THE ULTIMATE SALES TRAINING GUIDE

-an intice insight original-

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Important Dates and People to Remember

Your scheduled Training dates and times are:

Dates:

From: _____To:_____

Times:

From: _____To:_____

Your "Our Dealership" Training Manager is:

Name:_____ Phone Number: _____

Email address:_____

Your Dealer is:

Your General Sales Manager is:

Your Controller is:

Your New Vehicle Managers are:

Your Used Vehicle Manager is:

Your New Vehicle Inventory Manager is:

Your Business Development Center Manager is:

Your Lead Finance Manager is:

Your Service Director is:

Your Service Drive Manager is:

Your Parts Manager is:

Process Definition

*** Share Process Definition Image

The Process used in this manual are based on fundamentals that today's automotive shoppers are looking for. Today's customers want their visits to an automobile dealership to be fast Informational and Friendly.

** Share: Today's customers want their visits to an automobile dealership to be fast Informational and Friendly.

Fast:

In today's marketplace *SPEED* is power… we must be able to deliver the information that the consumer wants NOW! The days of spending all day in a car dealership to purchase a vehicle are long gone. Our success will be determined by how well we can exceed the customer's expectations. And they expect us to be able to provide them the information they came for and get that information from a high quality, professional sales associate.

**Share: In today's marketplace *SPEED* is power… we must be able to deliver the information that the consumer wants NOW!

Informational:

We are living in the information age. People in our society have the ability to get information quickly and we all desire information to allow us to make decisions. Our sales process must engage this need in order to be successful. Think about it and ask yourself this question, why do people contact car dealerships… the answer; to get information about a particular vehicle or style of vehicle. We must become a valued source of information for today's consumers. We must address this need proactively to keep the consumer engaged and allow us to bring them through our sales process and closer to the purchase of a vehicle.

** Share: We must become a valued source of information for today's consumers.

Friendly:

In addition to the ability to deliver information with speed, our customers need to be treated Friendly, convenient and creating pleasant experience. As a dealership, your Customer Satisfaction, has to be above all else. CSI (Customer Satisfaction Index) is the life and blood of a dealership, without satisfied customers our success will be short lived.

** Share: In addition to the ability to deliver information with speed, our customers need to be treated Friendly, convenient and creating pleasant experience

Keep these fundamentals in mind as you go through learning the key fundamentals our sales process. Everything that you will learn will have these 3 ideas in mind and will help you in the understanding of what are we going to accomplish.

6 Steps to the Fast, Simple & Friendly Sales Process.

1. The Greeting

Use a Personalized Greeting to welcome the buyer and put the buyer at ease, by using Agreeable and Friendly language to invite the buyer into the sales process.

2. Building a Buyer Profile

Ask Friendly Questions about the Buyer's Current Vehicle (or lack thereof) to uncover opportunities help finding their Next Vehicle.

3. Current Vehicle Appraisal

Walk-Around, Demo-Drive and EMI:
Walk around the vehicle with the buyer and ask questions
Demo-Drive the car with the customer
Drop the car with the Used Car Manager (Introduce if available)

4. Next Vehicle Selection & Demonstration

Selection:

Use information collected in the "Building a Profile" step to assist buyer with the selection of their next vehicle. "Selection Alternatives" is a technique to show buyers different options.

Demonstration:

This step includes showing the customer both exterior and interior features as well as a demonstration drive through a pre-designated route. Use the "5 point walk-around" technique.

5. Write Up / Presentation of Options

During the "Write-Up" step of the process you will be collecting information to prepare a Proposal and a best opportunity to Trial Close. A Trial Close is to ensure the buyer has selected the right vehicle for themselves and their budget.

We will be using a standardized worksheet that will be used every time you present figures to your customers. This worksheet has been designed to give your customer the option of choosing what payments will work best for them. It also has been designed to include all of the 3 fundamentals of our Sales Process… Fast, Informational and Friendly.

6. Delivery / Follow Up

Once the customer has made the decision to purchase the vehicle, we must bring them through a delivery process. This process will include the customer going over finance options with a Finance Manager, and reviewing the vehicle and the books and manuals with you.

What emotions are Salespeople and Buyers Experiencing at point of contact?

Primary Emotions:

Primary emotions are those emotions we feel first as we respond to a situation. They are unthinking, instinctive responses that we have.

Fear –

Fear happens to all of us. It is nature's way of stopping us from doing things that may hurt us.
Our need for control is, to some extent, fear-driven. If I cannot control the world around me, it may threaten me. Just my forecast of this is enough to cause me to fear.
Pessimism leads to fear, as we habitually forecast that we will fail or that bad things will happen to us. Because we can never fully forecast the future, we may live in a permanent state of fear.

Salesperson: Wasting Time, Being Rejected, Confrontations
Customer: Wasting Time, Being Pressured to Make Decision, Spending Money - Loss

Anger –

Anger is an emotional state that varies in intensity from mild irritation to intense fury and rage. It is accompanied by physiological and biological changes; when you get angry, your heart rate and blood pressure go up, as do the levels of your energy, hormones and adrenaline.
Anger can be caused by both external and internal events. You could be angry at a specific person or event, or your anger could be caused by worrying about your personal problems. Memories of traumatic or enraging events can also trigger angry feelings.

Salesperson: Losing a Deal, Being at Work, Impatient with Buyer
Customer: Previous Purchase Experience, Lack of Tolerance, Having to spend money

Sadness –

We feel sad when we realize that we are unlikely to achieve our goals, and especially when we have put a lot of effort into achieving them.

Salesperson: Losing Success at Work, Not being as good as someone else, Life's Conditions
Customer: Ability to Afford, Finding what they want

Happiness –

We feel happiness when we feel we are achieving our goals, and especially so when we achieve a hard-won goal. Positive anticipation and happiness happens when we predict that we will achieve our goals and feel confident about those predictions, perhaps because they have been right recently.

Salesperson: Just sold a car, Happy to be with Buyer, Grateful for Work
Customer: Achieving a Goal, Showing their Friends, Process of Buying New Car

10 Things Every Salesperson Should AVOID at Point of Contact with the Buyer.

1. No eye contact
2. Smoking out front
3. Wear Sunglasses
4. Avoiding and Evading
5. Jokes
6. Rushing/Attacking
7. Conditions – Must do this first
8. Qualifying or Commitment Questions
9. Traditional Approaches – “What can I do to earn your business?”
10. Use Car Lingo or Slang Terms

Up – Buyer
Box or F&I – Finance Office
Demo – Demonstration Drive
Down Stroke – Down Payment
Spotted – Sale and Delivery
Upside Down – Owing more on Trade that the Value
Lay Down – A Customer that is easy to deal with
T.O. – Turn over

1. The Greeting

What needs to be Accomplished during “The Greeting” and how.

We are in the people business, therefore the key is to put the buyer at ease which allows you to bring them through the sales process.

What do we want to accomplish during “The Greeting”?

