



Road To The Sale Training Content

Introduction To The Automotive Industry

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The Road To The Sale

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Sample Content from the actual 170 page Training Guide is included

What We Do

Sales Recruiting Specialists provides professional sales associate training at no cost to you! Our trainees, once hired, pay their training fee directly to us. We provide trainees with all training materials.

- § We run the help wanted ads
- § We interview candidates
- § We select the best candidates
- § You interview the candidates
- § You hire candidates you want
- § You provide the training room
- § We train your new hires
- § New hires learn at your dealership
- § They train on your products

As an additional bonus to doing business with us, we will allow you to include any of your current staff to participate in our training at no charge to you.

Once you call and let us know that you need sales associates, here is the course of action:

Recruit, Hire, Train Time Line

Friday-Saturday-Sunday(All Day)

Run help wanted ads

Consult with Dealer for employment specifics (Dealer Checklist)

Monday-Tuesday (9:30—5:00)

We conduct Interviews and select candidates for interviews with Dealership

Rep on Wednesday

Wednesday (9:30—12:00)

Dealer Representative interviews and selects new hires

Wednesday (1:00-5:00)

Begin training

Thursday (10:00—5:00)

Full Day Training and Role Playing

Friday (10:00—4:00)

Full Day Training and Wrap-Up

Dealership decides when new hires will begin work

Call Rob Levasseur at 508-287-8400 to set up your next training class with *Sales Recruiting Specialists* today! You can also email Rob at robmgr2003@yahoo.com.

Sample Ad

HEADER:

**(Name of Dealership) No Experience Necessary – (\$_____) Week Salary +
Commissions**

BODY:

**BUSINESS IS BOOMING! SALES ASSOCIATES NEEDED....WE ARE HIRING
NOW!!**

NO EXPERIENCE NECESSARY...WE WILL TRAIN YOU!!

Interviews (Walk-In) 2 days only! Monday (Date) and Tuesday (Date)

9:30—5:00 at Dealership Name:

Location:

\$____ (Salary Amount) per week Training Salary PLUS Commissions as you
TRAIN. You can earn from \$35,000 to over \$90,000 your first year!
NO EXPERIENCE...NO PROBLEM!!

Business is BOOMING..._____ (name of dealership) will provide
you with the Sales Training you need to be a success. We need to add _____
(number of associates needed) highly motivated Sales Associates to our very BUSY
sales team.

**WE HIRE PEOPLE FROM ANY AND ALL PREVIOUS OCCUPATIONS,
EDUCATION LEVELS, AND CAREER BACKGROUNDS!! We encourage ALL
individuals to apply for these positions!**

We Offer: (List all that apply)

Health Insurance Yes No

Dental Yes No

401k Yes No

Paid Vacations Yes No

Additional Benefits:

1: _____

2: _____

3: _____

Please NO PHONE CALLS OR EMAILS! Simply show up and bring the following:

Valid Driver's License

A Great Attitude

We'll take it from there to ensure you are successful and prepared for a rewarding career in the Automobile Industry

Professional Attire At Interview

- Location:
- Compensation: Training Salary & Commissions paid weekly. Bonuses paid monthly
- OK to highlight this job opening for persons with disabilities
- OK for recruiters to contact this job poster
- Please, no phone calls about this job!

Please do not contact job poster about other services, products or commercial interests.

About Me

In 1996, I was stuck in the retail industry with a clearly defined salary and little chance of succeeding my Regional General Manager. One day I was selling video games to a sales associate who was in the car business. The associate recommended I try the Auto Industry. After a two week notice, I entered the car business and never looked back.

In my 18 years in the industry, 10 of which have been as a Business Manager and a Sales Manager, I have seen many sales associates come and go. The majority of those associates were simply planted on the floor, with no real guidance, and were expected to get up to speed and sell cars. Needless to say, many of those sales associates couldn't cut it without proper training and guidance. Obviously this approach has cost dealers sales and the revolving door continues to spin.

