiries		
Phone inquiries		
Self-generation		
Referrals		

## TAKE AWAYS

## Q AND A

Here is a 10-question multiple-choice quiz designed to assess your understanding of the different communication perspectives—First, Second, and Third Positions—in sales interactions. Each question presents a statement or phrase, and you are to identify which position it represents.

**Question 1: Which position is characterized by the belief: "The customer is just looking"?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 2: The phrase "Are you buying today?" is an example of which position?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 3: Which position involves saying: "Let's grab a cup of coffee and see what we can achieve together"?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 4: Believing "They have two more cars to look at" reflects which position?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 5: The question "What do we have to do to earn your business?" is indicative of which position?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- D. Fourth Position



**Question 6: Which position is demonstrated by the statement: "I am happy to get all the information you need to make an informed decision when you are ready"?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 7: Believing "They just want the best price" aligns with which position?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 8: The phrase "What do you want for your trade?" corresponds to which position?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 9: Which position is reflected in the question: "What is important to you in the purchase of your new vehicle?"**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

**Question 10: Believing "They have no time" is characteristic of which position?**

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Five multiple-choice questions designed to assess understanding of the key aspects of a manager's referral information in the automotive sales process:

**Question 1: What is the primary purpose of asking, "What brings them in today?"**

- ☐ A. To determine the customer's preferred vehicle colour
- ☐ B. To identify the triggering event for their visit
- ☐ C. To assess their financial situation
- ☐ D. To find out their occupation

**Question 2: Why is it important to know if the customer has dealt with the dealership previously?**

- ☐ A. To offer them a loyalty discount
- ☐ B. To understand their familiarity with the dealership's processes
- ☐ C. To determine if they are eligible for a referral bonus
- ☐ D. To know their preferred salesperson

**Question 3: How does understanding the "purpose of the vehicle" assist in the sales process?**

- ☐ A. It helps in selecting the appropriate vehicle model
- ☐ B. It determines the financing options available
- ☐ C. It identifies the customer's budget
- ☐ D. It reveals the customer's driving habits

**Question 4: What information is gathered by asking, "Who is the decision maker?"**

- ☐ A. The customer's preferred payment method
- ☐ B. The individual responsible for finalizing the purchase
- ☐ C. The customer's financial advisor
- ☐ D. The person who will drive the vehicle most frequently

**Question 5: Why is it beneficial to inquire about the customer's occupation and hobbies?**

- ☐ A. To build rapport and understand their lifestyle needs
- ☐ B. To assess their ability to afford a vehicle
- ☐ C. To determine the best time for follow-up calls
- ☐ D. To find common interests with the salesperson