

Sales Training



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

Professional Meet & Greet



The objective 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.

Unfortunately, some customers have some defenses built up so we have our work cut out for us. Have you ever had someone tell you “I’m just looking”, or “I’m just checking out the new models”, or some other negative response? Of course you have. We have all heard it and even said it ourselves.



The first thing to remember is **not to use** the tried and failing phrase: “May I help you?”

Instead, think about making a non-offensive approach and using a more engaging statement or question. Try this:




If you are approaching someone on the lot (non-appointment), actually walk past them. Go towards another vehicle and write down a number or check a sticker or some other action. The customer will let down their guard if they see you are busy with other things besides them. As you pass them you may nod your head or say “Hello” but keep moving.

Next, turn around and approach them and use an opening line that has nothing to do with business.

Ask an open question like:

-  “How’s the traffic out there?” or
-  “What do you think of those storm clouds over there?”

Use clues from their appearance to introduce topics they can respond to:

-  Talk about a sports team if they are wearing a logo sweatshirt
-  Current events in your town (as long as it is not controversial)
-  Upcoming holiday

Think about this beforehand and practice some opening lines so that you sound natural and sincere.




After a few questions and statements back and forth, set the stage for your service. Here's a technique from a very successful sales guy. He's been at it awhile, always sets the stage this way:



After meeting a customer and making introductions, say, "Before we do anything else, I want you do know that my goal today is you are Complete Satisfied with me and your visit to our dealership. Nothing else will do. You see, my business depends on referrals. If you are not coming back to see me, if this isn't the best experience you've ever had buying a car, then there's really no point in doing it at all. I'll work really hard to make sure you are Complete Satisfied. I will check with you later to see how I did. Is that okay?"

What is he doing? What do you think the point is of setting the stage that way? Why do you think he has been so successful for so long?

Your statements and questions must connect with the customer so you gather a genuine response. Think about these rules as you create your own opening line:

-  Has nothing to do with business (maybe traffic, school represented by a shirt they are wearing, current event, holiday, compliment)
-  Is an OPEN question
-  Is sincere and even different enough to start a conversation

Try your hand at an opening line that meets these criteria:

Don't assume that small talk is of little importance; making small talk is how you **Make Connection** and connect with common ground. This is essential to you continuing the conversation. If you cannot connect and create a conversation, you will have no opportunity to get to the next step, let alone final vehicle delivery.

What if a customer wants to skip the small talk and goes straight to price? If you quote a price immediately, you'll have 2 obstacles:



You haven't removed their resistance



You know nothing about why they are shopping

Try your hand at a response that keeps **them** talking while removing those obstacles:

Here's an example that you could adapt for yourself:

"Let me get that information for you. Do you want it in red? Will you want navigation? How about chrome wheels? Okay, let me make sure I understand exactly what you're looking for so I can get you the best price..."

Make sure you always have some way to take notes and gather their specific wants and needs for the vehicle (color, navigation, wheels, actual inventory, etc.) The more they talk, the more comfortable they will become.







Remind yourself that you are gathering information so you can serve them best. You certainly can't gather information if you don't have a pad of paper or card and pen in your pocket.

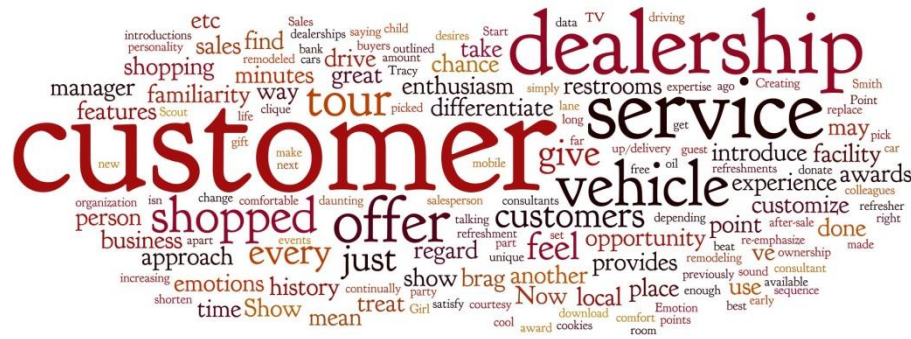
Use your two ears double the amount of time that you use your mouth. Asking powerful questions and providing your customer the chance to tell their story automatically differentiates you from every other car sales person.