That is why I started Sales Recruiting Specialists: I believe that with a proper foundation, and continued training at the dealership, new associate retention is easily achieved. New sales associates will be trained to understand the basic foundation of the road to sale and start at your dealership with a solid understanding of what is required of them. This guide is the culmination of my 18 years in the business.

Dealer Checklist

Please provide us with the following documents:

1. Copy of Pay Plan, Bonus Plan, Benefits—and when those benefits become available
2. Copy of Sales Schedule
3. Copy of Sales Worksheet
4. Forms Required By Dealer For Deal Jacket
5. Background Check Form
6. Driver's License Background Check Form

Please answer the following questions so we can tailor our training as much as we can to your specific Sales Department requirements:

Is the sales floor open or rotation based? _____

What is the amount weekly for training salary? _____

For how long will you pay this salary? _____

Does your sales staff use a CRM? (If yes, please name) _____

Do you appraise trades during test drive or after commitment? _____

Do you follow traditional 10 steps to selling? **Meet/Greet--Needs Analysis--Product Selection/Presentation--Demo Drive--Service Walk--Trade Appraisal--Negotiation--Write-Up/TO to F&I--Delivery--Follow Up** or do you use different steps? (please explain)

Training Guide Excerpts

Honesty and Professionalism

Selling cars is unlike selling any other product because of customer perceptions. Customers arrive at your dealership armed for battle. Why? Because somewhere along the road either they—or someone they have known—had a bad experience.

The Road To The Sale--It's All About Consistency Of Process

What is the “Road To The Sale?” It is a process designed to teach you how to sell cars, plain and simple. We didn’t invent the Road To The Sale. The Road To The Sale has been well established—though obviously tweaked as the nature of our business has evolved—for decades.

That’s why the most successful dealerships never stray from it. That’s how the top performers continue to make \$100,000+ annually. That’s how you will be successful in the business. Every successful business has a process it uses to achieve its desired goals. Following the process is vital to your success.

First Impressions Are Lasting Impressions

➤ Look Like A Professional

- Wear cleanly laundered clothing
- Maintain a neat haircut
- Invest in some new shoes
- Wear any non-traditional jewelry off the clock
- Keep your breath fresh (number 1 turnoff for customers, bad breath!)
- Don't walk around with your hands in your pockets
- Keep your workspace clean and free of clutter
- NEVER smoke in front of a customer
- Dress for success, but follow the dealership dress code

The Meet and Greet

A winning meet and greet sets the tone for everything that comes afterwards.

Always remember that many—but certainly not all—customers:

- A. Dread or fear going through the car buying experience.
- B. Don't have a positive impression of the auto industry.
- C. Expect money games, waste of their time, and or bs.
- D. Do not trust you.
- E. Will not volunteer information easily.
- F. Know someone who has not had a good buying experience.
- G.** The majority of them will buy a vehicle within 48-72 hours!

And if you do a good job, they will refer others to you! So how important do you think it is to do a proper meet and greet?! Knowing what you know now, you can anticipate some of their feelings and work to eliminate negative beliefs right from the handshake.

Meet and Greet DO NOTS!

- Do not ask “Can I help you?”
- Do not chew gum
- Do not run to or pounce on a customer
- Do not a customer’s first name without permission
- Do not assume anything about your customer
- Do not rush through the greeting
- Do not attempt to answer lots of questions at the greet, seat them first!

Needs Analysis

It is essential for you to focus much of your time mastering this step in the sales process. By properly qualifying your customer you will be able to gather the information necessary to properly select, present, demo, and sell them a vehicle!

How To Qualify Properly

- Always, always, always find out how they heard about your dealership and what brought them into the market—accident, adding a car, new child, etc.
- Ask open-ended questions (they usually start with who, what, when, where, why, how)
- As you gather personal information (address, phone, email, etc.) be sure to establish rapport (where they work, children, hobbies)
- Keep the conversation moving but don't rush
- Never make off-color remarks (politics, religion, sex, physical appearance, etc)
- Don't talk too much! Ask a question and ***LISTEN*** to what the customer has to say, then follow-up to clarify what the customer told you.
- Don't waste the customer's time, learn what you need to then move onto selecting the proper vehicle and doing the product presentation

Needs Analysis: Types Of Questions

When selling, you do not need to be always giving your sales pitch. With a smart use of questions, you can get your customer to sell to themselves. Here are a few ways you can use questions. Then go to the questioning techniques page to find further ideas.

