

SELLING WITH INTEGRITY AND AUTHENTICITY

ONBOARDING
WITH GRAHAM TAYLOR-EDWARDS

NAME

DEALERSHIP



GRAHAM TAYLOR-EDWARDS

Graham (GT) leads over one hundred workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2019) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with five grandchildren: With 1 on the way.

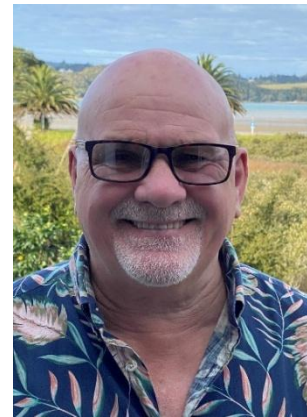
Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience and is currently working with leading Dealerships and brands in NZ and Australia onsite and online together with a wide range of resources he brings a wealth of expertise with the following qualifications:

- Advanced Diploma of Leadership and Management
- Diploma in Automotive Management
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GRAHAM TAYLOR-EDWARDS



TABLE OF CONTENTS

GRAHAM TAYLOR-EDWARDS.....	1
SELLING WITH INTEGRITY AND AUTHENTICITY INTRODUCTION.....	4
CUSTOMER-CENTRIC SALES PROCESS.....	5
1. SET THE STAGE:.....	6
2. CUSTOMER NEEDS ANALYSIS (CNA) QUALIFICATION.....	12
3. SELECTION.....	16
MINI PRESENTATION.....	16
4. LOOK AT THE TRADE WITH THE CUSTOMER: Watch the video.....	17
5. TEST DRIVE: WATCH PRESENTING WITH PASSION VIDEO.....	21
PRESENTATION CAN BE IN THE DEALERSHIP (MINI) OR PREFERABLY ON THE TEST DRIVE.....	24
DRIVER SIDE OVERVIEW.....	25
FRONT OF VEHICLE.....	26
THE ENGINE.....	27
PASSENGER SIDE.....	29
REAR OF THE VEHICLE.....	30
DRIVERS SIDE.....	31
DURING THE TEST DRIVE.....	32
6. CHECK IN CLOSES.....	33
TRIAL CLOSES (Cooking the frog).....	33
7. WRITE UP AND CLOSING.....	35
OBJECTION HANDLING GUIDELINES: TECHNIQUE: RELAX – RE-ENROLL – REDIRECT.....	37
NO SALE FOLLOW UP.....	38



SELLING WITH INTEGRITY AND AUTHENTICITY ONBOARDING

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.

For experienced sales managers and salespeople, focusing on goals, consistency, and a customer-centric sales process.

Focus: Step-by-step sales process, consultative selling principles:

1. Customer centric sales process
2. Customer needs analysis (Initial contact and qualifying)
3. Look at the trade with the customer
4. Selection and presenting with passion
5. Test drive with check in and trial closing
6. Write up and closing
7. Dealing with stalls and objections
8. No sales follow up

Cheers GT

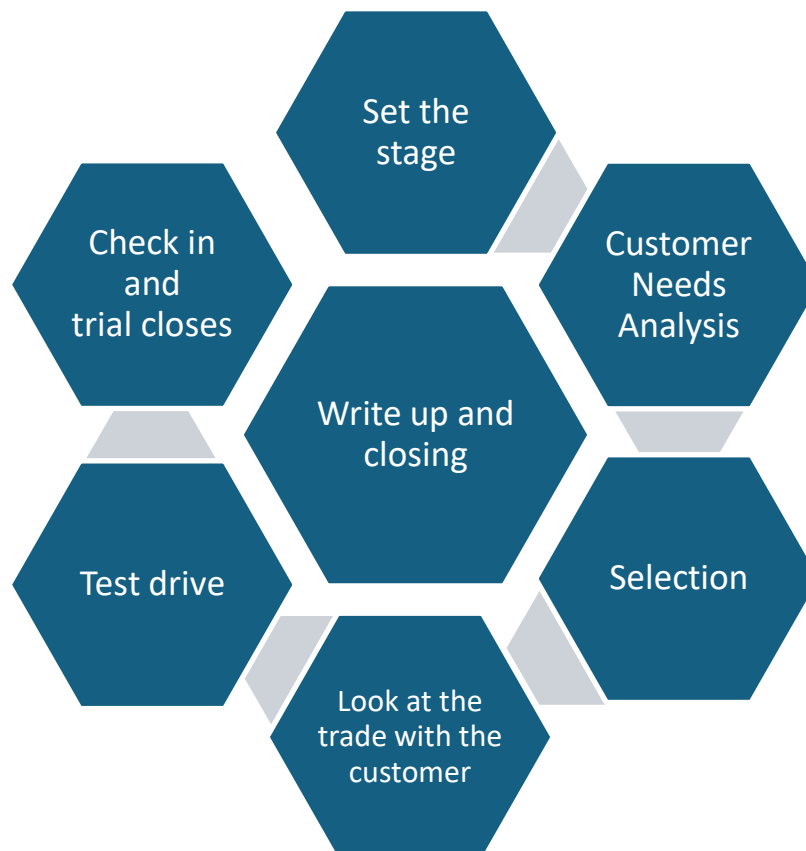
CUSTOMER-CENTRIC SALES PROCESS

A successful sales process begins with mastering the basics with a clearly defined roadmap. Strong customer understanding and effective communication are essential to building trust and guiding customers with confidence.