Welcome the Buyer to the Dealership
Introduce ourselves
Inquire on what they want to accomplish during their visit
Transition to the next step in the process
Begin Building a profile
Put the Buyer at Ease

Now that we’ve figured out what we want to accomplish, let’s dive into creating the experience.

Remember the golden rule?
(golden rule image)

Treat the Buyer like you would want to be treated.

*** Share: Treat the buyer like you would want to be treated.

Smile and welcome
Attitude of Service, not one of selling
Showing appreciation for their presence
Focus on what they say
Treat them like a Millionaire
Always have a great attitude, no matter what they say

Make the Buyer feel Welcomed to the dealership.

Greet the buyer promptly
Make Eye Contact
Offer a Firm Handshake
Talk to them about why they are here
Dress for Success
Smile – Good Attitude

1. The Greeting

What to Say When Greeting a Customer

Personalize Your Greeting:

(image/ checkbox/ share?)

Make it Consistent - Always the same - Memorize - Verbatim

Address all of what you want to accomplish.

Avoids the “Can I help ya?” syndrome

Portrays a professional image

“Welcome to “Our Dealership”, Home of the Lifetime Warranty. My name is David. What can I give you information on today?”

Benefits of using the Personalized Greeting

Proactively addresses why the customer is there

Allows you to control the process without confrontation

Shows that you are there to be of service

Nontraditional, different than the rest of the market-place

Starts to break down the wall that a buyer may have

Reduces Fear of what to say at point of contact

Be Prepared for the Buyer's Response

What might the buyer say at point of contact?

WARNING: YOU WILL HEAR THE SAME OBJECTIONS EVERY DAY

Just Looking

Just Killing Time

What is your Best Price/Rate?

Only have 10 minutes

Do you have a……

Not buying today

You're better off helping someone else

Don't need any help, just give me your card and I'll get you when ready

I have prices from 3 other dealership, best price gets my business

I know your Invoice

What's my car worth?

How much down payment/payment

I can only pay 250/month, what can I afford

Just in for service

Won't be buying for 6 months

Just want a brochure

1. The Greeting

Agreeable Greeting Language

The language that you use will determine your ability to overcome objections.

(Definition) Agreeable language:

The following KEY words and phrases are the cornerstones to developing your selling skills.

NP:	No Problem
BHT:	Be Happy To
WYC:	Would You Consider
IAT:	In Addition To
WEYT:	Wouldn't Expect You To
IU:	I Understand
AM:	Allow Me

Excellent! Super! Wonderful!
Great! Fantastic! Awesome!
Outstanding! Terrific! Tremendous!

(^ maybe as an image)

When used effectively during the sales process they will allow you to overcome objections, move buyers through the process and ultimately help you sell more cars.

How to Handle Objections & What to Say

You will hear the same objections at point of contact everyday. If you are prepared to handle them, you can guarantee your success!

The objective in overcoming objections at point of contact:

- Use your Agreeable Language
- Re-Direct, with a question
- Transition to the next step in process

"Welcome to "Our Dealership", Home of the Lifetime Warranty. My name is David. What can I give you information on today?"

"Just Looking"
NP, we will give you all the time you need to look. Will you be going bigger or smaller than your present vehicle?

IU, that is certainly allowable here, some of our best customers do that! Have you been here before? ....when you are ready will you be going bigger or smaller that your present vehicle?

"Don't need any help; just give me your card."
BHT, here is my card. While you are looking could I get your present vehicle appraised?

BHT, here is my card. While you are looking could I get you some figures on the vehicle that you are interested in?

"Give me your best price"
-How you handle price directly affect the buyer's trust level!

Don't: Best Price comes from my manager
Best Price is the one we agree on
Would you buy today if the price was right?
Do you have a Trade-In?
You have to Drive it first, before I give you a price

1. The Greeting -The Sales Process: The Greeting-

DO:
BHT, IAT best price, I would like to give you estimates on down payments, monthly payments and figures on your present vehicle. What are you driving now?

NP, we are a full disclosure dealership, IAT price would you like a value on your present vehicle?

Excellent! we are a full disclosure dealership, what equipment would you like on your new car? Sunroof? Alloy Wheels? Leather Interior?

"I have prices from three other dealerships, best price earns my business!"

Don't: Let me know what they are and we will match it or beat it!
Do: AM to present you our figures and if they don't work then tell me.

Great! When you leave here you will have enough information to make a well informed decision. How did you want your new vehicle equipped?

Super! Thank you for shopping us for a price, we sell a lot of vehicles here and we do that by making them affordable! IAT price, would you like estimates on down payments, monthly payments and figures on your present vehicle?

"I only have 10 minutes…. Give me your best price!"

NP, 10 minutes is more than enough time, in the next 10 minutes I would like to give you estimates on down payments, monthly payments and figures on your car. Fair enough? Now, how did you want your new car equipped?

"What are your interest rates?"

Pull out your rate card…. We work with many different lenders in the area; here is a list of some of them and their rates. What bank do you use? Have you contacted them for a rate yet? Great we will let our finance manager know that."

IAT the best rates, I can provide you with estimates on down payments, monthly payments and figures on your car, would that be helpful?

"I am with XYZ Credit Union"

Great! We do a lot of business with your members and use them as a financing source all the time. Let's go ahead with selecting your new vehicle so we can give you some payment estimates, fair enough?

"I know what your invoice is, how much over invoice"

NP, we are a full disclosure dealership, we will BHT work with you from our invoice. If the figures don't work I WEYT do business here. Now, how would you like your new vehicle equipped?

"I will give you $200.00 over invoice."

I have seen this dealership sell for even less than that, depending on the programs, incentives and availability. Let's find a vehicle that meets your needs and I assure you that money will not get in the way of us doing business. Fair enough?

I am sure that you will want top dollar for your present vehicle as well, is that right? Great, let's go ahead and get a value on your vehicle so we can get down to price right away, fair enough?

Thank you for your offer, the only thing that is more important to me than the money is to make sure we find the right vehicle for you, fair enough?

Before you make me an offer, let's make sure I have the right vehicle in stock for you, fair enough?

"Just in for service."

NP, what type of vehicle do you have in service? WYC a new or newer vehicle if your payments were the same? We could even take care of the service expense so you could invest your money in your new vehicle instead.

1. The Greeting: Review

- The Greeting is a very important step in the sales-process.
It will determine how your customer will view you as well as establishing the level of trust you are able to create.

Understand the Buyer's Emotions

You should now understand that there are certain primary emotions people will experience when they are entering into a new situation.
These emotions are normal, unthinking and instinctive. Both you and your customer will be experiencing some of these emotions, at some level, at the point of contact. It is important to understand what these emotions are and what you need to do to deal with them. These emotions are Fear, Anger, Sadness and Happiness.

Use a Standard Personalized Greeting

By using a standard personalized greeting you will be able start to overcome these emotions and break down the wall that your customer may have at the point of contact. It will also allow you to transition into the next step of the process.

The ideal greeting would like like this:
"Welcome to "Our Dealership", Home of the Lifetime Warranty. My name is David. What can I give you information on today?"