Learning questions

Bonding questions

Teaching questions

Closing questions

The Six Avenues

1. Desired Vehicle
2. Trade Vehicle
3. Money Issues
4. Decision Making
5. Buying Habits
6. Personal Information

Key Points of Needs Analysis

- § Land them on the right car by covering your avenues
- § “Did you intend to make a payment or pay cash outright?”
- *If cash: “What is the most amount of cash you’ve set aside for your purchase today? (customer answers \$25,000) If you found a vehicle you really like could you come up with an additional \$ _____?”
- *If payments: “What is the most you see yourself paying monthly today? (customer answers \$325) Could you go up to say \$360-\$380 if you found a vehicle you really like?” What is the most you can put down today to get you to that payment? (customer answers \$2,500) Could you go up to say \$3,800 if you found a vehicle you really like?”
- § Clarify the customer’s financial commitment so it is clear to you
- § Get some kind of monetary commitment before you show them a vehicle
- § Always make sure you ask them to rate their credit 1=poor, 10=best, but do not ask them directly “How is your credit?”
- § Determine their hot buttons for use during the rest of the road to the sale
- § Do not ask closed-ended questions—questions that will only yield a “yes” or “no” answer. Ask open-ended questions that get the customer talking.
- § “When you are tellin’ you ain’t sellin!”

A TOP PERFORMER MUST KNOW:

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<p>DESIRED VEHICLE</p> <ul style="list-style-type: none"> ● Vehicle, model, equipment ● Hot buttons – Buying Motives ● Buying motivation ● Triggering event ● Intended use 	<p>TRADE VEHICLE</p> <ul style="list-style-type: none"> ● Adding or replacing a vehicle ● What kind? How old ● Clear Title ● Accidents or major repairs ● Payoff Amount—Name of bank ● Condition
<p>MONEY ISSUES</p> <ul style="list-style-type: none"> ● Trade payoff ● Current monthly payment ● Purchase, cash or lease ● Down payment available ● Target price range ● Target payment range 	<p>DECISION MAKING</p> <ul style="list-style-type: none"> ● Primary Driver(s) ● Parties necessary to decide ● Cosigners if applicable ● Position—time frame, dealerships visited
<p>BUYING HABITS</p> <ul style="list-style-type: none"> ● Trade cycle ● Miles driven per year ● Payment buyer? ● New or used 	<p>PERSONAL INFORMATION</p> <ul style="list-style-type: none"> ● Family size ● Occupation ● Hobbies ● Residence ● Sports teams

Touch The Desk

Prior to selecting the proper vehicle, and after the needs analysis stage, you need to touch the sales desk. This means going to your Sales Manager and summarizing what it is you have learned during the qualification stage.

If there is a trade involved, go out to the trade ***with the customer*** and verify the miles on the vehicle. Secure the registration of the vehicle for use by your manager. Your dealer may want you to conduct a silent appraisal either ***before you test drive, or after you test drive***. Follow the policies set in your dealership.

The “Why Buy Here” Book

This manual is one of the first things you should start to assemble when you begin your job. Remember, you are selling

- ✓ Yourself
- ✓ Your Product
- ✓ Your dealership

It will be a very convincing tool to use with all of your customers anytime you leave them alone for a period of time, and help you sell the three things that will move you closer to the sale.

Product Selection & Walk Around

Product Selection

Generally the steps to getting the vehicle are as follows:

- Get the keys
- Sign out a license plate
- Pull the vehicle up to the dealership
- Bring your customers to the vehicle and begin your walk around
- Always attempt to select a lower priced vs. higher priced vehicle
- Verify that the vehicle you have selected is actually available for sale
- Verify whether or not the vehicle is a demo—a vehicle that may have up to 6,000 miles on it because it was used by a dealership manager
- Always tell the customer what you are doing and where you are.
- If the weather is poor, bring the vehicle into delivery area inside if available
- Don't force a vehicle on the customer that does not fit their needs
- Don't leave a customer on the lot or wandering as you get the vehicle

This is not the time to impress the customer with how much you know about your product. It is to make a presentation based upon the customers wants and needs are. You do this with a *features—benefits presentation*.