After gathering their needs, your final question is: "While I go get that, what would you like to drink?" It doesn't matter what you have to offer, but that you set the tone for a comfortable, relaxed and enjoyable shopping experience.

For those customers who don't skip straight to price and who want to physically look, you'll still want to demonstrate your ability to listen, to note their desires, to show them that they made the right choice visiting us. Creating a dialogue quickly and smoothly puts your customers and you at ease so that they don't feel like they are being controlled.

Here are some examples of questions you can ask to create small talk:

-  “What motivated you to come to our dealership?”
-  “Have you ever owned a GM before?”
-  “Where is your favorite place to vacation?”
-  “Why do you want to replace your car?”






Throughout your process, you should continually differentiate yourself and your dealership. Start early to point out your special features and re-emphasize each step of the way.

This is your chance to set your dealership apart from other dealerships. “What is that?” you are probably saying to yourself. It may sound daunting, but it isn’t at all. It’s your chance to build on those unique desires you’ve uncovered about your customer.

Your entire exchange with the customer does this, and you may change up the sequence of events as you customize your approach for each customer. Use the information in this section to verify that you cover it all and differentiate your dealership.

Brian Tracy said “sales is transferring enthusiasm from one person to another.” Remember to constantly work at maintaining and increasing the enthusiasm of your customer. Show them that they picked the right place to do business.

Here's what you'll accomplish:

-  Establish value beyond the vehicle and the salesperson
-  Increase the customer's comfort and familiarity with the facility
-  Introduce the customer to your colleagues

If you customize your approach to each individual customer, you will successfully create an experience. Creating an experience with each customer is what is important. Nobody buys data. Not in regard to a vehicle, not in regard to anything. Emotion makes us buy. Now that doesn't mean we have to feel the most extreme emotions, but it does mean we have to feel. We have to feel positive and comfortable. It's similar to how you treat a party guest in your home. You take their coat, offer them refreshment, show them the restrooms, give a tour of a newly remodeled TV room, or introduce them to family pets.

A quick dealership tour will help you to satisfy so many of our differentiation objectives that it is by far the best way to proceed. Again, if you've already made some of these points, simply omit and move on.

As you are talking with your customer, find out if they have shopped with us before and to what extent. The answers to those questions will determine what you do next.

If they have not shopped with us before, then ask if you can show them a few things.

Show them your:



Restrooms

- every person visiting your facility will use the restrooms; showing them the location is a courtesy that they will appreciate



Lounge, child's play area, and refreshments

- this provides you another opportunity to offer a beverage or treat



Sales Manager

- wave a friendly hello and introduce your customers if the manager is available. The manager should thank the customers for shopping with us and offer additional assistance while they are here



Service drive and consultants












- highlight the benefits of your service drive such as vehicle pick up/delivery, loaner cars, shuttle service, extended hours, technician expertise, etc.



Dealership's history, awards, staff pictures

- use photo walls of your dealership history, longevity of employees, or awards to brag about your dealership's personality

Point out the features that make you a great place to do business. Here is a list of possibilities to get you started:

-  Do you plant a tree for every car sold?
-  Do you have a customer loyalty club?
-  What after-sale perks do you offer?
-  Do you award a gift or service for referrals?
-  Do you give your buyers free oil changes or tires for life?
-  Do you donate a portion of your sales to your local food bank?
-  Do you sponsor a local ball team?
-  Are you a distribution point for Girl Scout cookies or Operation Holiday, etc.?
-  Do you wash every service vehicle regardless of the ticket amount?
-  Do you have a mobile app that provides specials just for customers who download it?
-  Do you have a Ladies Day?
-  Do you offer New Owner Clinics?