What needs to be Accomplished during "The Greeting" and how.

This greeting will accomplish the following key elements necessary in the first few minutes of their visit.
- Welcomes the Buyer to the Dealership
- Introduces ourselves
- Inquires on what they want to accomplish during their visit
- Transitions to the next step in the process
- Begins Building a profile -Puts the buyer at ease

How to Respond to Greetings

There are only a few ways that the buyer will respond to our Greeting. Many times they will just answer the question that is posed during the greeting and let you know why they are there and what they want to accomplish. This will allow you to transition to the next step in the process; Building a Profile. Other times they will resist the process and give you a couple hurdles to jump over. This is okay, remember that this is just an emotional response. It is up to you to overcome these objections with a positive attitude of service.

Agreeable Language

In overcoming the objections, use the Agreeable language that you learned with terms like… Great, Excellent, No Problem, Be Happy to, In addition to, Would you consider. These words and phrases will put your buyer at ease and allow them to open up to you and the process. They also address any real concerns that your buyer may have to customer sensitive issues such as price and time.

Knowledge is Power

- but that knowledge can also corrupt your attitude if you ask the wrong questions.

Some questions are better off NOT asked.

Here is a list of questions that you should NEVER ask during the profile building step.

✖ How much can you put down? ✖

✖ How much can you pay per month? ✖

✖ How is your credit score? ✖

✖ How much do you owe on your car? ✖

Asking these questions is inviting your customer to LIE to you.

Asking these questions will only shortcut the process.
Short-cut your process and you will shortcut your paycheck.

*** Share You are better off with a positive attitude and no information, than with a negative attitude and all the information.

What do we want to accomplish during the Profile Building Step in the sales process?

Determine what they want to accomplish during their visit

Investigate the customer's deal "hot buttons" (Price, Trade Value, Rate)

Determine what is important about their new vehicle (wants and needs)

Transition to Appraisal of their vehicle

2. Building a Profile: Ask about likes and dislikes

Examples of Great Profile Building Questions:

Are you driving a Toyota Now?

What Year and Model?

How many miles do you have on it?

How long have you owned it?

Did you buy it as New, Used or a Demo?

What are your payments?
-if paid off, what were they when you had payments?

How did you get them so low?

Has it been worth your present payment?

What was the asking price when you bought it?

Would you purchase that car again?

What have you liked most about your present vehicle?

What have you liked least about your present vehicle?

What is most important to you in a vehicle?

Who else is this vehicle important to?

How has your needs changed since your last purchase?

What are you hoping to accomplish today?

What do you want your new vehicle to do that your present vehicle doesn't?

Are you looking for:

...something in a lighter, medium or darker color?

...a 2 door, 4 door, Truck of Van?

...any specific equipment like Leather, Sunroof or Alloy Wheels?

...Automatic or Manual Transmission?

What other vehicles are you considering at this time?

2. Building a Profile: Listening Skills and Benefits

Effective Listening Skills:

Maintain Eye Contact

Take Notes

Ask Probing Questions

Re-Phrase and Repeat

Recap what is important to the Buyer

Benefits to Building a Profile:

Shows that you are interested in why the customer is here

Builds Credibility

Establishes Trust

Decreases anxiety and tension

Allows you to tailor your presentation

Structure negotiations

Assists in selecting the right vehicle for the buyer

Allows you to control the process without confrontation

Shows that you are different in the market place

Creates Excitement and Urgency

2. Building a Profile: Review

Goals

The Goals of the "Building a Profile" step in the process is to determine the "How, What, Where and Why" of the Car Deal. In the traditional sales process, this is the step where salespeople are taught to ask "Qualifying" Questions.

Qualifying Questions

The following questions are examples of traditional qualifying questions:

How much can you put down?
How much can you pay per month?
How much do you owe on your trade?
What is your credit like?

Those qualifying questions are confrontational and financial in nature, and will put your buyer off and you will not get usable information. In today's world the customer comes to a car dealership for one thing: Information. A buyer is looking for information about a vehicle or vehicles, information about pricing and payments, information about the dealership.

During the Profile Building step you will want to talk to the customer about why they are at the dealership. Ask Friendly and information based questions. These questions should be deliberate questions about the vehicle they are buying, vehicle that they are selling and about what is important to the buyer.

Effective Listening Skills

Use your effective listening skills to ensure that the buyer knows that you are genuinely interested in why he/she is there and to gain important information about their purchase.

Benefits to Building a Profile

People are creatures of habit and will repeat behaviors. If you can find out what made them buy their last vehicle, it will help you with the purchase of their next vehicle. By asking the questions that are on the preceding pages you are far more likely to gain credibility and earn the trust of the buyer.

You will notice that many of the questions include options**. It is always easier for people to choose then decide.** Always give the customer the ability to choose and you will get an answer more quickly and with-out confrontation. You will also be able to put yourself in a better selling situation, let's take a look at a good example: **Are you looking for something in a Lighter, Medium or Darker Color?**

***** Share: It is always easier for people to choose then decide.** Always give the customer the ability to choose and you will get an answer more quickly and with-out confrontation.

If your customer is looking for a white car, he/she will usually answer "Lighter". That will give you an opportunity to show the customer more vehicles… Silver, Beige even a light Green or Blue might work. It opens up the opportunity for the customer to do more shopping on the lot and allow him/her to save face if you don't have exactly what they are looking for (the white car).

The 4 Goals of an Appraisal Every Salesman Should Know

In a traditional sales process, the appraisal is done after the selection/demonstration and prior to the write up. In our sales process we want to do the appraisal prior to the selection. The reason for this is four-fold:

Turn the Buyer into a Seller

By having the customer "sell" us their vehicle, their mood and personality will change. The customer will be excited to tell us about their vehicle and, they will be telling us all of the good points about it. Of course they will want us to pay top dollar for it, and they will act as such. Don't de-value the vehicle, they know that the car has a dent on the rear and the tires need to be replaced… and after we walk around with them – they will know that we know!! By pointing out the flaws in their vehicle, it will only reduce the amount of excitement they have. Let them be emotional – people buy vehicles based on emotion!

The Trade holds Clues

When we do our walk around with the customer we will find out what is important to the buyer. You will notice that they have a bunch of CD's, or that they have a car seat in the back, you may notice that they have Chrome Rims and low profile tires… all of these things will tell you something about the buyer.

Speed up the process

When you do the Appraisal prior to Selection, the Appraisal can be taking place while you and your customer are going through Selection. The appraiser will be working on placing a value on the vehicle while you are with your customer and the Appraisal will be complete by the time you are done with your demonstration. In a traditional sales process the customer will be left alone while you get the trade appraised. This results in a diminished return on the time and energy you spent getting them excited about the purchase of their vehicle.

Ensure a Write-Up

Every time you get the Appraisal done prior to the Selection you are guaranteeing yourself a write-up with the buyer. The customer will be eager to find out the value of his car, as that is the only number in the transaction that is "personal". The manager who takes the Appraisal will explain to the customer that we will share with them estimates on down payments, monthly payments and figures on their car. They will be setting the path for success.

