



ONBOARDING SELLING WITH INTEGRITY AND AUTHENTICITY

The onboarding edition is designed to include reflection and assessment moments to earn the qualification. At the end of each chapter there is an exercise to complete and a multiple choice Q and A. These must be signed off by the sales manager of the new salesperson or trainee.

In "Selling with Integrity and Authenticity" discover how fostering a values-based dealership culture enhances customer experiences and builds trust through ethical and customer centric sales practices.

By prioritising genuine connections and employing customer-centric techniques, you can create lasting relationships that drive repeat business and referrals.

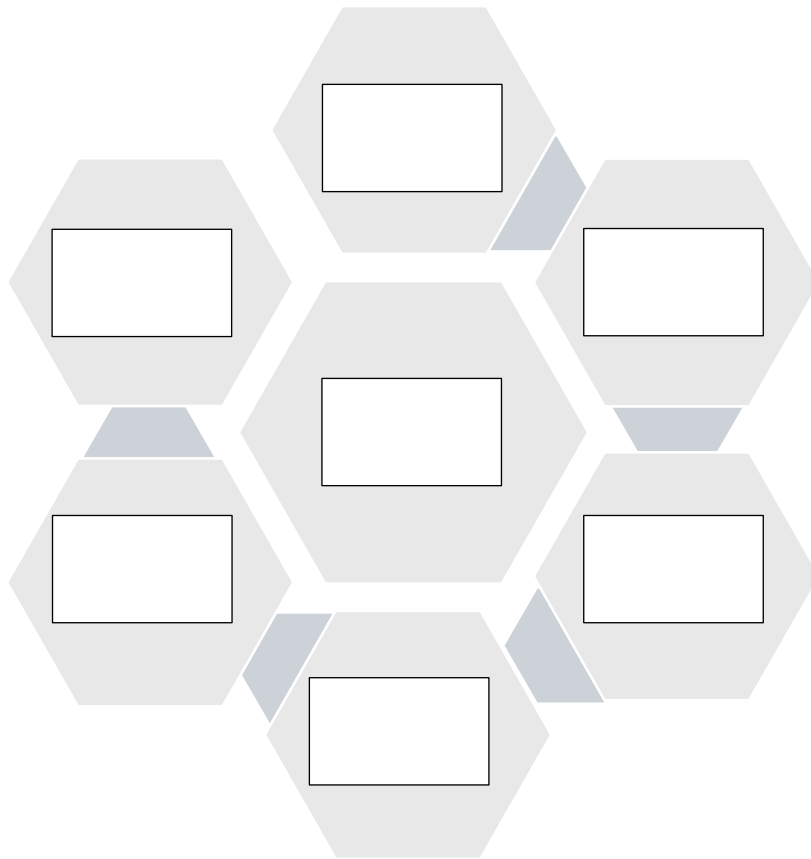
This course opens the conversation of the power of authentic honest open dialogue together with storytelling transforming sales interactions into meaningful engagements that resonate with customers.

On completion of the reflection email to GT and discuss at the next meeting.

Name	
Manager	
Dealership	
Date	

CUSTOMER-CENTRIC SALES PROCESS

1. Complete the graphic



1.1 Complete routine jig

1.2 Best points on your daily routine

1.4. Set the stage: routine conversation reflection

MULTIPLE CHOICE

1. Why is creating a daily "JIG" (structured routine) important for a salesperson?

- ☐A. It allows you to wait for customers to arrive.
- ☐B. It reduces the need for follow-up.
- ☐C. It helps you avoid prospecting activities.
- ☐D. It creates consistent daily habits that improve productivity, customer follow-up and sales results.

2. Which activity should be a priority in your daily routine?

- ☐A. Checking social media throughout the day.
- ☐B. Waiting for walk-in customers.
- ☐C. Following up with existing customers and new leads.
- ☐D. Spending most of the day chatting with workmates.

3. What is the biggest benefit of following the same productive routine every day?

- ☐A. You have less to do each day.
- ☐B. Important tasks become habits and are less likely to be forgotten.
- ☐C. Customers stop asking questions.
- ☐D. You no longer need a diary or CRM.

4. Which of the following is an example of a productive daily habit?

- ☐A. Waiting until the end of the week to return customer calls.
- ☐B. Completing paperwork before contacting customers.
- ☐C. Only contacting customers when they call you first.
- ☐D. Planning your day, following up leads, prospecting and reviewing your progress each day.

1.5 Explain selling from third position

1.6 What happens if you sell from the following perspective?

Customers perspective	
Salespersons perspective	
Meta or neutral perspective	

1.7 What do you say if the customer wants the best price?

1.8 Selling from third position: conversation reflection

MULTIPLE CHOICE

1. What does "Selling from Third Position" mean?

- ☐A. Telling the customer why your dealership is better than the competition.
- ☐B. Helping the customer make the best decision by acting as a trusted advisor rather than a pushy salesperson.
- ☐C. Waiting until the customer asks to buy.
- ☐D. Offering the biggest discount first.

