

Presentation



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

Presentation



While the name hints that this step is all about the product, your focus is actually on your customer's wants, needs, interests, motivations, and viewpoint. Now you will **Take Action** using **Empathy** to highlight their interests. You will continually point out product features according to those. Don't be a brochure. Personalize every presentation to your specific customer. All the while, you'll be **Enthusiastic**, increasing their excitement at owning a new vehicle.

When you are done with a Presentation, all the doors will be open, the hood up, the hatch back or trunk lid open, the hood up, the hatch back or trunk lid open. It's basically six points to cover while customizing your phrasing to match the desires of the customer that you've gathered so far.

Here's an example of how you would walk-around the vehicle noting your customer's desired features.

6 Points	Example of Phrasing around Desired Features
1. Front of Vehicle	Traci, if you look at the front of the _____ you will notice the body-color bumpers and bright front and rear lowers. The Chrome Appearance Package really adds a nice visual element to it, don't you think?
2. Side of Vehicle	<p>Traci, with your children and business travel let me highlight some of the safety features.</p> <p>The Stability Control System is a standard feature designed to improve vehicle stability on most road surfaces, especially during emergency maneuvers.</p> <p>It also has 4-Wheel Antilock Brakes. These help maintain steering control by reducing wheel lockup during hard braking on most slippery surfaces. It also balances brake force between the front and rear under heavy braking.</p> <p>It was the Insurance Institutes Top Safety Pick. With you and your family on the road a lot it gives you peace of mind, doesn't it?</p>
3. Driver Side Interior	<p>Traci, earlier you mentioned you travel a lot for business and the OnStar system is important to you. In case of an accident an advisor is immediately connected into your vehicle and can request emergency help to your exact GPS location, even if you can't respond. OnStar is amazing technology, isn't it?</p> <p>One push of the red emergency button gives you a priority connection to an OnStar advisor. The Security Services is another great feature that includes the stolen vehicle remote door unlock, remote horn, and lights.</p> <p>While we are on the topic of technology, let's talk about the Bluetooth connectivity and Hands-Free feature with your smartphone. You can make and receive voice-activated calls while keeping your eyes on the road and your hands on the wheel. It's a great pairing of safety and technology.</p> <p>You also have ambient lighting. The ice blue lighting is placed throughout the cabin, including in the cup holders, to make them easier to find.</p> <p>Look at this first-class attention to detail: the curved pedal. With the pedal's unique shape, it can</p>

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6 Points	Example of Phrasing around Desired Features
	<p>accommodate many different shoe sizes and heights. This helps ensure your foot is securely on the pedal.</p> <p>Here is a nice convenience feature: a deep center console to store a laptop or purse.</p> <p>I already mentioned you can travel up to 600 highway miles per tank. There is the ECO button on the engine. This allows you to switch to a fuel-saving mode, which can increase your vehicle's fuel economy when compared to normal operation.</p> <p>You also have a Driver Convenience package. It includes an 8-way power driver-seat adjuster, rearview camera system and Remote Vehicle Starter System. (Step through an interactive demonstration of the features) Great feature, isn't it?</p>
<p>4. Rear of Vehicle</p>	<p>Traci, Motorweek noted the first programmable power liftgate available for a small crossover category. Besides full open position, it can be set for a lower opening to avoid contact with a garage ceiling. I imagine this would be a great feature for your family?</p> <p>Check out all the storage areas. The rear cargo area has a cargo management system that helps keep bags and other items in places.</p> <p>Look at the reclining 60/40 split-folding rear seat. It folds down to give you flexibility when storing cargo and personal items. Let me show you how to operate it.</p>
<p>5. Side of Vehicle</p>	<p>Traci, with two small children installing safety seats can be challenging. An issue you had on your RAV4 was getting you seats installed properly. Chevrolet designed a LATCH system for child safety seats. Let me show you how the system has a lower anchor here and top tethers there.</p>
<p>6. Passenger Side Interior</p>	<p>Some of our customers feel the interior of the _____ is even more head turning than the exterior. Here's an example of the two-tone color schemes leather with an excellent fit and finish. It adds a nice dose of style, doesn't it?</p>

6 Points	Example of Phrasing around Desired Features
	<p>Your _____ comes standard with dual-stage frontal air bags, side-impact air bags and head curtain side-impact air bags for both front and rear passengers.</p> <p>Traci, the sound system incorporates the Navigation and Infotainment center. The sound system features AM/FM stereo, XM radio, XM NavTraffic, CD player with MP3/WMA playback capability, seven-inch touch screen, color interface display, DVD-based navigation with voice recognition and 40 GB hard drive.</p> <p>Let's select a XM radio station with your favorite style of music. How do you like the sound quality?</p> <p>Front, driver, power lumbar and power height adjuster, 8-way power includes power fore/aft, up/down, tilt cushion, recline and lumbar, front and rear, with the leather appointed perforated leather. It has wonder adjustability.</p> <p>And finally, the "piece de resistance": the driver and front passenger heated seats! You will absolutely love the heated seat.</p> <p>Traci, go ahead and fasten the seat belt, and I will drive your _____ to a safe turnaround area for you to experience the drivability.</p>

The most effective way to present the vehicle is to use the FAB method: Feature, Advantage and Benefit. If you simply point at a sunroof, or state that the vehicle has 4-wheel drive, your customer has to guess about how valuable that is. You risk breaking the connection with them that you have created to this point. Here is an example of a FAB:

Feature	Advantage	Benefit
What it <i>IS</i>	What it <i>DOES</i>	Why it's <i>IMPORTANT</i>
OnStar Automatic Crash Response	In a collision, vehicle sensors can automatically alert an OnStar advisor and relay critical crash details.	The advisor is immediately connected to your vehicle and can request emergency help sent to your exact GPS location even if you can't respond.

Try your hand at building a FAB for each item listed below:






Feature What it <i>IS</i>	Advantage What it <i>DOES</i>	Benefit Why it's <i>IMPORTANT</i>
Back Up Camera		
Heated Front-Row Seats		
5.3L V8 engine		

After a thorough look at the vehicle's features, your customer is ready for the demonstration drive. This is the most fun part of the process for the customer. They









have been online researching and thinking about this vehicle for many hours, days, weeks, and even months. Do everything you can to craft the best possible outcome because while they are driving, the customer begins to take mental and emotional ownership of the vehicle.

Here are some tips you can control:

-  Vehicle has plenty of fuel
-  Use a planned route
-  Turn the vehicle over to the customer half way through the route. Choose a scenic point for this turnaround like a park or large area where you can sit and answer questions if needed.
-  Have the customer make all adjustments to seats and mirrors before continuing the drive. You want them to be safe and comfortable.
-  Finish up the demonstration by driving through the service area. This is your opportunity to reinforce their emotional ownership while orienting them to how they will bring their vehicle back to the dealership for maintenance.

Have in mind some affirming questions to ask as the customer drives. Here are some examples:

-  “The vehicle handles nicely, doesn’t it?”
-  “How do you like the way the vehicle handles?”
-  “What do you think of the sound system?”
-  “Aren’t these heated seats going to be wonderful?”
-  “How does the interior sound compare to your vehicle?”
-  “It looks like we found the right vehicle for you. Go ahead and park it over here and I will prepare some estimates for you.”