3. Appraisal

Things NOT to do while doing an Appraisal

Don't De-Value the vehicle in the customer's mind

Don't wait until after the selection/demonstration

Don't Leave the Buyer while during the Appraisal

Things to DO during the Appraisal

Ask the Buyer about his/her car, allow them to be excited

Walk around the vehicle with the Buyer

Drive the vehicle off in the Appraisal Area with the buyer

Drop the keys to the Manager and introduce to the Buyer

Key Guest Benefits of an Early Appraisal

Saves Time

While you are selecting a vehicle with your customer, the appraiser will be conducting the professional appraisal on the vehicle and will shorten the customer's time in the dealership.

Involvement in Appraisal

Research shows that customers do not like the traditional appraisal process. They feel that they are not involved with the appraisal process and do not receive a logical explanation of how the appraised value is determined. In order to avoid these pitfalls, our Sales Process will involve the customer in the determination of the value of their vehicle.

3. Appraisal: 4 Crucial Steps to the Appraisal Phase

1. Explain the benefits to the buyer, and ask for permission
2. Complete the Appraisal Pad. (Asking Questions about the vehicle)
3. Drive the car with the customer over to the Appraisal Area
4. Drop the keys with the manager and introduce to customer

Step One: Explain the benefits to the buyer, and ask for permission

Following the Profile Building step in the Sales Process, you now transition into the Appraisal Step. You can accomplish this by asking questions that are relevant to their vehicle and last purchase experience. Then explain the benefits of an early appraisal and ask permission.

"In order to save time and to give you all of the information that you are looking for today, I would like to offer a professional appraisal of your vehicle. Would that work for you?"

Step Two: Complete the Appraisal Pad. (Asking Questions about the vehicle)

One myth in the car business is that you want to do a silent walk around on the trade, pointing out flaws by placing your hand on them without saying anything.

This will not only devalue the vehicle but it will reduce the customer's excitement early in the process.
We want them to be excited and to be emotionally engaged throughout the process.
Hint: Justify the vehicle's value later.

ASK:

Additional Equipment added?
Recent Repairs?
Warranties?
Other Items?

Step Three: Drive the car with the customer over to the Appraisal Area

Driving the vehicle with the buyer has three primary benefits:

1. Involves the Buyer with the appraisal process
2. You will gain more knowledge about the buyer
3. Both you and the Buyer will be aware of mechanical issues.

Step Four: Drop the keys with the manager and introduce to customer

Three Benefits of Early Management Introduction:

1. Reduces fear of who the Manager is.
2. Sets the hallway for the customers visit.
3. Builds value in **YOU**, the salesperson.

3. Appraisal: Early Management Introduction Example

Salesperson: “Mr. and Mrs. Buyer, I would like to introduce you to my Sales Manager, _____. He will be assisting in the appraisal of your vehicle.”

Sales Manager:
“Very Nice to meet you Mr. & Mrs. Buyer. Thank you for visiting “Our Dealership”, Home of the Lifetime Warranty to shop for your new vehicle. Joe, your salesperson, is one of our best and he will do a great job helping you select your next vehicle. I see here that you are looking for a Accord today, which is a great choice. After you select the vehicle that you would like to purchase, I will create a customized worksheet with a price, your trade value and several purchase and lease options like you see here (pointing to the Worksheet poster). We just took in a 2006 Accord on trade that is in great shape, this may be something you want to consider. Joe, please take a moment and show them that vehicle while you are out there. It was a pleasure meeting you and will see you again in just a little while.”

1. (IMAGE)

3. Appraisal: Review

Review:

There have been many studies into the purchase experience in car dealerships. And there is one thing that will almost always top the list of negative experiences. That is: "It just took way too long to buy a car." One way to add value to our Sales Process is to reduce the amount of time that the buyer has to spend in the dealership. One of the ways we do that is to have their vehicle appraised at the same time that they is selecting a vehicle. **We call this the Early Appraisal.**

One of the other things that buyers wish was different in the purchase experience is being involved in determining the value of their trade vehicle. By utilizing the Early Appraisal, building a profile around the buyer's present vehicle and introducing the buyer to the manager, the buyer will be involved with the appraisal process. We will have more credibility in the eyes of the buyer and will move closer to a purchase decision.

One myth in the car business is that you want to do a "silent" walk-around of their vehicle and silently point out flaws in their vehicle. The thought is that this will devalue the vehicle in the buyer's mind. The problem with that practice is that, in addition to de-valuing the vehicle, it also deflates the buyer's attitude. With any purchase, the decision is made based on emotions and justified logically. So we need to ensure that we have processes built-in to the sales experience that will not contaminate the buyer's attitude and emotional state. The most valuable asset you have is your attitude, and the most valued item that you can build in your buyer is their attitude! That must be protected at all times.

Rather than walking around and silently pointing out flaws, take the time to gather all the pertinent information about the vehicle and ask them about the vehicle. Items such as Additional Equipment added to enhance the vehicle's value, Warranties that may still apply, any recent repairs that have been made to the vehicle. Doing this will turn the buyer into a seller. Turning the buyer into a seller will elevate their attitude and get their emotions involved. When a person has an attitude of SELLING he or she will be more involved and will be more eager to share information. Make sure that you are using your positive language… words like Great, Super, Excellent! Compliment them on their car by saying things like "Nice Car" and "I can tell you really have taken nice care of your car" – "I know my Used Car manager will love this car." This will only get you closer to a car deal… we will justify the appraised value during the negotiations… no reason to bring up money at this point!

Practice:

At this time in the training will be doing some role-playing. You will team up with a partner and role play the Appraisal Step. You will take turns playing both roles, the role of the Buyer and the Role of the Sales Person.

4. Selection & Demonstration

4 Goals during the Selection & Demonstration step in the Sales Process

1. Offer the Buyer **Selection Alternatives**
2. Involve all of the buyer's **Senses**
3. **Tailor** the presentation to the Buyer
4. **Trial Close** the Buyer

Things to NEVER do during the Selection & Demonstration step

NEVER show the buyer only one vehicle

NEVER allow the buyer to Demo the vehicle by themselves

NEVER allow someone else to do your demonstration

NEVER allow the buyer to park the vehicle back into inventory

1. Selection Alternatives

Would You Consider? (image?)

The Selection Alternative technique is one of the most powerful techniques that you will learn during your training.
This technique will be used throughout the Selection & Demonstration Step and also later during the presentation of proposal.

Benefits of Selection Alternatives

- Allows the customer to **Save Face**
- Reduces the **need to shop**
- Increases **Trust and Confidence**
- Sets parameters for **negotiations**
- Improves the Buyer's **Situation**
- Utilizes the **Soft Sell** Approach

4. Selection & Demonstration: Selection Alternatives

Types of Selection Alternatives

- Model Down
- Model Up
- Trim Level Down
- Model Used or Used to older

• Model Down

In the "Model-Down" Selection Alternative we will be offering a vehicle that is a model down from the vehicle that they expressed interest in. For example if the customer comes into the dealer looking for a Accord, the Alternative could be a Civic. We want to offer the buyer the alternative and express the dollar difference in total price and payment difference. The payment difference will be based on the average of $20 per $1,000. Also, we want to give a quick summary of the differences in the two models.