By grounding your approach in core principles such as understanding your customer's needs, knowing your product, and engaging with clarity and empathy, you create a positive foundation that enhances every interaction and increases the likelihood of long-term success.

These fundamentals not only help you to navigate each stage from initial contact through to closing and follow-up but also ensure consistency, build strong relationships, and set the stage for sustainable growth.

- **Objective:** Develop strategies to maintain a high level of performance consistently that are engaging, relaxed, and focused on customer needs.
- **Considerations:** Building trust with empathy, active listening, walking around the trade with the customer and presenting your product with passion create a personalised customer experiences. Closing with ease and simplicity.





1. SET THE STAGE: ROUTINE JIG

<i>Prospecting</i>	<i>Open yard</i>	<i>External promotions</i>
<i>Follow up existing customer</i>	<i>Close yard</i>	<i>Complete sales board</i>
<i>Diary up to date</i>	<i>Delivery</i>	<i>Local Business Plan</i>
<i>Service lane</i>	<i>Training (GTV)</i>	
<i>Follow up sold customers</i>	<i>Time out/lunch</i>	
<i>Call unsold customers</i>	<i>Networking</i>	
<i>Meetings</i>	<i>Pre-delivery</i>	
<i>Appointments</i>	<i>Delivery</i>	

Time	Action	M	T	W	T	F
0800-0900	Service lane 10-minute training Open yard Meeting 10 MINUTE TRAINING PLAN					
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>ESTABLISH A LEAD GENERATION PROGRAM</i> <i>Pre delivery</i>					
1100-1200	Appointment and test drive					
1200-1900	Lunch and Networking					
1900-1400	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 ROUTINE TEMPLATE

Prospecting

Open yard

External promotions

Follow up existing customer

Close yard

Complete sales board

Diary up to date

Delivery

Local Business Plan

Service lane

Training (GTV)

Follow up sold customers

Time out/lunch

Call unsold customers

Networking

Meetings

Pre-delivery

Appointments

Delivery

Time	Action	M	T	W	T	F
0800-0900						
0900-1100						
1100-1200						
1200-1900						
1900-1400						
1400-1500						
1500-1600						
1600-1700						
1700-1800						



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.

**EXERCISE IS TO
COMPLETE YOUR
PERSONAL
ROUTINE**

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.

SELLING FROM THIRD POSITION

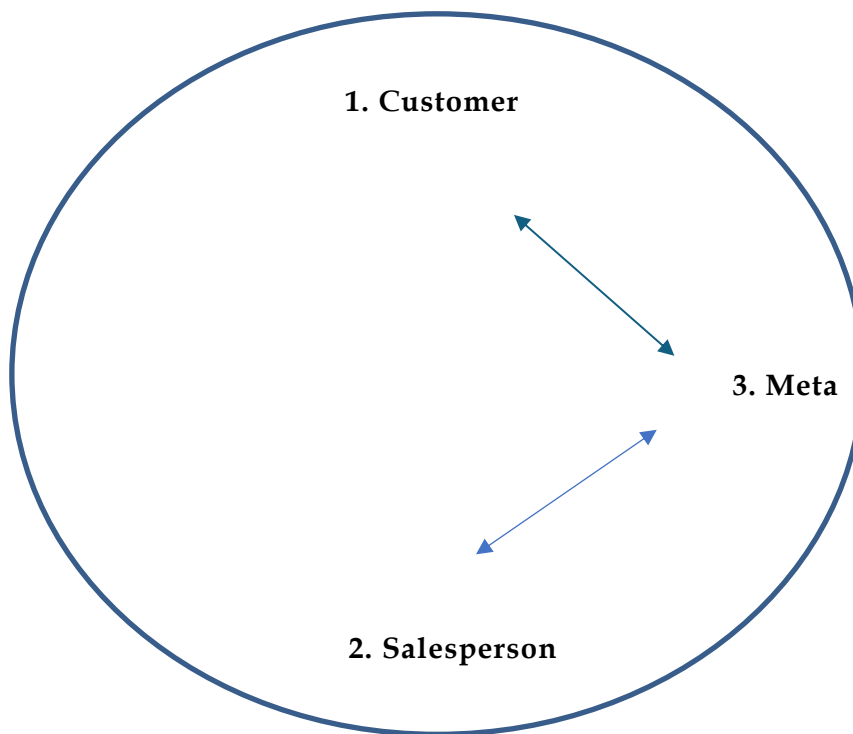
Selling **from the third position** is the neutral (Meta), consultative vantage clearly labelling the perspective you're adopting. This approach aims to boost customer engagement and guide them toward a confident, well-informed decision:

CHANGE YOUR LANGUAGE CHANGE THE OUTCOME

Communicating from different perspectives (position) can affect the sale.

During the sales process salespeople usually assume one of three perspectives

1. Customers perspective - STALLS THE SALE
2. Salespersons perspective – CAN CREATE RESISTANCE
3. Meta or neutral perspective - MOVES THE PROCESS FORWARD





SELLING FROM THIRD POSITION

First position is believing and saying the phrases below: **MAY STALL THE SALE**

- ☐ The customer has just started 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

Second position is using words like those below: **CAN OFTEN CREATE RESISTANCE**

- ☐ 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.



