

Meet & Greet Checklist

The objective of the Meet & Greet is to **Make Connection** and create a comfortable atmosphere. You should spend more time here than on any other step. Do not rush to the test drive. If you've not made connection, no amount of feature-spewing or product demonstrating will overcome to close a deal. People like to buy things but they won't buy when they are uncomfortable. This step gets you both comfortable and provides the information you need to match a product to your customer's desires.

Use the checklist below to remember what actions to take during the Meet & Greet. Where applicable, write in your own words how you will personalize it.

<input checked="" type="checkbox"/> ACTION	PERSONALIZE IT
<input type="checkbox"/> GREET: Create an opening phrase to replace May I help you?	
<input type="checkbox"/> Something in your pocket to take notes on and write with	
<input type="checkbox"/> Offer refreshments	
<input type="checkbox"/> List 3 small talk open questions you could ask anybody to avoid uncomfortable silence, and find out who they are	1. 2. 3.
<input type="checkbox"/> Quick dealership tour	
<input type="checkbox"/> List how are you different from/better than other dealerships?	

Want more detailed help with these concepts? Call DealerBoost at 512.507.9882 or send an email to support@dealer-boost.com to find out about our in-person coaching services.