"Model-Down" Example:

"Mr. and Mrs. Buyer, would you consider a Civic?
It would save you $3,000 to $4,000 or $60 to $80 per month.
It will give you many of the same features that you would find in the Accord but will be a little smaller with a smaller engine. Is this something that you would consider?

• Model Up

In the "Model-Up" Selection Alternative we will be offering a vehicle that is a model up from the vehicle that they expressed interest in. For example if the customer comes into the dealer looking for a Accord, the Alternative could be a Crosstour. We want to offer the buyer the alternative and express the dollar difference in total price and payment difference. The payment difference will be based on the average of $20 per $1,000. Also, we want to give a quick summary of the differences in the two models.

"Model-Up" Example:

"Mr. and Mrs. Buyer, would you consider an Crosstour? It would be $6,000 to $8,000 or $120 to $160 per month. It will give you all of the same features plus many more than you would find in the Accord. It is a larger, more luxurious car and would come standard with a larger engine than the Accord. Is this something that you would consider?

• Trim Level Down (or Equipment Down)

In the "Trim-Level Down" Selection Alternative we will be offering a vehicle that is the same model as the vehicle that they expressed interest in, but would be one trim level down. For example if the customer comes into the dealer looking for a Accord LE the Alternative would be a Accord CE. We want to offer the buyer the alternative and express the dollar difference in total price and payment difference. The payment difference will be based on the average of $20 per $1,000. Also, we want to give a quick summary of the differences in the two models.

"Trim-Level Down" Example

"Mr. and Mrs. Buyer, would you consider a CE model Accord? It would be the same vehicle with just a little less equipment; such as power seat, painted outside Mirrors and keyless entry. It would save you $800 to $1,000 or $16 to $20 per month. Is this something that you would consider?

• Model Used

In the "Model-Used" Selection Alternative we will be offering a vehicle that is the same model as the vehicle that they expressed interest in but would be one or two years old. For example if the customer comes into the dealer looking for a New Accord the Alternative would be a one or two year old Accord. We want to offer the buyer the alternative and express the dollar difference in total price and payment difference. The payment difference will be based on the average of $20 per $1,000. Also, we want to give a quick summary of the differences in the two vehicles.

"Model-Used" Example

"Mr. and Mrs. Buyer, would you consider a vehicle like this one with low miles and a full written warranty? It would save you $1,000 to $1,500 or $20 to $30 per month. It will give you basically everything that you are looking for in this vehicle. Is this something that you would consider?

Strategic Times to use your Selection Alternatives

- **Model Down**

  As you are walking out to the show them the vehicle that they have expressed interest in:
  "Before I show you the Accord that you are interested in WOULD YOU CONSIDER…"

- **Model Up**

  Prior to the Walk-Around with the buyer on the vehicle they have expressed interest in:
  "Before we look closer at this vehicle WOULD YOU CONSIDER…"

- **Model Down**

  Prior to the Demonstration Drive on the selected vehicle:
  "Before we take a drive, WOULD YOU CONSIDER…"

- **Model Used**

  As Trial-Close prior to Write Up, after the Demonstration Drive:
  "Before we go inside and agree to figures, WOULD YOU CONSIDER…"

Plan your Presentation

Keeping your Buyer involved and excited is KEY to a Successful Demonstration.
One way to ensure this happens is to identify what Key Categories are important to your Buyer.
You can accomplish this by using the **S.P.A.C.E.D.** Technique.

*** Share: Keeping your Buyer involved and excited is KEY to a Successful Demonstration

There are 6 different Key Categories that all features of any vehicle will fit into.

-S- Safety

-P- Performance

-A- Appearance

-C- Comfort and Convenience

-E- Economy

-D- Dependability and Reliability

It is important to identify at least one of them every time you perform a demonstration.
By asking the Buyer what is most important to them prior to the demonstration you will be able to tailor the presentation to the buyer.

Also, keep in mind all of the information that you learned during the Profile Building Step as well as in the Early Appraisal.

The 5 Strategic Points

Window Sticker, Driver's Side Rear Window

Front of Vehicle, Under the Hood

Passenger's Side of Vehicle

Rear of Vehicle, Inside the Trunk

Driver's Seat, Inside the Vehicle

Feature, Function, Benefit

In order to create value in your vehicle walk-around it is important to involve your buyer in the process. You can do this by explaining the benefits to the buyer's specific needs as you explain the features of the vehicle that they have selected.

Each Feature of a vehicle has a function and a benefit. Lets look at this Example:

Feature

ABS – Anti-lock Braking System

Function

"Anti-Lock Braking System is a technology that has a computer system that monitors the brakes and wheels of your vehicle. When it notices that the wheels start to lock up it will take over the braking of your vehicle. It basically pumps the brakes faster than humanly possible, approximately 60 times per minutes."

Benefit

"The benefit to you is that when your vehicle's wheels start to lock up and the vehicle skids, ABS will assist you in maintaining control of your vehicle and allow you to steer through emergency situations, keeping you and your family safe"

As you complete your F/F/B it is important to:

- Clearly separate each Feature from the Function and the Benefit.
- Clearly state the benefit to the buyer in a situation that they can identify with.

By doing this you will keep the Buyer's Attention and they will be emotionally involved.

If the vehicle that you are demonstrating has a value of 25,000 - your presentation should be a $50,000 presentation.

Elements of a Double Dollar Demonstrations

- Exceed your **Buyers expectations**
- Make your Buyer remember the **experience**
- Involve all of your **Buyer's Senses**
- Be Excited – Put your **Freak on!**

Keeping your Buyer emotionally involved in the process is a key ingredient in getting a NOW purchase decision. Your Demonstration is your best opportunity to do this throughout the entire sales process. In order to keep your Buyer emotionally involved, you must involve as many of the senses as possible… Sight, Sound, Touch, Smell, Imagination!

*** Share: Keeping your Buyer emotionally involved in the process is a key ingredient in getting a NOW purchase decision.

Keep the Senses Involved in the Demonstration

Here are a couple examples of how to keep the senses involved in the Demonstration

"See the thickness, depth and quality of the paint that has been applied to your new vehicle. The benefit is that it will keep its appearance for the entire time you will own it and gives you a better return when it comes time to sell it."

"Feel the quality of this leather. Toyota only uses the finest leather that is available. It will give you many years of quality wear."

"Smell the prosperity; can you smell the quality and luxury?"

"Listen to the engine, isn't it quiet? Toyota designs their engine compartments and underbodies to limit the amount of engine and road noise that comes into the passenger compartment."

"Imagine yourself enjoying the ride of your new vehicle every time you get in it, whether it is just driving to work or going on a family vacation."