Third position is using words like those below: **MOVES THE PROCESS FORWARD**

- ☐ Would you consider
- ☐ Let's take advantage of your time here to work together on your vehicle requirements
- ☐ I am happy to get all the information to make an informed decision when you're ready
- ☐ I will be happy to get that for you
- ☐ 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 you 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 get the best deal
- ☐ 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 third position to second position

- ☐ "Based on what you have experienced today is this vehicle a consideration?" (3rd)
- ☐ "Are you leaning toward the red or the blue?" (2ND SOUNDS 3RD)
- ☐ "Assuming the money works when would you prefer delivery?" (2ND SOUNDS 3RD)
- ☐ "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)
- ☐ "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)
- ☐ "My manager will ask me if you like the car enough to buy it. What do you think? (3RD)
- ☐ "Would you like to buy the car?" (2ND)
- ☐ "Whose name is the vehicle going in?" (1ST)

**EXERCISE WHAT DO
YOU SAY IF THE
CUSTOMER WANTS
THE BEST PRICE**



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

INITIAL CONTACT: Face to face

WHAT	WHY	HOW
ACKNOWLEDGE EARLY WITH A WARM SMILE INTRODUCE YOURSELF	SHOWS INTEREST AND PROFESSIONAL, RELAXES THE CUSTOMER MAKES A CONNECTION AND BUILDS RAPPORT	“Are you looking for someone in particular or just browsing?” I am in the sales team, and my job is to work with customers to help them select the right vehicle and put together a deal that is satisfactory. I will be happy to answer any of your questions 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” We offer finance and insurance to make the purchase simple and easy and have selected buyers to get the best price if you have a vehicle you are trading. 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 decide when you are ready.” How does that sound?” Where would you like to start? What is important to you? What are you hoping to achieve today?

What do you do now?

What can you do differently to improve your initial contact

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QUALIFICATION



The qualification stage is where the sales conversation becomes truly customer centric and not about pressure, it's about understanding.

By asking thoughtful questions and listening closely to their needs, we can ensure that every recommendation is genuinely relevant to their situation. This foundational step sets the tone for a respectful, efficient, and tailored experience that honour both yours and their time.

'We take the time to understand what you really want and need, so the options we present are aligned with your lifestyle, preferences, and goals.

Asking some questions helps us focus only on vehicles and features that truly suit you, so you spend less time sorting through choices that don't align with your criteria.

By openly discussing their priorities, budget, and timeline early on, they will feel more confident as we move from selection, test drives to maybe a final decisions without feeling rushed.'

ASK OPEN QUESTIONS	SHOWS INTEREST AND ENGAGES THE CUSTOMER. IDENTIFIES THE TRIGGERING EVENT AND OFFERS SERVICE	<i>"Have you been looking for long?"</i> <i>"Anything caught your eye yet?"</i> <i>"Is it okay I ask you a few questions to help me guide you in the right direction?"</i> <i>"What is important for you in the purchase?"</i> Introduce the C.N.A. and the benefit to them.
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QUESTIONS

VEHICLE INTERESTED IN?

Make: _____ Model: _____

Are you aware of the model range? Yes ☐ No ☐ Have you driven one before? Yes ☐ No ☐

What are you trying to achieve from your visit today? _____

What is important to you in the new vehicle? _____

What accessories are important to you? Tow bar ☐ Bull bar ☐ Other _____

Type of vehicle Electric ☐ 4 Cylinder ☐ 6 Cylinder ☐ 8 Cylinder ☐

Fuel preferences Petrol ☐ Diesel ☐

Personal preferences Fuel Economy ☐ Speed ☐ Torque ☐ Towing ☐ 2 WD ☐ 4WD ☐

What other brands are you considering _____

Time frame Today ☐ This week ☐ Next week ☐ This month ☐ Later ☐ _____

"I want to make sure I address everyone's needs and questions. May I ask who else, besides yourself, will be helping with the decision?" _____

WHAT CAR DO YOU HAVE TO TRADE IN

Make: _____ Model: _____

Year: _____ How long owned: _____ If there was any finance it is probably paid off Yes ☐ No ☐

As I mentioned we offer finance and insurance so our Business Manager will give you some options

If you require finance would you consider us Yes ☐ No ☐

Did you invest in after care products? Yes ☐ No ☐ Paint and Fab ☐ Tint ☐ Extended Warranty ☐

KM's: _____ Average KM's/year: _____

#Any money owing: _____ Which lender: _____ Payout Value: _____

EXERSICE: WHAT ARE
SEVEN QUALIFYING
QUESTIONS

3. SELECTION



MINI PRESENTATION

"Based on what you've told me, I have 2 vehicles in mind that I believe you'll love. Let me show you these options."
SELECT 2 WHICH GIVES AN OPPORTUNITY FOR THE CUSTOMER TO DECIDE WHICH BEST SUITS THEIR NEEDS.

Mini Presentation: The primary objective is to identify a vehicle that interests the customer with a mini presentation with the full Presenting with Passion on the test drive.

HIGHLIGHT KEY FEATURES:

"This model comes with ..., which align with the preferences you mentioned earlier. Let me give you a brief walkthrough of the vehicle's features and controls before we go on the test drive."

