

CAN'T CONTROL

- ☐ THE WEATHER
- ☐ STOCK AVAILABILITY
- ☐ OTHER BRANDS PROMOTIONS
- ☐ CUSTOMER ATTITUDE
- ☐ CUSTOMER'S DECISION TO BUY
- ☐ CUSTOMER STALLS

CAN INFLUENCE

- ☐ WEAR A COAT
- ☐ OFFER ALTERNATIVES
- ☐ SELL WHAT YOU HAVE
- ☐ SELLING FROM 3RD POSITION
- ☐ UNDERSTANDING WITH EMPATHY
- ☐ MOVING FROM A NO TO A YES

CAN CONTROL

- ☐ WHAT YOU LEARN
- ☐ YOUR ACTIVITY & PRODUCTIVITY
- ☐ ATTENTION MANAGEMENT
- ☐ SELLING A VEHICLE
- ☐ LOOKING FOR PEOPLE TO SELL TO
- ☐ IMPROVING YOUR SKILL

REFLECTION: AFTER EVERY CUSTOMER INTERACTION REVIEW YOUR PERFORMANCE REGARDLESS OF THE RESULT.

DID YOU: QUALIFY THE WHY, KNOW THE MAIN CRITERIA AND BUYING MOTIVATIONS

KEY QUALIFYING QUESTIONS AND SELLING PROCESS

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| ☐ NAMES | ☐ PRESENTING WITH PASSION |
| ☐ LOCAL AND DEALT WITH US PREVIOUSLY | ☐ CHECK-IN CLOSES |
| ☐ WHAT IS IMPORTANT AND TIMELINES | ☐ TRIAL CLOSES |
| ☐ DESIRED VEHICLE (2 OPTIONS) | ☐ WRITE UP |
| ☐ TRADE WALK AROUND WITH CUSTOMER | ☐ MANAGEMENT INTRODUCTION |
| ☐ INTRODUCE MANAGER RE TRADE | ☐ AFTER SALE FOLLOW UP |
| ☐ ACCOMPANIED TEST DRIVE | ☐ NO SALE FOLLOW UP |