Specific Demonstration Route

- Key Benefits
- Mostly Right hand Turns: Easy for the customer
- Not driving on High Traffic Roads
- Consistency in the process will make it easier and safer
- Specific area to switch Drivers
- Steps
- Copy of Buyer's Driver's License

Insurance reasons; need to know they are a valid driver
Perfect opportunity to introduce to a manager if no appraisal

Salesperson to drive first

Have the buyer get comfortable with driving
Gives you an opportunity to F/F/B other items
Show the customer that it is okay to DRIVE the car.
Easier getting the Buyer to agree to a Demonstration Drive

Stop at designated area to switch drivers

Allows you to step back from the vehicle with your customer and take another look at the car.
Another good opportunity to get the customer excited.
Buyer can get a Full view of their new car
Safer for the customer to start the drive
Ensures that the Buyer is in a comfortable driving position.

Don't Forget: Buyer NEVER goes without salesperson.

Letting a customer do their own demo drive is a sure fire way of NO DEAL.
If we have to charge someone with theft we better be able to charge with kidnapping too.

Always pull into the "Sold Lane"

The "Sold Lane" is any area that is close to the front of the dealer.
Ideally somewhere close to where their present vehicle is parked.
Why? If they park the vehicle back in Inventory there is no mental ownership

The BEST Trial Close
(sold lane image?)

"When we get back to the dealership, please pull your new car into the **SOLD LANE**."

Buyer's Possible Responses:

Buyer: *"Not Buying Today."*

You: "You always have the **right to change your mind**, let's go inside and get to figures that you can agree with."

-OR-

You: "That would be **my fault not yours**. Allow me to present our figures then let me know."

Buyer: *"Where is the **'Sold Lane'**?"*

You: "Right up by the showroom."

-NEVER ASK-

"Would you buy today if the numbers are agreeable?"

Why?

- This trial close is **tired and overused**.
- It is **Confrontational**
- You are not **in a position** to ask for the sale yet.
- What will you do if the Buyer says **no**?

After the Demonstration Drive and prior to going inside the Dealership is a critical time in the selection process. At this time you need to determine whether or not the Buyer has selected the right vehicle. You will be performing Trial Closes throughout the Sales Process, but **this one is the most critical**.

Example Trial Closes

"Before we go inside to get to **agreeable figures** on this vehicle, WOULD YOU CONSIDER a vehicle like this one with low miles, a full written warranty and a savings of $1,000 to $1,500 or maybe as much as $2,000? That would be somewhere between $20 to $40 per Month."

"Would there be any additional equipment you would want to add to your new vehicle, such as Alloy Wheels, Leather Interior or Roof Rack?"

"You said earlier that Safety and Appearance were the most important features to have in your new vehicle. Do you feel that this vehicle meets those needs?"

4. Selection & Demonstration: Review

Demonstrations

We have reviewed a lot of information during the Selection & Demonstration Step in the Sales Process. We have learned about using many different techniques like “Selection Alternatives”, 5-Point Walk Around”, “S.P.A.C.E.D.”, “Double Dollar Demonstrations” and Trial closes.

Emotional Involvement

When these techniques are used, you will get your Buyer emotionally involved. Emotional involvement creates urgency and will reduce resistance to making a NOW decision.

*** Share: Emotional involvement creates urgency and will reduce resistance to making a NOW decision.

Selection Alternatives

Image a situation in which you have a Buyer come onto the lot and this Buyer asks about a Accord. You do a great demonstration; you get him excited about the car and the Buyer falls in love with the car. Then you get to the point where you show him the proposal and share with him prices and payment options and he says “I just need to think about it”. Now you try everything to get him to purchase the car, but he insists everything is fine and just needs to think about it. You call the Buyer back the next day and he says that he went to our competitors and bought a Civic. Believe me, this can and probably will happen. One way to effectively stop this from happening is using Selection Alternatives. If you show him a Model Up, Model Down and a Model Used, you will give him the opportunity to move down in model. Most Buyers will not let you know that the payments are too high… they will just say “let me think on it”. Not every buyer knows what the payments will be on the vehicle that they like until it’s too late for them to move down and still save face.

Tailor Your Presentation

When performing Demonstrations, always remember to get excited about it – Put Your Freak on - make sure that you involve all of the senses! This will make you stand out in the marketplace, create urgency and will reduce resistance in making a purchase decision. It will also allow you to make more profit! People will pay for an experience. Just look at Starbucks.

5 Point Walk Around

Performing a great walk-around on a vehicle, hitting all 5 of the strategic points and doing your Feature, Function, Benefit presentations on all of the great Safety features isn’t enough. You may have a customer that is only interested in how cool the car looks and how fast he can drive it. It is very important to make sure that we tailor the presentation for each individual Buyer. You can do that by identifying what their Hot Buttons are by using the S.P.A.C.E.D technique.

Trial Close

Pull into the Sold Lane! This last technique must be used every time you demo a vehicle. ShortCut the Process and you will ShortCut your Paycheck!

Practice

Practice makes perfect, find a partner and get your pitch perfect.

5.Write Up & Presentation: Over Coming Objections.

"Is that your best price?"

"That is an **excellent** price for this vehicle equipped with all the options that are important to you. Or we could look at the trim level down. It would save you $1000.00 and reduce your payments by 20.00 per month, is that something that you would consider?"

"With $1,000.00 down, my payments is too high."

"The payments are already affordable if we take everything into consideration. However there are a few things that you can do:

1. Select a vehicle with fewer options
2. Pay Cash for the additional options that you want
3. Or do what many people do… pay for the part of the vehicle that you will use and lease purchase the vehicle.

Which way would you like to handle it?."

"I found one down the street for $1500.00 Less."

"I understand, if the price were the same, who would you want to do business with? … Why?, Why Else?"

"Payments are too high."

"I understand, these payments are based on 3 different terms and 3 down payment amounts. We do have other terms available." As you can see here for every 1000 down the payment changes about 20 dollars. If you put more money down your payment would be _____. If that works for you, all I need is your okay right here."

"Payments are still too high!"

"I understand. Let's take a closer look and compare what you have now and what you are moving up to. You are currently paying $350 per month and the new payment is only $90 more per month. Let's look at what you are getting for that $90/month: New Car, Longer Warranty, Bigger Car, Better Gas Mileage"

"I don't have the $2000.00 down."

"No problem, If you only put $1000.00 down your payment will only go up $20.00 Or if you lease purchase it your payment will be $398.00. Which way would you like to handle it?"

"I don't want to put any more than 1000 down."

"No Problem, If you keep it at 1000 down and we extend the term another 6 or 12 months your payments is be about 20 to 40 dollars less. If that works for you all I need is your okay right here and I'll get your vehicle ready for immediate delivery."

"You're only giving me $6460 for my trade?"

"That is an excellent value for your vehicle if you take everything into consideration. It has been appraised by our professional appraisers and is based on the Year, Miles, reconditioning needed as well as current market conditions. If that works for you all I need is your okay right here."