Your presentation must be based on what you have discovered throughout the customer needs analysis so that it is relevant and exciting for the customer. The presentation is your opportunity to build value by displaying genuine enthusiasm for the product and transferring your feelings.

Presenting your product is the best chance you have to excite your customer and get them wanting to buy from you and what you sell. You are still in qualification and lead the customer to want to drive with the view of owning it.

You are facilitating the sale more today than ever as the information that is available online is crazy, but it is impossible for the customer to feel the WOW online. Product knowledge is necessary but not so you become a walking/talking brochure, tailor your presentation to their needs and dominant buying motives.

4. LOOK AT THE TRADE WITH THE CUSTOMER: Watch the video



TRANSITION TO THE TRADE

"We have a wide network of buyers dedicated to securing the best price for your vehicle. Our professional valuer will conduct thorough research on your behalf. This process typically takes about 15 to 20 minutes, but it may take a bit longer as our valuer will be consulting with their contacts to ensure you get the best possible offer.

Even if you decide not to sell immediately, you'll have a clear understanding of your vehicle's value, which will be useful for your future plans."

WALKING AROUND THE CUSTOMERS VEHICLE

When walking with the customer around the vehicle they are trading in, it's important to engage them in conversation while also assessing the condition of their trade-in.

ASK ABOUT THEIR EXPERIENCE Engage the customer by asking about their experience with the vehicle. You could say, *"How long have you owned the vehicle for? So if there was any finance its probably close to being paid off? Has it been a good car for you. (any answer) Well maybe that's the best time to trade."* (This may be covered in the CNA).

ACKNOWLEDGE UPGRADES If there are any noticeable upgrades or customisations, acknowledge them. *"I see you've added aftermarket rims. They really enhance the look of the car."*

ASSESS CONDITION While walking around the vehicle, discreetly assess its condition. Take note of any dents, scratches, or wear and tear. Just touching these without comment lets the customer know you know. They may even give you further information. Remember though you are not valuing the vehicle, your still in qualification.

WALKING AROUND THE TRADE WITH THE CUSTOMER IS NOT ABOUT THE VALUATION

WHAT	WHY	HOW
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. Point out some positive features of their trade-in. For instance, <i>“Did you have paint and fabric protection, extended warranty,”</i> if there a tow bar (What do they tow and is a tow bar important to them in the new vehicle). Stickers, registration, potential future maintenance or service, service history, baby seats. These can generate conversation and remember looking at the trade with the customer is an important part of qualification and also sets up management introduction.
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”

Explain: *“We don’t make the market but just work in it. The prices vary so much and so quickly today but let’s get the ball rolling for you and we can have a look at some options for you in the new vehicle. Which is why you’re here isn’t it?”*

SAVE THE CUSTOMER THEIR HARD-EARNED MONEY

1. When is the next service due
2. Check when registration is due
3. Next payments and how much
4. Maintenance needed
5. Advertising costs
6. Danger of scammers

This money can add up to thousands you can save the customer by trading now

**EXERSICE: VIDEO A
ROLE PLAY OF
WALKING AROUND
THE TRADE WITH THE
CUSTOMER AND USE
THE VALUE IN
TRADING QUESTIONS**

INTRODUCE THE MANAGER TO COMPLETE THE APPRAISAL.



TRANSITION TO THE NEXT STEP After discussing the trade-in, smoothly transition to the next step in the sales process.

"Now that we've had a look at your trade-in, I will introduce you to Mike who will do the research for you, which gives us time to test drive the vehicle you're interested in."

INTRODUCE THE MANAGER

Introducing the manager sets up the re-introduction later and keeps the process moving for you to present and test drive whilst the manager organises the appraisal. This can also help with selection and going on a test drive. Reconfirming decision makers.

Your manager needs you to tell him (in the customer's presence) a summary of the discussions so far. The reason this is done is it shows the customer "we care" and to build further trust in the dealership, yourself and the manager. Please ensure this is done every time as it increases the customer experience and generally makes the sales process much easier and comfortable for them.

IF THE MANAGER IS NOT AVAILABLE

The trade information is automatically available through your valuation app so let the customer know the research is underway.

MANAGERS REFERRAL INFORMATION (Assists the manager in managing the interaction)



- ☐ Customers name
- ☐ What timelines are they working to?
- ☐ What brings them in today (Triggering event)?
- ☐ What features and accessories are they wanting (Vehicle / model)?
- ☐ What is important to them in the purchase? Criteria
- ☐ Purpose of vehicle?
- ☐ Do they have a trade?
- ☐ Did they finance?
- ☐ Have they dealt with us previously?
- ☐ Are they local?
- ☐ Who is the decision maker?
- ☐ Occupation?
- ☐ What hobbies?
- ☐ How many kids?
- ☐ Budget/payments goals?



TRANSITION TO THE NEXT STEP & 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

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 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, Bluetooth etc. Complete presentation based on customer criteria	
DRIVE BACK TO THE DEALERSHIP	Let the customer enjoy the drive Check level of interest	Keep quiet with occasional check in and trial closes, “How are you enjoying it so far?” “Is this a consideration?” “Are you leaning towards the red or the blue?” “If you buy it, where will you go on your first trip?”	