The Test Drive

Key Points During The Test Drive

- If your dealer has a set route, learn it within a day or two

- If the dealer does not have a set route, pick one that incorporates a series of right hand turns. This allows the customer to focus on the car, not traffic
- The test drive should be at least 10-15 minutes long! The longer they drive it, the more sense of ownership they will develop towards it.
- Always sit in the front passenger's side of the vehicle
- Keep your conversation to a minimum, let the car sell itself.
- However, you can make some open-ended comments such as:
 - "Hear how quiet the interior of this car is?"
 - "How do you like the acceleration?"
 - "It's amazing how this car handles the curves isn't it?"
 - "Earlier you said" (make a hot button statement), then have the customer respond by verifying what they said was important earlier
- Give clear directions ahead of time so the customer has time to react
- Choose a mid-way point so that primary and secondary driver's can switch
- If any objections come up about the vehicle—particularly if the vehicle is pre-owned, always respond positively and assure them it can be handled

Test Drive: Trial Close

(As you are turning into the dealership) (YOU) "Go ahead and pull it right over there into the sold line (customer's name)"

If the customer does this without hesitation the customer is sold on the car! If the customer says something like “Well I don’t know, I have to see if the numbers work before I go ahead and make that decision”, simply turn your sold tag over to hold tag side and state:

(YOU) “No problem, I’ll put my name on the tag to hold the car for you. That way my colleagues will know that we are inside working out the details for you. Does that sound fair?”

Whether the customer has a trade or not, take the dealer plate off the vehicle and state: (YOU) “Do me a favor (customer’s name) please hold onto this (hand the customer the dealer plate) and don’t give it to anyone else or I’ll be in big trouble.

No Trade ☐ “I am going to secure this vehicle, I’ll meet you right back at my desk.”

Trade ☐ “Please grab a copy of your registration and I’ll get the miles and I can have my manager take a look at your trade” (IF appraisals are done
AFTER the test drive).

Trade Appraisal

As you learned earlier, the trade appraisal step varies from dealer to dealer. Some dealers want to conduct silent appraisals, while others do not want the sales associate involved at all. Some dealers appraise the vehicle while you are on the test drive with the customers, and some do not appraise a vehicle until completion of the test drive and a commitment.

Regardless of when the trade appraisal is done, for the purposes of training we have placed the step after the test drive. Simply refer to the manual for the training about the trade appraisal and adjust your actual practice based upon your dealership policies.

If your dealership wants you to conduct silent appraisals it is generally done after the test drive. Here is what you need to know about the silent appraisal. You are not discussing trade figures with the customer!

You are simply going to conduct a silent walk around with the customer. The purpose of the silent part is that it psychologically prepares the customer to receive less for their trade as you touch and feel issues with the trade.

Appraisal Scenarios

1. DURING THE TEST DRIVE—gather trade info during the Needs Analysis step and bring keys, copy of the reg and trade details to the sales desk prior to test drive. Sales manager completes appraisal while you are gone with customer.

2. AFTER THE TEST DRIVE (SILENT APPRAISAL)—go to the trade vehicle with customer and conduct a silent appraisal. Once finished, bring keys and registration to the sales desk and conduct your Service Walk.

3. AFTER THE TEST DRIVE (NO SILENT APPRAISAL)—gather trade info during the Needs Analysis step and bring keys, copy of the reg and trade details to the sales desk prior to test drive. Conduct Service Walk. Touch desk after test drive and let the desk know if you have a commitment or not. Sales manager will determine whether to conduct trade appraisal or decide to talk to customer.

The trade appraisal is essentially the function of the sales desk and sales managers. You can always assure customer that your dealership puts top dollar on retail trades, and you will work closely with your managers to give them a fair number on the trade.