"That's not enough for my trade!"

"No Problem, I understand. Let's take a look on how we arrived at that figure. The book says your vehicle is worth $8,045. We have $1,590 in reconditioning expenses which brings the figure to $6,460.00. Would you like us to handle the reconditioning or would you prefer to handle it yourself?

"I don't want to extend my term by that much."

"I Understand, why don't you do what many Americans do and just pay for the part of the vehicle that you're going to use and lease purchase the vehicle. That will reduce your payments and keep your term shorter. Plus, that gives you more options. If that works for you just circle here and give me your approval right here and I'll get your new vehicle ready for immediate delivery."

"No I don't want to Lease"

"No Problem, as a savings alternative, would you consider the Civic, it would save you 3000 – 4000 dollars and about 60 to 80 per month?

"I need to talk to my spouse."

"No problem, what do you think your spouse will say?"
"If your spouse says no, will it be no to the money or the vehicle?"
[If money]
"What part of the money, the down payment or monthly payments?"
[if vehicle]
"What about the vehicle would your spouse say no to?

"I need to think about it!"

"I understand, do you think that 3 to 5 days would be enough time?
"No matter how long you take, you will be faced with 3 questions.

"Is this the Right Vehicle?"
"Is the cost of the vehicle agreeable?"
"Is this the dealership that you want to do business with?"

If No to any above ask… Why, Why Else?
If Yes to all "Then let's go ahead and get your new vehicle ready."

The internet says my car is worth $9,000.00!

"We will pay you $6,460 for your car or you could put it in the paper and ask $10,900.00, and if you get what you ask you will benefit by $4,440.00"

"Just remember if you ask $10,900.00 and take $9,900.00, your still up $3,440.00. If it were me I would consider selling it myself"

"You may consider how long it takes to sell a nice car, it takes us 3 months. If it takes you that long that will cost you 3 payments at $365.00, totaling $1,095.00. You'd still be up $2,345.00"

"However, you would give up your tax credit of $387.30, bringing you down to $1,957.70 and you haven't advertised or reconditioned your car yet."

"Figure you'll spend $30.00/week for advertising for 12 weeks, that's $360.00. Now you're down to $1,597.70."

"If you do the reconditioning for $1,590.00, you'll only be ahead by $8.70.

"Asking the buyer to make an offer forces the buyer to take a position that is, many times, irreversible! The possibility of agreement is lost to the buyer's need to save face."

Possible ways to start the negotiations

- **We Start!**
- **The Buyer Starts!**

Remember: The buyer starts the deal any time you know their payoff, down payment, monthly budget or shopping figures!

Disadvantages of allowing the buyer to start negotiations

Starts negotiations **too low**

Motivates the buyer to be dishonest

Creates the need for the buyer to shop

Reinforces the Buyers fears of negotiating

Magnifies the buyer's fear of making a commitment

Buyer takes a position on price that may be irreversible

Contaminates the Sales Person

Benefits of initiating negotiations/making first proposal

Shows confidence in pricing and product

Unique in the market place

Control the starting point

Proof of willingness to "deal"

Structures the negotiations to the buyer's motives

Able to anticipate and overcome objections

5.Write Up & Presentation: Rules of Negotiating

✖ **Never** initiate negotiations by asking the buyer what it will take to do business.
☑ **Always** start negotiations by making first proposal.

✖ **Never** ask the buyer if he/she will do business if the figures are right.
☑ **Always** assume ownership and enter negotiations with the attitude of agreement.

✖ **Never** let the buyer start negotiations by telling you what it will take to do business.
☑ **Always** encourage the buyer to keep that information to him or herself.

✖ **Never** make an excuse for not entering into negotiations.
☑ **Always** enter negotiations – 100% Write Up.

✖ **Never** start negotiations verbally.
☑ **Always** use customer options worksheet for proposal.

✖ **Never** move first after initiating proposal.
☑ **Always** deal with objections as complaints.

✖ **Never** overreact or take objections personally.
☑ **Always** wait for reaction/feedback to first proposal.

✖ **Never** let negotiations cease due to belief that buyer's offer will be rejected.
☑ **Always** move in the direction of the customer's objection.

✖ **Never** assume that you know what the buyer's wants and needs are.
☑ **Always** structure negotiations so that the buyer can choose what fits and doesn't fit.

5.Write Up & Presentation: Negotiating Closing Skills

"Closing, or bring the buyer to a delivery decision, is the objective of the entire selling process. More importantly it is the result of the selling process."

Ingredients necessary for closed deal

Agreement on the vehicle

Agreement on the monies

Agreement on a delivery date

*** Share:
"The close, as a step in the process, has no more value than the steps that precede it.
The preceding steps have no value at all if closure is not attempted."

Reasons for most "No-Closes"

No Write Up, so you never got yourself into a closing position

Customer has not selected the right vehicle

Did not Close, Close, Close – Ask the customer for the sale

No Follow-Up

Lack of Training and closing skills

5.Write Up & Presentation: Attributes of a Strong Closer

Cool	Acts vs. reacts
Focused	Wants one thing
Creative	Flexible, well armed
Strategic	Structured, a technician
Empathetic	Understanding, genuine
Persistent	Determined, stamina
Well trained	Well-versed, responsive
Ego Drive	Plays to win
Summarizes Well	Builds value by listing
Avoids short cuts	Believes in process
Integrity	Maintains trust and confidence

5.Write Up & Presentation: Review

Write Up & Presentation Intro

Write them, don't fight them. Our goal at this dealership is 100% write up. We want to give every customer the opportunity to buy from us. If we don't write them up and present them with a proposal, they cannot buy from us.

*** Share: Write them, don't fight them.

Put yourself in a position to close the deal.

To effectively enter negotiations you need to be in a position to ask for the sale, and that must happen in the showroom sitting across from the customer. Be aware that you will enter negotiations any time you start asking financial questions.

Trial close

The write up step of the process should start with you performing a trial close which is used to test commitment on the vehicle that the customer has selected.

Collect all pertinent deal information

Use the Guest Information form to collect all the pertinent information and then present the information to the sales manager.

"Before I have a proposal prepared, are there any additions you want to make to your new Accord?"

Present information to Sales Manager

We will be using a standardized worksheet to present figures and payments to our customers. This worksheet will include custom payment options based upon the vehicle the customer has selected and the market value of their trade. The worksheet will be generated utilizing a standard desking policy including items such as; 54 month longest term, average A.P.R, price between MSRP and MSRP less 2% and Down Payment equal to approximately 10% (or 10% plus negative equity).

Presenting Proposal

When delivering the proposal to the customer, it is important to deliver it in a strategic manner, utilizing the word tracks on the previous pages. These word tracks will allow you to disclose options and ASK FOR THE SALE. This process has proven to have great success in many stores across the US and Canada and should be used in ALL cases. It is human nature to want to mix things up and make things our own; however, in this case it is important to make sure to utilize these word tracks.

CLOSE, CLOSE, CLOSE!