FAB	FEATURE	ADVANTAGE	BENEFIT
	WHAT IT IS	WHAT IT DOES	IMPROVEMENT
TIE DOWN	ISNT IT?	DOESN'T IT?	WOULD YOU AGREE?

OPEN QUESTIONS	What	WHY	HOW
CLOSED QUESTIONS	Are you	Do you have	Will you
CHECK IN CLOSE	Asking open and closed questions relating the level of interest	Determine the level of interest. Asking them to buy without asking them to buy	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

ALWAYS GET THE CUSTOMER INVOLVED

5 Passenger side/rear

- Door opening
- Leg room/head room
- Childproof locks
- Braking
- Split seats
- Seat belts
- Fold down seats

4 Passenger side/front

- Leg room
- Head room
- Seat belts
- Glove box

3 Under the bonnet

- Bonnet catch
- Oil & fluids
- Fuel
- Safety features
- Crumple zones
- Air-conditioning
- Power steering
- Warranty
- Service intervals
- Service offers

6 The boot

- Wrap around bumpers
- Loading levels
- Lights
- Spare tyres
- Tools
- Towing capacities
- Boot release
- Sensors/camera

8 Interior

- Space
- Sound insulation
- Cup holder
- Ergonomics
- Audio/ Radio
- Heating and A/C
- Dash LCD
- Air bags
- ☐ Adjustments
- ☐ Blue tooth
- ☐ Sat Navigation

2 Front

- Badge (This is why I come to work – my passion)
- Aerodynamics
- Colour coded bumpers
- Laminated screen
- Halogen headlights
- Windscreen wipers
- Washers
- Badge
- Branding

7 Behind the wheel

- Driver's seat
- Steering adjustment
- Visibility
- Leg room/head room
- Seat belt
- Seat adjustment
- Controls
- Front door opening
- Seat adjustment
- Trim
- Window operation

1 Driver side

- Appreciate design
- Best features
- What do they like
- First impressions
- Wheels
- Brakes
- Safety**
- Colour coded mirrors



SAFETY PERFORMANCE APPEARANCE COMFORT ECONOMY DURABILITY

**Never mention a feature without describing the advantage and benefit to the buyer
WITH A TIE DOWN**

PRESENT THE VEHICLE ACCORDING TO THE CUSTOMER CRITERIA (Watch presenting with passion)



PRESENTATION CAN BE IN THE DEALERSHIP (MINI) OR PREFERABLY ON THE TEST DRIVE.

(Or a combination of both)

1. Enthusiasm: Enthusiasm helps establish rapport and draws out the customer's buying motives naturally

2. Product and stock Knowledge: It reinforces both the trust and confidence a customer has in the salesperson

CUSTOMER INVOLVEMENT IN THE PRESENTATION

There are no shortcuts to a professional presentation. The salesperson needs to be committed and aware that while they may sell many cars per month, the customer normally only buys one.

Customer involvement personalises the approach, which leads to strong mental ownership. Having the customer emotionally involved is vital for successfully reducing the customer's natural resistance to price and decision making.

DRIVER SIDE OVERVIEW



WHAT	HOW
Aligns the customer's criteria to the features and specifications of the vehicle.	STYLE
Creates ownership.	Feature: "Sleek, modern body design"
<i>Start where the customer is.</i>	Advantage: Creates an eye-catching and contemporary appearance.
<i>Stand back from the vehicle side on and ask what they like best.</i>	Benefit: Enhances the vehicle's visual appeal, giving you a sense of pride and satisfaction every time you drive. They are beautiful aren't they."
<i>Involve the customer by asking them to pull the bonnet release and move to the front of the vehicle.</i>	SAFETY
	Feature: "Integrated side-view cameras"
	Advantage: Provides a wider and clearer view of blind spots.
	Benefit: Increases your safety by reducing the risk of accidents when changing lanes or reversing, giving you greater confidence on the road."
	COLOUR
	Feature: "Premium metallic paint"
	Advantage: Offers a high gloss finish that resists fading and scratches.
	Benefit: Keeps your car looking new for longer, preserving its aesthetic appeal and resale value."
	WHEELS
	Feature: "18-inch alloy wheels"
	Advantage: Lighter and stronger than steel wheels, enhancing performance.
	Benefit: Improves handling and fuel efficiency while adding a stylish touch to the vehicle's appearance."

FRONT OF VEHICLE



WHAT	HOW
Start to build the value of the brand and style of the vehicle	FRONT OF THE VEHICLE Feature: “LED Headlights with Automatic High Beams Advantage: Provides superior illumination and automatically adjusts to oncoming traffic. Benefit: Safety - Ensures better visibility at night, enhancing driver and passenger safety. Value - Reduces the need for manual adjustments, allowing the driver to focus more on the road.” Feature: “Aerodynamic Grille Design Advantage: Improves airflow and reduces drag. Benefit: Economy - Enhances fuel efficiency by reducing wind resistance, saving on fuel costs over time. Dependability - Reflects the brand's commitment to innovative design and performance.” Feature: “Front Parking Sensors Advantage: Detects obstacles in front of the vehicle while parking. Benefit: Service - Helps prevent minor accidents, saving on potential repair costs. Value - Adds convenience and peace of mind when maneuvering in tight spaces. Which is handy what do you think?”