Now is the time to beat your chest and brag on what a great organization you are. People want to be part of the cool clique. Help them to see that you are just that.

If they have shopped with us before, you can give them an even quicker tour as outlined previously, but now find out if they have had service done, or how long ago they shopped. If it has been some time since they were in, a refresher is appropriate (especially if you have had any remodeling or reorganizing done).

If they shop us frequently enough that a tour is not necessary, you can shorten this up with just a few employee introductions. Mentioning to a service consultant that Ms. Smith is shopping to replace her Impala will be an opportunity for her to envision driving her new vehicle into the service lane.

Variations on any of the above are powerful “ownership” generators of emotions in the customer. This can take as little as 2 minutes or up to 15 minutes depending on your customer's familiarity with the dealership.

Counsel & Discovery



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. You'll ask questions that are conversational and focus on 4 basic areas:

- 🔥 Family
- 🔥 Occupation
- 🔥 Recreation
- 🔥 Mode of Transportation

Here are examples of Open & Closed Questions.

Open Questions		Closed Questions	
Family			
Clinton, it sounds like you enjoy your family. You mentioned you take a family trip twice a year. Where is your favorite place to vacation?		Will you use this vehicle to take vacation in?	
Occupation			
Traci, I understand you will be using the vehicle for business, so I can focus on the features that are most important to you.		Do you know what options you want on the vehicle?	
What features are most essential and what sparked your interest in this particular model?			
Recreation			
Traci, you mentioned you do a lot of traveling, how would you be utilizing the 4-wheel drive?		Did you want the 4-wheel drive option?	
Mode of Transportation			
Clinton, you've taken good care of your car. If you don't mind me asking, why do you want to replace your car?		Are you going to trade a vehicle in?	

Note how much more information you will gather with Open questions. You will literally be able to keep a conversation going versus putting on the brakes.

It's important to anticipate questions or statements that customers have so that you can be calm and confident in your statements. It doesn't matter that you are "right" if you push the customer away. So start thinking of phrasing and examples you can use during your next interview as well as those to avoid.

Here is a comparison of negative phrasing and phrasing that is more positive that will move a conversation along:

Negative Phrasing	Positive Phrasing
I'll have to...	My pleasure – certainly – I'll be glad to
Problem	Situation, opportunity, challenge
I'm sorry	I apologize; thank you for being patient
Do you want my honest opinion?	Based on your situation, this is what I recommend
Don't worry – trust me	I will take care of it for you
I don't know	I'll get the answer for you
You're wrong	Traci, based on the information you have, I would have come to the same conclusion. Other variables we factored into this are: _____
Can I help you with something?	Welcome to _____ Chevrolet, my name is _____ and your name please?
What are you looking for?	Clinton, are you more interested in new or certified pre-owned?
Did you want to take a test drive?	Traci, you mentioned the handling and performance was important to you. Have a seat here and I will drive the vehicle off the property.

Go back and circle any phrase that you can start using today to improve your communications with your customers to help you **Exchange Information**.

Then go back and put an X through any phrase that you will not use again (you have used it before and know that it is not productive).




Sales Process

83% of car sales include a trade-in, so most of the time you will be using the customer's existing vehicle as part of their purchase deal. (Your sales manager will probably do the actual appraisal of the vehicle.) Your task during your consultation with the customer is to use their vehicle as a way to uncover their needs and expectations. So actively look at their vehicle while asking them open questions which will help you to match them to their new replacement vehicle.






Take out your notepad and say "I want to capture all the details about your vehicle, so that later on when we get the market value of your vehicle, we can save you time."

"Also, I'd like to find out about what you love and what you dislike about this vehicle and how you want your replacement vehicle to be the same or better, so we can save you money."

