

Closing



The Sales Process

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SALES PROCESS

The steps of the sales process are:

-  Professional Meet & Greet
-  Counsel & Discovery
-  Vehicle Selection
-  Presentation
-  Closing
-  Delivery




Closing







Some sales people feel that negotiating means arguing with customers. Or wearing them down until they buy. Other sales people are so concerned with sounding pushy that they never try to uncover objections.

Our service mentality really supports a balanced and much more successful outcome than either of the extremes above. Thinking “how can I serve this customer?” in the background will help you to avoid either an offensive or defensive extreme.

Now is the time to get down to figures and the deal to negotiate. Follow these tips to avoid potential pitfalls:

-  Read every number in detail. Skimming over, or rounding off, may be perceived as we have something to hide.
-  After reading the bottom line price, be quiet. Adding a short and positively toned "OK?" is fine, but the silence is important to give the customer an opportunity to think, and then respond. If you continue to speak after presenting the numbers, you may talk the customer out of the sale. If the silence goes on for an uncomfortably long time, you could try an assumptive close like "If you like, I can have it ready to pick up this afternoon." or "How would you like it titled?"
-  Wait for a response from the customer which tells you which direction to go.

Keep these tactics in mind:

-  Listen to the customer's complete objection or concern. Don't ever interrupt what they have to say.
-  Acknowledge concerns so that you earn the privilege of continuing with handling objections.
-  Restate the objection verbatim, preceded by "I can appreciate...: or "I hear you saying..."
-  Be pleasant and persistently discover their desires and their concerns.

Use Positive Phrasing techniques to move through the conversation. Anticipate questions or statements that customers have so that you can be calm and confident in your statements. It doesn't matter that you are "right" if you push the customer away. So let's start thinking of phrasing and examples you can use during your next negotiations as well as those to avoid.

Here is a comparison of typical phrasing which is negative and phrasing that is more positive and will move a conversation along:



Negative Phrasing	Positive Phrasing
What are you trying to say?	This is important; I want to make sure I'm understanding you correctly. Is this your main concern _____?
What part don't you understand?	Clinton, thank you for asking. Let me go over the financials to clarify a few points.
Why don't we look at some figures on the vehicle?	Traci, allow me to prepare a proposal for your consideration.
Come on in and we will make you a great deal on the car.	Allow me the courtesy to get some estimates for you on the new vehicle and the vehicle you want to replace.
Kelly Blue Book is a web site and they don't buy cars.	Clinton, I totally understand how you came up with the value on your vehicle. There are some other variables we factor into the Actual Market Value of the vehicle. For example: (auction values, supply & demand, special rebates, finance incentives, lease rates, vehicle condition, prior accidents, etc.)
Wow, you've got a credit problem!	The good news is we have a financial source that will work with us to assist you in reestablishing your financial position.
Don't worry about the payment.	Traci, I will make sure the monthly amount is right for you. My responsibility is to make sure you are satisfied with all the financials.

Go back and circle any phrase that you can start using today to improve your communications with your customers.

Then go back and put an X through any phrase that you will not use again (you have used it before and know that it is not productive).

Now that you've created a deal for the customer with the vehicle of their dreams, continue your professionalism by escorting them to the Finance office. It's vital that you keep this transition smooth and continue the comfort that you have worked so hard to create. Additionally, the better armed you and your customers are upon arriving at Finance, the quicker and more comfortable that event will go.

You're ready for Finance when you provide:

-  Beverage or refreshments for customer and family members
-  Complete set of Deal Jacket forms with complete and accurate customer information