THE ENGINE



WHY	HOW
Creates the feeling of teamwork and we are working together. Establishes their product knowledge and is memorable Sounds great and creates teamwork	When lifting the bonnet say, “When you BUY A NEW CAR It can be a bit awkward the first time, just put your hand in here and see HOW EASY IT IS.” Feature: “Advanced Engine Cooling System Advantage: Keeps the engine running at optimal temperature, preventing overheating. Benefit: Safety - Ensures the engine operates safely even under heavy use. Value - Reduces the likelihood of costly repairs due to overheating, ensuring long-term reliability.” Key things to talk about here are 1. Branding 2. Dealership history and culture 3. Community 4. Service intervals 5. Cap priced service or service plans (If available) 6. DBM such as safety and economy relating to them 7. Warranty 8. Aftermarket benefits

BUILD THE BRAND



WHAT	HOW
Build value and life time value of ownership	BRAND VALUE AND DEPENDABILITY Feature: Comprehensive Warranty Coverage Advantage: Offers extensive coverage for various components of the vehicle. Benefit: Dependability - Provides peace of mind knowing that repairs and maintenance are covered, reflecting the brand's confidence in their vehicle's quality. Service - Demonstrates the brand's commitment to customer satisfaction and long-term support. Feature: Brand's Global Presence and Reputation Advantage: Recognised and respected worldwide for quality and innovation. Benefit: Value of the Brand Worldwide - Driving a vehicle from a globally trusted brand can enhance resale value and ensure access to a vast network of service centers. Dependability - Consistent high ratings and awards reinforce the brand's reputation for building reliable and high-performing vehicles. Feature: State-of-the-Art Entertainment System with Regular Updates Advantage: Provides the latest technology and features, with periodic software updates. Benefit: Value - Keeps the vehicle up to date with new features and improvements, ensuring it remains competitive in the market. Service - Reflects the brand's ongoing commitment to enhancing the ownership experience with continuous support and advancements. You can't beat that can you?

PASSENGER SIDE



WHAT	HOW
Continue to get the customer involved and engaged in the presentation. Seventy percent listening and customer doing the work. Open both doors <i>Presenting the passenger side of a vehicle with both doors open can effectively highlight the interior features and convenience aspects that enhance the passenger experience.</i>	SPACIOUS INTERIOR AND COMFORT Feature: <i>Spacious legroom and headroom</i> Advantage: <i>Provides ample space for passengers to stretch out comfortably.</i> Benefit: <i>Enhances passenger comfort, making long journeys more enjoyable.</i> Tie-Down: <i>“Wouldn’t you agree that having extra space makes for a more comfortable ride on long trips?”</i> PREMIUM MATERIALS AND UPHOLSTERY Advantage: <i>Soft-touch materials and high-quality upholstery provide a luxurious feel.</i> Benefit: <i>Adds a touch of elegance and comfort, making every ride more pleasant.</i> Tie-Down: <i>“Doesn’t the feel of these premium materials enhance the overall luxury experience?”</i> ADVANCED TECHNOLOGY AND CONVENIENCE Feature: <i>Dual-zone climate control</i> Advantage: <i>Allows front and rear passengers to set different temperature preferences.</i> Benefit: <i>Enhances comfort by providing personalised climate settings for each passenger.</i> Tie-Down: <i>“Wouldn’t it be great to have individual climate controls so everyone can ride in comfort?”</i> SAFETY AND ACCESSIBILITY Feature: <i>Advanced airbag system with side-impact protection</i> Advantage: <i>Offers enhanced safety with airbags that provide additional protection in the event of a side collision.</i> Benefit: <i>Increases passenger safety, giving you peace of mind knowing everyone is well-protected.</i> Tie-Down: <i>“Doesn’t knowing that your vehicle has advanced side-impact protection give you greater peace of mind?”</i>

REAR OF THE VEHICLE



WHAT	HOW
Opening and easy access	<i>Emphasise Spaciousness and Versatility</i>
Encourage them to open the back	Feature: Large Boot Capacity
Ask them to find the spare	Advantage: Offers ample space to accommodate luggage, groceries, sports equipment, and more.
Tools	Benefit: Ensures you can transport everything you need for family trips, shopping, or hobbies without hassle. Tie-Down: “Wouldn’t it be convenient to have all this space for your family trips and daily needs?”
If they have kids get them to jump in	Feature: 60/40 Split-Folding Rear Seats
Have fun here	Advantage: Allows you to expand the cargo area while still accommodating passengers.
Leave the side doors and tray open	Benefit: Provides versatility for carrying larger items without sacrificing passenger seating. Tie-Down: “Don’t you think having the flexibility to fold down the seats when needed would be really useful?”
	Feature: Wide-Opening Hatch
	Advantage: Provides a larger opening for easy access to the entire cargo area.
	Benefit: Makes it easier to load and unload large or awkward items, enhancing overall convenience. Tie-Down: “Isn’t it great to have such a wide-opening hatch for easy access to all your gear?”