The Service Walk

At this point during the road to the sale you have been selling yourself, your product, and your dealership. Conducting a service walk will allow you to further sell your dealership, and occupy the customer's time if your trade appraisal step is not conducted until after you have test driven the vehicle.

By doing a proper service walk, you are building more value in your dealership. This in turn builds more value into the vehicle that you are selling and differentiates you from your competition.

Be proud of your service department and be sure to explain that your customers love how efficient and professional the service team is here. Also let them know that doing business at your dealership is just as important after the sale as it is during the sale.

Service Walk to do's

- Show them where to drive into service
- Show them the Night Drop Box
- Introduce them to an advisor
- Give them a brochure of the hours
- Describe how to set an appointment
- Show them the waiting area
- Show them the rest rooms, coffee, and snack machines

Negotiation

This is the time to finalize the sale! Always be enthusiastic, positive, no matter how difficult the customer. They are watching you very closely; don't show them your hand.

Once you have completed your service walk, it's time to get down to business. To open the negotiation step simply ask the customer two questions:

(YOU) "Do you like the car?" Wait for the customer's response.

If "No" simply ask "Why?" and be quiet! You will now need to work at why the customer feels the way they do.

(YOU) "Do you like the car?" Wait for the customer's response. If "Yes" simply ask "Do you like it well enough to buy it today?" Wait for the customer's response. If "No" simply ask "Why?" and be quiet! You will now need to work at why the customer feels the way they do. If "Yes", (YOU) "Great! Let me go to work for you and make this happen."

If you have no commitment to purchase the vehicle today, try to isolate what is holding them back. Also, try to determine what specifically is the issue? You can try this approach, which is very effective. Ask them "Mr. Customer is it:

- Me—asking them if it is something you did
- The Machine—something about the vehicle you chose
- The Money—somehow the money issues won't work out

For the purposes of training, we will assume the customer likes the vehicle well enough to own it. So it's time now to go to the desk and get your first pencil—the initial numbers the manager wants you to present to the customer.

The First Pencil

This is the time to finalize the sale. Negotiating the final numbers all begins here. Let's put a deal together and deliver the vehicle. They like you, they like the vehicle, like the dealership and, if the numbers work, they want to own the car today.

Make sure when you approach the sales desk you have all the information necessary for the sales manager so that they understand what has been happening and what the customer wants to happen. Your manager will then give you the form your dealership uses with several purchasing and, if applicable, leasing options as well.

The first pencil is always meant to “Shake the leaves off the tree.” That is to say, the selling price is high, the trade figure is low, and the down payment is often higher than what the customer told you they had in mind, and payment terms are generally shown only at 48 or 60 months.

This is meant to automatically raise the numbers the customer is thinking, which are generally opposite the first pencil from your sales desk: selling price is low, trade figure is high, down payment is low, and payment is low.

Types of Buyers And The Main Three Objections

1. Payment Buyer:
2. Trade Allowance Buyer:
3. Price Shopper:

Negotiation: Key Points

- § Present the numbers confidently and positively
- § Identify, isolate, and overcome objections
- § Refer to what the customer said earlier was important to them:
 - “(customer name) Earlier you said safety was important to you. Isn’t the cost (manufacturer) put into things like the shatter-proof glass (etc.) worth the extra investment?”
- § Customers don’t like money games, bs, wasting their time
- § Always **Be Closing**—answer an objection and then trial close
- § Get a manager involved immediately if you are not making progress
- § Do not defend the numbers! Rely on the value you built earlier
- § Shortly after presenting numbers to couples try this:
 - “Why don’t I give you folks a few moments to discuss this privately? Unless you are clairvoyant, I’m sure there are things you want to work out. I’ll be over here when you need me.” Pay attention to the conversation and look for positive or negative body language. Don’t leave them too long. Return after 5 minutes and say “So, let’s get this wrapped up shall we?”
- § Ask questions and shut up. Wait for the customer to process it and speak. There is another old sales saying “He who speaks first loses.”
 - Listen and learn from those around you and learn from your mistakes.

The Power Of Questions

Questions give you a lot of power in any conversation. Here's just some of the great benefits you can gain from using questions.