We will hear the same objections everyday… we must be prepared to overcome and go for closure. On the preceding pages we have listed many of the most common objections that you will hear and how to handle them. Understanding and memorizing these objections and ways to overcome them will guarantee you more car sales and bigger paychecks! Shortcut the process and you'll shortcut your pay check!

6.Delivery & Follow-Up

Goals

Complete necessary paperwork – “Road Work”

Allow Finance Manager to complete their process

Review Books and Manuals with customer

Review Vehicle

Thank the Customer

Benefits of the Delivery Process

Helps ensure that customers have a great ownership experience right from the start.

Results in an ongoing, positive customer relationship

Results in generation of referrals and repeat business

6.Delivery & Follow-Up: Steps of the Delivery Process

Step 1: Verify Completion of Pre-Delivery Service

Double check that all of the vehicle's features are functional
Ensure that the vehicle is clean and filled with gas

Step 2: Greet the Customer

Build on the rapport you've created
Make the customer feel comfortable
Congratulate the customer on choosing a Toyota
Determine if there are any special needs. For example, is the customer pressed for time?
Determine if the customer has concerns about how to operate specific features

Step 3: Review Paperwork

Review all of the paperwork with the customer, including sales-related documents, the vehicle's warranty coverage, maintenance schedule, and any special manuals associated with the vehicle.

Step 4: Identify Dealership Services

Highlight the dealership's hours of operation, in particular, the Service Department.

Step 5: Present the Vehicle and Explain Exterior Features and Operations

Provide adequate time for a thorough inspection so that the customer is completely satisfied
Explain and/or demonstrate key features.

Step 6: Explain Interior Features and Operations

Verify that the interior is clean and undamaged
Explain and/or demonstrate key features

Step 7: Take a Delivery Drive

Give the customer a chance to practice using the features in a real-life setting
Review anything that's not clear

Step 8: Present the Keys

Make sure the customer signs a Delivery Checklist to verify that you have covered all items satisfactorily.

6.Delivery & Follow-Up: Explaining /Demonstrating Features

Include features that are

Necessary for vehicle operation
Used Frequently
Requested by the customer to be explained or demonstrated

When Explaining a Feature

Explain its function
Ask the customer to identify a benefit

When Demonstrating a Feature

Demonstrate the procedural steps
Ask the customer to Repeat the steps

***** Share: Actively involve the customer.**
He or she will be much more likely to retain the important details.

Common Features to address

How to turn on the headlamps and other lights

Location and use of power outlets

How to set and release the parking brake

How to lock and unlock the vehicle using the keyless entry system

How to open the hood

How to open the truck

How to open the fuel-filler door (and tighten the fuel cap “make it click”)

How to operate the climate control system

How to operate the power seats, doors and windows

How to operate the auto door locks/windows

How to operate the power windows after the engine is turned off

6.Delivery & Follow-Up: Explaining /Demonstrating Features

Features that every customer expects to know about

- Check Engine light and fuel cap:
- Demonstrate removing and replacing the cap
- Explain that the Check Engine light will come on if the cap is not closed tightly.
- Door locks with remote keyless entry:
- Explain that after doors are unlocked using remote keyless entry, they will automatically re-lock in 30 seconds if the door is not opened.
- Power Hatch, power-operated sliding doors and rear window:
- Depending on the model, explain how to use the remote keyless entry system to operate doors and windows.
- Climate control system - Demonstrate air conditioning controls, including: Air Intake control switch ,Instrument panel vents Defogger and front windshield switches, Air conditioning with heat for defogging
- Audio system advanced features:
- Audio modes: Radio, cassette tape and compact disk
- Radio Data System (RDS): Program Type Information and Type Seek switch
- Traffic program stations: TRAF button
- Message function: MSG switch (or TEXT button)
- Fast-forward/reverse and track changes for CD and cassette
- Treble/bass balance and fade
- CD Seek/Scan
- TEXT for CD player
- Setting radio stations
- Cruise control lever and operations:
- Set speed, Resume/Acceleration, Deceleration and Power ON/OFF
- Daytime Running Lights: Explain the system
- Demonstrate how to turn it on and off
- Interior lights: Dome light switch positions
- Explain why the interior dome light stays on after the doors are closed
- Tire Pressure Monitor System: Explain the purpose
- Point out the location of the orange warning icon in the instrument panel
- Point out the description of the Tire Pressure Monitor System in the Owner's Manual.
- Explain how to reset the Tire Pressure Monitor System.

6.Delivery & Follow-Up: How to Conduct a Delivery Drive

You will want to do a delivery drive after explaining and demonstrating exterior and interior features if the customer has not driven the vehicle that day.

This will be done if the customer ordered the vehicle or completed the demonstration drive on a different day than delivery.

Educates the customer about the operation of the features

Ensures that the customers are comfortable with the operations of their new vehicle

Ensures that the vehicle is clean and full of gas

6.Delivery & Follow-Up: Review

This will be the last impression the customer has of the dealership and the sales experience at **"Our Dealership"**. It has been said that the **"Last impression is more important than the First"** what this means is that the impression that the customer has when they leave in their new vehicle will determine how they feel about the dealership and the experience that they had.

There are many things that we need to accomplish during this step of the process. What follows is a brief outline.

Complete All Necessary Sales Paperwork

Your Sales Manger will give you the paperwork that is necessary for you to complete and will review for accuracy once you have completed it with your customer.

Allow Finance Manager to complete Finance Process

Once you have completed your "Road Work" with the customer return and it to the Sales Manager, he will review your paperwork for completion and give you a "Book Sheet". The Book Sheet is necessary to complete the deal packet to hand off to the Finance Department. Your Finance Manager will complete his process at this time.

Ensure the Vehicle has a full tank of Gas

First step after you have the Finance Manager has been introduced to the customer is to fill the vehicle up with gas.

Ensure Vehicle is clean and ready for Delivery

While the Finance Manager is completing the Finance Process this will give you time to bring the car back to the Detail Department and start the detailing process.

Review Owner's Manual with Customer

You will find the Owner's Manual in file cabinets in the Sales Bull-pen. Prepare the Manual to review with your customer on a table in the delivery area of the dealership. Once the customer has completed the Finance Process you will bring them to the delivery area and review the Owner's Manual and Maintenance schedule.

Explain and Demonstrate the Vehicle's Interior and Exterior Features

Use the process outlined in this portion of the sales process manual to review key features.

6.Delivery & Follow-Up: Review Cont.

Take a Demonstration Drive

A demonstration drive is critical if the customer has not driven the vehicle earlier that day.

Complete the Delivery Checklist

It is mandatory for the Delivery Checklist to be completed and a copy put in the deal jacket.

Thank the Customer for their Business

This is the point in which the sales experience is complete and the ownership experience begins. Remember: “The Last impression is more important than the First”

Practice

At this time in the training we will be doing some role-playing. You will team up with a partner and role play the Write-Up Process Presentation of Options. You will take turns playing both roles, the role of the Buyer and the Role of the Sales Person.

THAT IS HOW YOU SELL A CAR

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