2. Why is selling from Third Position more effective?

- ☐A. Customers feel pressured to make a quick decision.
- ☐B. Customers are more likely to trust your advice because you focus on their needs instead of making a sale.
- ☐C. It allows you to avoid asking questions.
- ☐D. It removes the need for a vehicle presentation.

3. Which statement best demonstrates Third Position selling?

- ☐A. "This is the best car on the lot, so you should buy it."
- ☐B. "If you sign today, I'll give you a discount."
- ☐C. "Is it okay to ask you a couple of quick questions so I can guide to the best options?"
- ☐D. "This is the only vehicle we have available."

4. Why can selling from First Position stall the sales process?

- ☐A. The salesperson asks too many questions.
- ☐B. The salesperson becomes too emotionally involved with the customer's viewpoint and avoids providing professional guidance or challenging their thinking.
- ☐C. The customer receives too much information.
- ☐D. The salesperson allows the customer to test drive the vehicle.

5. Why can selling from Second Position create customer resistance?

- ☐A. The salesperson recommends too many vehicles..
- ☐B. The salesperson completes the paperwork too quickly.
- ☐C. The salesperson focuses on their own agenda instead of understanding and guiding the customer.
- ☐D. The salesperson discusses finance options.

2. CUSTOMER NEEDS ANALYSIS (CNA) QUALIFICATION

2.1 Complete in your own words

WHAT	WHY	HOW
ACKNOWLEDGE EARLY WITH A WARM SMILE INTRODUCE YOURSELF	SHOWS INTEREST AND PROFESSIONAL, RELAXES THE CUSTOMER MAKES A CONNECTION AND BUILDS RAPPORT	
CONCEPT PRESENTATION	GIVES A CLEAR PATHWAY AND REDUCES ANY FEAR OF THE UNKNOWN	

2.2 Complete a role play asking qualifying questions

2.3 What are 7 qualifying questions

3. WHAT IS THE PURPOSE OF A MINI PRESENTATION?

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4. LOOKING AT THE TRADE WITH THE CUSTOMER

WHAT	WHY	IDENTIFY 3 IMPORTANT ASPECTS
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.	

4.1 What are 4 questions you can ask that encourages the customer to trade?

4.2. Why introduce the manager before the test drive?

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4.3. Transition to the next step and manager introduction quiz

Question 1: After discussing the customer's trade-in, what should you do next?

- ☐ A. Ask the customer to wait while you complete paperwork.
- ☐ B. Begin negotiating the final purchase price immediately.
- ☐ C. Let the customer browse the showroom alone.
- ☐ D. Introduce the manager and move into presenting and test driving the vehicle while the trade appraisal is completed.

Question 2: Why is it important to introduce the manager during the sales process?

- ☐ A. So the salesperson can finish work early.
- ☐ B. To allow the manager to take over the entire sale.
- ☐ C. To discuss finance before selecting a vehicle.
- ☐ D. To build trust, improve the customer experience, and keep the sales process moving while the trade is being appraised.

Question 3: If the manager is unavailable, what should you tell the customer?

- ☐ A. The trade appraisal cannot begin until the manager returns.
- ☐ B. They should come back another day.
- ☐ C. You will estimate the trade value yourself.
- ☐ D. The trade information has been sent through the valuation app and the research is already underway.

Question 4: Which of the following is an important piece of information to include when referring the customer to the manager?

- ☐ A. The customer's favourite colour.
- ☐ B. Their preferred radio station.
- ☐ C. What they had for breakfast.
- ☐ D. Their buying timeline, vehicle requirements, decision maker, budget, and trade-in details.

5. TEST DRIVE: WATCH PRESENTING WITH PASSION VIDEO

5.1 What are five points from presenting with Passion?

5.2 RECORD YOU PRESENTING WITH PASSION

5.3 What did you learn?

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5.4 What is a tie down?

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5.5 Explain check in and trial closes with an example of each

Check in	
Example	
Trial	
Example	

6. SELECT EACH OF THE SIX POSITIONS WHEN PRESENTING A VEHICLE AND USING FAB EXPLAIN A FEATURE FOR EACH

Feature	Advantage	Benefit

7. WRITE UP AND CLOSING

Video: Complete a write up on a specific vehicle with a trade and close with a secondary question

Overcome: Best price, More for my trade, think it over

8. Role play No sale follow up with your manager

CONGRATULATIONS!

REFLECTION COMPLETED **Date** _____

MANAGER _____

SALESPERSON _____