Control

Information

Listening

Bonding

Persuading

Responding To Questions

Questioning can be a method of control in a conversation, and when many people are asked questions, they respond without thinking of the opportunity this gives them to steer the conversation in the direction they want. Here are a few ways

Pause for thought

Rather than try to answer the question straight away, pause for a moment.

Don't be hurried. Hurrying is a technique used to try and stop you thinking. If the other person is talking fast, it may be because they are a visual thinker and it may be because they are trying to hurry you up.

Pausing for thought can help your credibility too. It seems as if you are taking the other person seriously as you carefully consider their question. This is considered to be normal and polite in some countries (e.g. Japan).

Answer with a surprise

Rather than give the answer they expect, change tack with something outside of the normal range of answers.

Be candid

Tell the truth when it might not be expected. Break with custom. When you are asked 'How are you', tell them. If your answer might be disagreed with, be disarmingly honest. Say things that are supposedly damaging to your own credibility.

Shower them with detail

Give them more information than they expected. If you shower them with lots of detail, it will cause cognitive overload (especially if you use technical detail and jargon). Talking a lot also has a filibustering effect, where you prevent them from saying anything else and use up the time available for the conversation.

Answer with a question

Answering a question with a question is a great way of avoiding answering, at least for the moment. It gives you time to think. Done well, it will result in them trying to answer your question and maybe forgetting the question they

were asking in the first place (it is at the very least a good test of how interested and determined they are).

Ask for more detail

Dig further into the topic. Ask them to explain more. Be Socratic in seeking to get them to answer the question, leading them to the answer with your questions.

Mystery Shop Experience

What's the best way to find out whether something is being done well? Observe that something in action. Now that you have a fairly good grasp of the road to the sale, it's time to hit the road and see what your competition is doing—and how well they are doing it.

You must visit a new car dealership and act like a customer. Don't go there acting like a professional! Simply go to the dealership and truly act as if you are truly interested in purchasing a vehicle.

Mystery Shop Directives

- Choose a dealership close to your home
- If you have a vehicle act as if you will be trading it in
- You will be financing; however, do not discuss running your credit! Tell them you have excellent credit and are not concerned. You are a 10+ rating.
- Take the sale as far as the point of negotiation
- Simply make up an excuse to leave the dealership
- HAVE FUN! Be polite and courteous, but pay attention.

Objections

Sales objections are going to come up. It is one of the unfortunate ironies that you will get more **sales objections** when you first start selling than at any other time in your career.

The reason that happens is that when you first start selling you don't have the experience to accurately qualify your prospects or to present to them in a way that will cover what they want to know before you ask for an order.

Sales objections should not be feared. That's easy to say for any experienced sales person but maybe not so easy to grasp if you're new to this game.

Five steps to handle sales objections

Objections: LACEO

1. Listen
2. Accept
3. Clarify
4. Empathize
5. Overcome

Objections: Most Common

1. Lack of perceived value in the product or service

- You have not convinced the customer of the value of the vehicle
- You may have not landed customer on the proper vehicle
- Your features & benefits presentation may have been inadequate

2. Lack of perceived urgency of purchasing your product today

- You have not shown the customer the benefits of purchasing today.

3. Perception of inferiority to a competitor

- You have not shown why your vehicle is better than the others

4. Customer has not seemed to have warmed up to you

- You have not established a strong enough rapport with your customer

1. Lack of funds to purchase the offering

- You may have not selected the proper vehicle for customer's budget
- Customer may not qualify for that particular vehicle
- Customer's expectations and the reality of the math are not matching

5. Issues between the parties necessary to make the decision

- Parties are in disagreement as to the proper course of action
- Necessary parties may not be present
- You have not given customer opportunity to discuss the vehicle alone

2. Perception that it is safer to do nothing today

- You have not established a sense of urgency of purchasing today
- You have not created a true want and desire for the vehicle
- You have not drawn out a solid commitment

Overcoming Objections: Some Techniques

Boomerang: Bouncing back what they give you

Technique:

When people object, turn them around by using what they say to prove that they are wrong. Use their own arguments like a boomerang, so they go around in a circle and come back to persuade them.

