

Delivery Checklist

This is definitely where the party begins; let your **Enthusiasm** show. Make the event as pleasant and memorable as possible. This helps to create a customer for life. It is your chance to prevent buyers' remorse by reinforcing the great decision that they have made.

After congratulating your customer on their decision, use the checklist below to remember what actions to take to deliver the clean new vehicle.

<input checked="" type="checkbox"/> ACTION	EXAMPLES
<input type="checkbox"/> Manual & Warranty book	Use post-its to mark specific pages most likely to be referenced by the customer
<input type="checkbox"/> Technology	Teach the customer to use the most important new technical features of their vehicle: <ul style="list-style-type: none">• Bluetooth or Hands-free Calling• Entertainment system• Power Lift Gates• Rear-view Video Camera
<input type="checkbox"/> Safety Convenience features	Teach the customer to use any new-to-them safety features, such as: <ul style="list-style-type: none">• Navigation System• Cruise Control• Locking Gas Caps
<input type="checkbox"/> Service Department Orientation	Introduce customer to Service Advisor or Manager and set up first appointment
<input type="checkbox"/> Follow-Up	<ul style="list-style-type: none">• Send a handwritten congratulatory note including all of your contact information.• Save the date one year ahead to send a Vehicle Birthday card and coupon

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.