Find out the customer's patterns for selecting vehicles by asking these types of questions:

-  "What's the most important thing to you when you buy a vehicle?"
-  "When you bought this car, what was the #1 thing that caused you to buy it?"
-  "What's the #1 reason that you want to replace it?"

You'll need to gather the following information which will be used in the deal paperwork, so having an actual form will make the most of your time:




-  VIN
-  Actual mileage
-  Walk around the vehicle and touch any dings, dents or scratches (do not comment) but make note on the form
-  Tire wear
-  Interior condition

Vehicle Selection



Present vehicles based on what you've uncovered thus far; this gets you set for the vehicle Presentation. You are really matching a vehicle to what the customer has said that they want and need.

Here are a few examples that work well to transition from their wish list to the appropriate vehicle:





-  “Based on everything you’ve told me, I think I really have a feel for what you want. May I show it to you?”
-  “You’re in luck! There’s one on the lot right now. Come on, let’s go take a look.”
-  “I’ve got two in mind from our pre-owned certified selection that are sensational. Let’s go.”

Since you may have started the conversation with your customer at the side of a vehicle that they had already selected before they came, your next move could be to compare vehicles. By knowing your inventory, you’ll have an alternate in the back of your mind in case there is something about this one that is not exactly right (upholstery, navigation, sun roof, pre-owned, etc.)







Your objective is always to sell from our inventory. Sometimes we just don't have the vehicle to match the customer's desires, so rather than lose the sale; you need to offer to locate it elsewhere. Become their new best friend in shopping. Put a positive slant on this offer with phrasing something like:

 “We do a Free No-Charge Locator Service”...

If you determine there is a more beneficial choice, then offer the alternative vehicle to your customer with benefits such as:

-  to avoid positioning our customer in a vehicle that is too expensive for them
-  to see how committed your guests are to their initial vehicle choice
-  to build more value, through saving your guest more money
-  to satisfy your customer's need to shop and compare

Options can improve your customer's financial situation and reduce the need for them to shop elsewhere; these options will make the vehicle more affordable:

-  less equipment
-  next model down
-  factory executive or demonstrator
-  certified pre-owned
-  leasing
-  one with manufacturer's incentives

Here are examples of phrasing alternatives:

“Clinton, I don’t know how important saving money is for you. The difference between the two is about a _____ savings, essentially that will reduce your monthly amount by about _____ a month.”

“Traci, would you consider a _____ vehicle with low miles, still under factory warranty, and with additional savings between _____ - _____?”

“Clinton, right now we have an excellent selection of certified vehicles in inventory. As a matter of fact, I have two certified _____ in the lighter color choices, both under 30,000 miles, factory warranty, that would give you a great value for your money. Clinton, if you could realize a _____ to _____ savings would you consider looking at the certified _____ before a new vehicle?”

Selecting a vehicle according to the customer’s criteria sets you up for the vehicle Presentation.

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>

Sales Process

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.”




Closing







Some sales people feel that negotiating means arguing with customers. Or wearing them down until they buy. Other sales people are so concerned with sounding pushy that they never try to uncover objections.

Our service mentality really supports a balanced and much more successful outcome than either of the extremes above. Thinking “how can I serve this customer?” in the background will help you to avoid either an offensive or defensive extreme.

Now is the time to get down to figures and the deal to negotiate. Follow these tips to avoid potential pitfalls:

-  Read every number in detail. Skimming over, or rounding off, may be perceived as we have something to hide.
-  After reading the bottom line price, be quiet. Adding a short and positively toned "OK?" is fine, but the silence is important to give the customer an opportunity to think, and then respond. If you continue to speak after presenting the numbers, you may talk the customer out of the sale. If the silence goes on for an uncomfortably long time, you could try an assumptive close like "If you like, I can have it ready to pick up this afternoon." or "How would you like it titled?"
-  Wait for a response from the customer which tells you which direction to go.

