

Counsel & Discover Checklist

Consumers buy based on what they value. How we **Exchange Information** is as important as what we hear. Your objective now is to uncover your customers' values.

Use the checklist below to remember what actions to take.

<input checked="" type="checkbox"/> ACTION	EXAMPLES
<input type="checkbox"/> Ask open questions	<ul style="list-style-type: none">• If you don't mind me asking, why do you want to replace your car?• What sparked your interest in this particular model?• You mentioned you will take a family trip this summer. Where is your favorite place to vacation?
<input type="checkbox"/> Counsel with positive phrasing	<ul style="list-style-type: none">• My pleasure – certainly – I'll be glad to• Based on your situation, this is what I recommend• I'll get the answer for you
<input type="checkbox"/> Find out the customer's patterns for selecting vehicles by asking these types of questions:	<ol style="list-style-type: none">1. What's the most important thing to you when you buy a vehicle?2. When you bought this car, what was the #1 thing that caused you to buy it?3. What's the #1 reason that you want to replace it?
<input type="checkbox"/> Gather information from trade for the deal paperwork:	<ul style="list-style-type: none">• VIN• Actual mileage• Tire wear• Interior condition

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.