Conditional Close: Make closure a condition for resolving their objection.

Technique:

When the other person offers an objection, make it a condition of resolving their objection that they make the purchase.

You can also use this approach to make any trade - for example if you want them to watch a promotional video, offer a cup of coffee.

Always, by the way, phrase it in the form 'If I...will you...' rather than 'Will you...if I...'. This is because our brains work very quickly and starting with 'will you' causes them to begin thinking immediately about objections and they may miss the exchange. On the other hand, starting with 'If I...' will cause

psychological closure on what you are offering thus drawing them in to the close.

Deflection: Avoid responding to objection, just letting it pass

Technique:

Avoid handling an objection by deflecting it such that it does not hold up the proceedings. Listen to it. Show understanding of the concerns. Then carry on as if nothing had happened. Say that you will come back to it later. Maybe you won't have to. Give an excuse, such as not having information or having to talk to somebody else later.

Closing: Tips

There are many closing techniques and there are some common tips that are offered to make closing even more successful.

Silence after

Watch emotions

Over-closing

There are few be-backs

Horses for courses

Closing: Some Techniques

1-2-3 Close - close with the principle of three.

Affordable Close - ensuring people can afford what you are selling

Rational Close - use logic and reason.

Write Up & Turn To Finance

Congratulations! You've closed the deal and now it's time to write the deal, get the deal looked over and signed by your sales manager, and get the deal into the Business Office. After you get the commitment to buy, it's time to stop talking and start writing! It's time to keep the customer excited and happy, not drag out the process and get them second-guessing their decision.

Steps To The Write Up

- ✓ Start customer on credit application if they are financing
- ✓ Gather all documents to photocopy at once. Don't bounce back and forth
- ✓ Go out to lot and put sold tag in vehicle and verify trade miles and VIN
- ✓ If you are "spotting" the vehicle—delivering right then—follow procedure for gassing and getting the vehicle cleaned for delivery
- ✓ Collect any down payment due
- ✓ If there is a trade payoff, complete the sheet and verify payoff with the bank
- ✓ Put all documents in folder and bring to the sales manager for review
- ✓ Follow the guidelines for submitting your deal to the finance office
- ✓ Conduct any delivery activities while waiting for Business Office

- ✓ Do a proper turnover to the business office
- ✓ Go into delivery step or set up future delivery date and time
- Provide customers with any delivery checklist or information required

Pre-Delivery Activities

Depending on the circumstances the time between finishing the deal write up and getting your customers into the Business Office can be lengthy. Don't just leave your customers sitting around alone while you go running around!

Remember that one of the three main things customers do not enjoy about purchasing a vehicle is *wasting their time*. Conduct some of the following activities—and those required by your dealership and keep your customer happy and busy.

Suggested Pre-delivery activities

- § Present any after sell products—if applicable
- § Call and arrange confirmation of insurance and insurance binder
- § Go over the warranty guide and a few pages of the Owner's Manual
- § Schedule the customer's first maintenance appointment
- § Go over your manufacturer's survey
- § Schedule a convenient time for delivery if customer is not taking it today

- § Ask for referrals and/or go over any referral bonus program you might have
- § Explain the importance of rating your dealership on dealerrater.com
- § Give the customer an instruction sheet on completing a dealerrater online

We Would Appreciate Your Feedback!



Easy Steps To Completing A Rating

1. Go to www.dealerrater.com.
2. Select our manufacturer.
3. Select our state.
4. Select our dealership.
5. Click on "RATE THIS DEALER."

6. Go to the bottom of the page and REGISTER—no spam is ever sent to anyone by Dealerrater.
7. Go into your email and verify the rating as yours.

That's it! We greatly appreciate you telling the world about doing business with us.

**Thank you again for your business and we look forward to serving your needs for
years to come!**

Turn To Finance

Proper Introduction to F&I

“Mr. Customer, this is (name), our Business Manager. He/She is the best in the business. He/She is going to complete your State and Federal documents of ownership.

You folks are in good hands. (name) has an excellent reputation for customer service. I will be nearby if either of you need me. Thanks again for your purchase, and I will see you again before you go.”