DRIVERS SIDE



WHAT	HOW
Allow them to position the seat without you doing it Help if required (Are you happy adjusting the seat and your driving position Move to the passenger side and close the boot and passenger doors If there are two people, they sit in the front and you behind the passenger Have a second change over location if on a test drive Continue to get the customer involved	COMFORTABLE AND ERGONOMIC SEATING Feature: Power-Adjustable Driver's Seat with Memory Settings Advantage: Allows multiple drivers to save their preferred seat positions. Benefit: Ensures maximum comfort and convenience every time you get into the car. Tie-Down: "Isn't it great to have a seat that remembers your exact settings, so you're always comfortable from the moment you sit down?" ADVANCED TECHNOLOGY AND CONNECTIVITY Feature: Touchscreen Entertainment System with Navigation Advantage: Provides easy access to navigation, music, and other functions. Benefit: Enhances driving convenience and entertainment. Tie-Down: "Isn't it convenient to have all your navigation and entertainment options at your fingertips?" SAFETY AND DRIVER ASSISTANCE Feature: Blind Spot Monitoring Advantage: Alerts you to vehicles in your blind spots. Benefit: Increases awareness and helps prevent accidents when changing lanes. Tie-Down: "Don't you think blind spot monitoring would give you more confidence when changing lanes?" Feature: Rearview Camera with Parking Assist Advantage: Provides a clear view of the area behind the car and helps with parking. Benefit: Makes parking easier and safer, preventing collisions with obstacles. Tie-Down: "Isn't it reassuring to have a rearview camera and parking assist to help you park more safely and easily?"

DURING THE TEST DRIVE



When accompanying a customer on a test drive, the goal is to create a positive, informative, and relaxed experience.

SET CLEAR EXPECTATIONS:

Explain the route and the duration of the test drive.

“We have a pre-planned route that includes a mix of town and country. It will take about 20 minutes. Does that work for you?”

HIGHLIGHT KEY FEATURES TO OBSERVE:

Briefly mention the features they should pay attention to during the drive.

“During the drive, notice the smoothness of the ride, the responsiveness of the steering, and the quietness of the cabin.”

DURING THE TEST DRIVE

Offer tips and guidance without being overbearing.



6. CHECK IN CLOSES

“What are you enjoying the most about the drive?”

“What is standing out to you?”

“Is this what you have in mind?”

“Are we ticking the boxes?”

“Can you see the benefit TO YOU in that?”

“Do you think this would make your daily commute easier?”

“How does the suspension feel over those bumps?”

“Could you see yourself taking this on a road trip?”

“Would this have enough space for what you normally carry?”

“Is there anything you were hoping it would do that it hasn’t yet?”

“How does it feel compared to the car you’re driving now?”

“Can you see yourself driving this every day?”

“Is the ride and comfort about what you were hoping for?”

“What do you like most about it so far?”

**EXERCISE: VIDEO A
ROLE PLAY USING 2
CHECKIN AND 2 TRIAL
CLOSES**

TRIAL CLOSES (Cooking the frog)

“Based on your experience is this a consideration?”

“Are you leaning toward the red or the blue?”

“Assuming the money works when are you hoping to take delivery?”

“My manager will ask me if you like the car enough to buy it, what do you think?”

“If we could get this within your budget, would you be comfortable moving forward?”

“Let’s head back inside and discuss how we can make this work for you.”

“Let us grab a coffee and work out a deal for you.”

By creating a comfortable atmosphere, providing relevant information, and engaging the customer throughout the test drive, you help them connect with the vehicle and envision themselves owning it. This approach increases the likelihood of turning their interest into a purchase. Move to write up.



IF THEY SAY NO

When a customer decides not to buy your car, it's important to handle the situation professionally and positively.

Thank Them: "Thank you for considering our car and taking the time to visit us."

Ask for Feedback: "Can I ask what specifically made you decide against purchasing today? Your feedback is very valuable to us."

There may be other options to consider.

Introducing the manager.

Follow the NO SALES FOLLOW UP strategy

Always keep a positive and friendly tone, regardless of the customer's decision.

This approach ensures that you leave a positive impression.

IF THEY SAY YES

Offer the customers a cool drink, coffee or tea. Bring the customers to your desk and commence writing up the worksheet.

7. WRITE UP AND CLOSING



The write up must always occur at your desk OR PREFERABLY A ROUND TABLE, which is a tidy and professional but relaxed environment. If you are entering details onto a computer turn the screen so they can see what you're doing or at least say it you do it. Prevents the customer becoming defensive and helps them to understand what you're doing.

You need -

- Total transparency
- As much eye contact as possible
- To be seated as equally to all parties as possible. Sit next to them, if possible
- A conversational manner.
- All your tools ready; pens calculator contracts etc.

Always -

- Use correct paperwork, not scrap paper. Remember this is business and should be business-like.
- Watch body language and listen to tone.
- Make your customers comfortable.
- Get customer settled with a drink, tea, coffee, water etc.

Never

- Use the words; “Wholesale, “Retail price”, “recommended retail price” or “market price.”
- Instead say, “Current price” or “advertised price” or “introductory price” or “limited promotional price.”
- Assume that there will be no discount unless advertised until you seek a commitment on the advertised price.

