

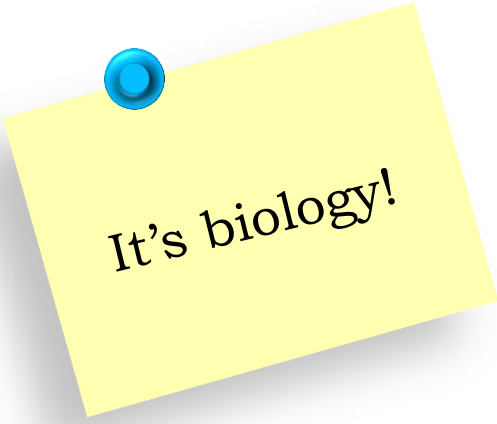
Share your WHY...
and grow your business



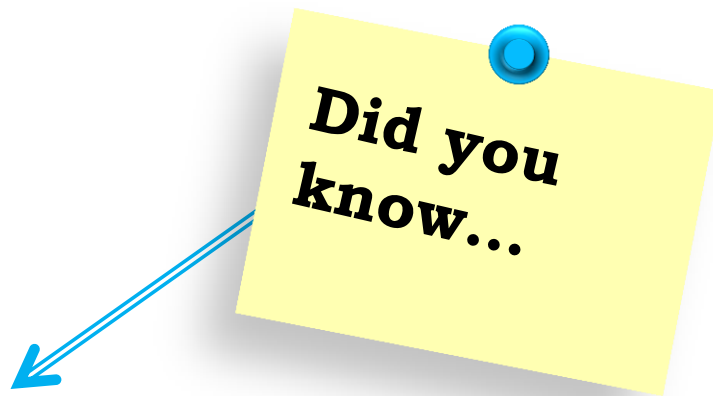
Why should car buyers choose you?



People “feel” good or bad about a product. If your customer doesn’t “feel” right about buying today, you have not reached their WHY yet. The inner part of their brain, where they make decisions, has not been reached. They do not trust. They do not feel comfortable. And no amount of facts or statistics are going to change that.



It's biology!



BMW didn't have cup holders in their vehicles until recently? They believed engineering alone was all that mattered. They begrudgingly added the cup holders for exports because to commuter-minded Americans, they are essential. BMW is proud of their engineering and the high performance ride they create. Customers that "fit" them place a priority on ride and have an almost-pride in not drinking coffee at the same time.

Think about your repeat customers. Think about how much faster they make a buy decision. You know it's true. When they don't know you yet, they can't make a buy decision.

Simon Sinek,
author of Start
With Why, says...

“

people don't buy
WHAT you do, they
buy WHY you do it.

His analysis shows that industry after industry becomes and stays successful by realizing this fact. They do not strive to do business with everyone who needs their product, rather, with those who believe what they believe.

BMW's WHY is
luxury performance:
they attract drivers
with that priority

They want to fit

People want to buy from people who believe what they believe. Knowing your market and fitting there builds comfort.

Here are some examples of how to highlight your WHY:



<http://www.holmauto.com/dealership/about.htm>

<http://www.cartersubaru.com/index.htm>

http://www.sewell.com/web/our_values


You can see their difference and that they are tapping a certain demographic. They are genuine and you know if you fit there or not.

That's the right thing to do. The wrong thing is to try to be everything to everybody. Because the reason people, **all** people buy, is WHY. It is the connection.

- ✓ Logically, we know what to buy, but deciding where to buy is not a logical action at all. It is emotional, and so we have to find a connection with a seller before we will buy.
- ✓ That is your opportunity now. When you define and articulate your WHY, you will make connections, and connections are customers.



Marketing Messages



Compare these styles of messages.

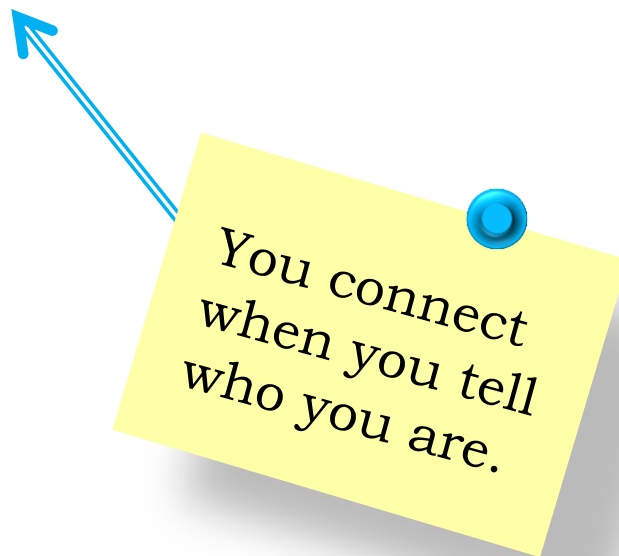
Our cars are on sale!	Come shop at Hometown Motors, where \$100 of every sale goes to our local food bank. We support local business and hope you'll do the same.
We have zero down financing!	Come service your vehicle at Hometown Motors, now with extended drop off hours. We know that leaving work to have your car worked on is the last thing you want to do. Drop it off early or late and then we'll take you to work or home and back again when your vehicle is ready.
Act now!	Test drive any vehicle at Hometown Motors and we'll give you a FREE one-year pass to your choice of Texas State Parks. We are proud of our state's outdoor venues and we want to help you enjoy them with your new vehicle.
We match tire prices!	Enjoy a bonus 5% discount when you visit our service department a second time this year. We want to know your name, not just your credit card number.

Share your WHY and grow your business

See the difference in the two types of messages? Barking versus connecting.

- ✓ **MODEL** is not a WHY
- ✓ **DEALS** are not a WHY
- ✓ **PRICE** is not a WHY

It's about your core beliefs and how you tangibly incorporate them into your daily routine from the organizational outlook to each individual employee.



Where do you buy?



Warning: if you say it and don't do it, your bad reputation will last generations. Make sure that you can do what you say and that you are devoted to consistent execution.

Think about the businesses you frequent as a customer.

Do you know the WHY there?

What are the things that those places do and the things that they say that tell you their why?

Those are the same types of things that you can do too. But you have to define what makes sense for you and your business. And you have to say it, and say it, and say it.

Ask yourself
these
questions to
identify your
WHY

DEALERSHIP:

Why does your dealership sell and service cars?

How does that make you better than a dealer 20 miles away?

SALES CONSULTANT:

Why do you sell cars instead of stocks?

How does that make you better than another sales consultant?

SERVICE CONSULTANT:

Why do you sell service instead of cars?

How does that make you a better consultant?

What should I believe/trust as a customer?

BRAND:

Why does (your brand) make cars?

What is their niche?

Why is that better than Ford/Toyota/Mercedes?

*Make sure
your WHY
benefits the
customer; it's all
about them!*

Define your WHYs

Write down at least 3 ideas for each group below that you can start incorporating into your messaging.

Reasons to buy from your:

DEALERSHIP

- 1.
- 2.
- 3.

SALES CONSULTANT

- 1.
- 2.
- 3.

SERVICE CONSULTANT

- 1.
- 2.
- 3.

MANUFACTURER BRAND

- 1.
- 2.
- 3.