Read the Business Manager Responsibilities portion of this guide, and then you will see how essential they are to maximizing efficiency and profit.

Vehicle Delivery

As you finish the steps from the sale to the delivery, here are some very important items that you need to accomplish during your vehicle delivery. Make sure you inspect what you expect!

A properly prepped vehicle will result in a very satisfied customer; one that will likely give you a perfect survey, recommend you and the dealership on dealerrater.com, and send you their referrals.

Delivery Tips

- ✓ Schedule vehicle prep at least 2 hours before your delivery time
- ✓ Inspect the vehicle and ensure it is ready for the customer
- ✓ Finalize any documents that are required to complete the deal
- ✓ Conduct your delivery based upon the dealership's delivery checklist
- ✓ Always have a Sales Manager say goodbye to the customer

- ✓ Call your customer within 2 hours and ensure they are satisfied
- ✓ Follow-Up your customer after 3 days to answer any questions
- ✓ Follow-Up at 10 days and remind them of your survey—DO NOT MENTION THE SURVEY IF THE CUSTOMER WAS UPSET FOR ANY REASON!
- ✓ Ask for referrals at day 15

Congratulations! You have completed your crash course of the Road To The Sales.

Product Knowledge

Learning your product is extremely important to your success in the automotive industry. However, don't try to be some information gathering machine all at once.

Product Knowledge Advice

- Start with a basic working knowledge of your products
- Test drive each model and learn the buttons, controls, features
- Learn the ***standard features*** of each vehicle, then learn options.
- Standard features are those found on each type of vehicle
- Make the Window Sticker your best friend
- Learn to navigate your website! Familiarize yourself with your BDC
- The Business Development Center handles Internet Leads
- Master navigation of your manufacturer's website
- Enroll in the manufacturer's Certification Program
- "Shadow" veteran colleagues and learn how they learned
- Navigate consumer websites such as Autotrader.com, Kbb.com, Edmunds.com

- Over 90% of your customers have selected their vehicles online!
- Lots of your product knowledge comes with practice!
- If you don't know the answer, say so! Don't try to make one up.
- In the beginning, learn the 6 avenues of Buyer Motives

Leasing Vs. Buying

Answers To Commonly Asked Leasing Questions:

Why are lease payments lower than purchase payments?

Lease payments are based on a smaller total than loan payments. Your monthly payments are lower than buying the car, as you are only paying depreciation and interest on the car, but at the end of the lease you still do not own it. If you had bought the car, you would have some equity when the last payment was made.

Who owns a leased vehicle?

When you lease a car, the dealer sells the car to the leasing company and they lease (or rent) you their car for the term of the lease.

Do Dealer Holdback Incentives Apply To A Lease?

Yes, they do. Manufacturers pay a hidden financial incentive called a holdback to their dealers when a new vehicle is sold. Holdbacks are paid out whether the

vehicle is leased, financed, or bought with cash. The amount is based on the MSRP (retail invoice) and averages between 2% and 3%, depending on the manufacturer.

Holdbacks ensure that dealers in competitive markets who are forced to offer vehicles for "dealer invoice" still make a small profit. (Note: not all manufacturers pay their dealers a holdback, so make sure to check if your dealer is getting the holdback before negotiating a price on your leased vehicle.) High-volume dealerships qualify for additional manufacturer discounts (in addition to holdback incentives), and are usually willing to sell vehicles at or near invoice.

Does The Selling Price of the Vehicle Affect My Lease Payment?

Salespeople will tell you "the selling price of the vehicle is not important if you lease." Not the case. The lower the cost of the vehicle, the lower the gross capital cost is to the leasing company. Your lease payment is determined by the difference between the vehicle's residual value and the selling price. So a lower gross capital cost means a lower monthly payment for you, regardless of depreciation. You must negotiate the selling price on a lease, just as if you were purchasing the vehicle.

Call Rob Levasseur at 508-287-8400 to set up your next training class with *Sales Recruiting Specialists* today!
You can also email Rob at jkeats1964@aol.com.