WHAT	WHY	HOW
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 if possible.
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 to present offer	Referral or phone close
ASK FOR THE BUSINESS	That is why we are here	“The new vehicle including xxx is (number) and we are in a position to pay \$x for your old vehicle which is a changeover of (number), now you mentioned a delivery time which we can do, so just okay here and I will get everything approved. So, Thursday after 2pm is good for you?” (Secondary question)
MANAGER RE-INTRODUCTION IF NO AGREEMENT	To ensure customers have the right vehicle and increase closing experience and overcoming any objections	Reconfirm selection, offer alternative, work on trade expectations

If there is a negotiated offer -

- Have it signed
- Explain that this is a genuine offer to purchase
- Ask for a deposit with the commitment if required
- Reinforce the reasons that they should buy now
- Plant the seeds of doubt if they wait
- Take it to your manager with the commitment

EXERCISE: VIDEO A ROLE PLAY OF WRITING UP A DEAL WITH A TRADE AND CLOSING WITH A SECONDARY QUESTION. WITH ONE OBJECTION



OBJECTION HANDLING GUIDELINES: TECHNIQUE: RELAX – RE-ENROLL – REDIRECT

Objection: What's your best price?	Relax: Great question; everyone wants to be sure they're getting the best value. Re-Enroll: The reason people choose us is we're transparent with pricing and ensure the whole package such as price, warranty, and service adds up to the best deal. Redirect: Let's confirm this is the exact car; colour, trim, and package then I can show you the best price for that specific vehicle.
Objection: This is the first place I've been to	Relax: That's great starting here gives you a strong baseline. Re-Enroll: Many people who start here often finish here too, because they see we make it simple and transparent. Redirect: That's fine, so what do you think you will find different somewhere else as you seem to like this one.
Objection: I want to think it over.	Relax: I understand this is a big decision and it makes sense to want to feel comfortable. Re-Enroll: Most of my customers feel the same way until they realise this vehicle actually ticks all the boxes such as safety, economy, budget. Redirect: To help your thinking, what's the main area you'd like to go over; monthly payment, features, or comparison to another car?
Objection: I have another vehicle to look at.	Relax: That's fair; you want to compare your options. Re-Enroll: Customers often tell me they look elsewhere, but they come back because of the value we build in with warranty, service, and overall experience. Redirect: Before you leave, what would you like me to show you that would make this car the clear choice when you compare?
Objection: I want to talk to my wife/husband/partner.	Relax: Of course, this is a family decision and it's smart to include them. Re-Enroll: Most partners appreciate when the details are already clear, numbers, features, and options so the conversation at home is easy. Redirect: Would it help if I put together a simple summary sheet for them, or even get them on a quick call so they can see what you're seeing?
Objection: I've been offered more for my trade.	Relax: I understand; trade value is an important part of the deal. Re-Enroll: Often a higher trade offer somewhere else means they're adjusting the numbers on the other side. We like to keep everything transparent so you see the real value. Redirect: Can I show you a side-by-side of how our full deal works out with the trade, price, and payments so you can compare apples to apples.
Objection: I'll get back to you	Relax: I completely get it. You want to feel right about the decision. Re-Enroll: What customers often find is that waiting can sometimes mean missing out on the vehicle they liked especially with limited availability. Redirect: Would it make sense to put a small hold or refundable deposit so the car is here for you while you finalise your decision? Or better still let's confirm any concerns now and organise delivery if it works out

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 not 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
THE GUEST HAS HAD TIME TO THINK ABOUT IT AND MAY HAVE GONE TO ANOTHER DEALERSHIP. WITH THIS CALL YOU CAN TAKE THE GUESTS TEMPERATURE AND ALLOW THEM TO GET BACK IN THE DEAL WITH YOU.	“Just a quick call to say thanks for popping in today Do you have a moment to speak? I wanted to make sure i answered all your questions and cover anything of which you are not sure. I am working on a couple of things and will get back to you tomorrow am/pm if that is ok with you. Well thanks again talk to you soon.” Hang up last

SEND A TEXT

WHY	HOW
TEXT MESSAGES ARE EASILY READ AND RESPONDED TO. MAKE SURE YOU HAVE A SIGNATURE ON YOUR PHONE OR LET THEM KNOW WHO YOU ARE	Thanks again for dropping by today; I am currently working on a couple of things and will be in touch later today (tomorrow). Talk to you both soon

CALL LATER THAT DAY OR THE NEXT DAY

WHY	HOW
KEEPS THE GUEST FEELING WANTED AND VALUED	“Just a quick call as promised Do you have a moment to speak? 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. 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).”



SEND A TEXT

WHAT

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.

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?

CUSTOMER RELATIONS CALL FROM THE MANAGER/BM/CRM

WHY	HOW
THIRD FOLLOW UP SHOWS YOU CARE, AND THEY ARE NOT FORGOTTEN.	"I'm calling on behalf of the dealership for feedback on the service you received when visiting us recently. Do you have a moment? From your perspective how would you regard the service you received, average, good or excellent? Did you buy from us? One last question, what would you like to happen now for us to best meet your needs? So, what you are saying is you want... I really appreciate you taking the time to review this with me I will be passing this information on to our gm and I'm sure you'll be getting a call from them (<i>if this is appropriate</i>). I appreciate your time, thank you."

I hope you have enjoyed the course and the content. The way forward is to turn the words into action and unconscious ability to perform at the highest level consistently.

PERFECT PRACTICE MAKES PERFECT

All the best G

EXERCISE: VIDEO A
ROLE OF EXPLAINING
THE NO SALE
FOLLOW UP
PROCESS