Keep these tactics in mind:

-  Listen to the customer's complete objection or concern. Don't ever interrupt what they have to say.
-  Acknowledge concerns so that you earn the privilege of continuing with handling objections.
-  Restate the objection verbatim, preceded by "I can appreciate...: or "I hear you saying..."
-  Be pleasant and persistently discover their desires and their concerns.

Use Positive Phrasing techniques to move through the conversation. Anticipate questions or statements that customers have so that you can be calm and confident in your statements. It doesn't matter that you are "right" if you push the customer away. So let's start thinking of phrasing and examples you can use during your next negotiations as well as those to avoid.

Here is a comparison of typical phrasing which is negative and phrasing that is more positive and will move a conversation along:



Negative Phrasing	Positive Phrasing
What are you trying to say?	This is important; I want to make sure I'm understanding you correctly. Is this your main concern _____?
What part don't you understand?	Clinton, thank you for asking. Let me go over the financials to clarify a few points.
Why don't we look at some figures on the vehicle?	Traci, allow me to prepare a proposal for your consideration.
Come on in and we will make you a great deal on the car.	Allow me the courtesy to get some estimates for you on the new vehicle and the vehicle you want to replace.
Kelly Blue Book is a web site and they don't buy cars.	Clinton, I totally understand how you came up with the value on your vehicle. There are some other variables we factor into the Actual Market Value of the vehicle. For example: (auction values, supply & demand, special rebates, finance incentives, lease rates, vehicle condition, prior accidents, etc.)
Wow, you've got a credit problem!	The good news is we have a financial source that will work with us to assist you in reestablishing your financial position.
Don't worry about the payment.	Traci, I will make sure the monthly amount is right for you. My responsibility is to make sure you are satisfied with all the financials.

Go back and circle any phrase that you can start using today to improve your communications with your customers.

Then go back and put an X through any phrase that you will not use again (you have used it before and know that it is not productive).

Now that you've created a deal for the customer with the vehicle of their dreams, continue your professionalism by escorting them to the Finance office. It's vital that you keep this transition smooth and continue the comfort that you have worked so hard to create. Additionally, the better armed you and your customers are upon arriving at Finance, the quicker and more comfortable that event will go.

You're ready for Finance when you provide:

-  Beverage or refreshments for customer and family members
-  Complete set of Deal Jacket forms with complete and accurate customer information

Delivery



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.

Here is your checklist for delivering a vehicle. Customize your presentation to each customers' needs:

✓	Item	Action
		Congratulate your guest
	Manual & Warranty Booklet	Use a post-it flag to mark specific pages that the customer is likely to reference
	Technology	<ul style="list-style-type: none"> <input type="checkbox"/> Turn-by-Turn Navigation <input type="checkbox"/> Sound system setting <input type="checkbox"/> XM radio system <input type="checkbox"/> On board computer system interface <input type="checkbox"/> OnStar <input type="checkbox"/> Cellphone connectivity via Bluetooth <input type="checkbox"/> Hands-free calling <input type="checkbox"/> Memory features <input type="checkbox"/> USB ports <input type="checkbox"/> Rear entertainment system <input type="checkbox"/> Rear camera system <input type="checkbox"/> Lighting features <input type="checkbox"/> Door locking settings <input type="checkbox"/> Power lift gates <input type="checkbox"/> Other _____
	Safety, convenience features	<ul style="list-style-type: none"> <input type="checkbox"/> Parking brake, emergency flashers, vanity, dome, turn signals, entry light system, seat belt warning, head light warning, key-in ignition warning, release button, head lights, dimmer control, low fuel warning <input type="checkbox"/> Door locks, child safety locks, auto door locks, remote controls for trunk, antenna, front& rear window defroster, and rear wipers. <input type="checkbox"/> Power controls for seats, power windows, mirrors, cruise control, wipers and washers.

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✓	Item	Action
	Safety, convenience features (cont.)	<ul style="list-style-type: none"> <input type="checkbox"/> Trunk compartment: tools, spare tire, locking wheel covers, make sure the right key is in the glove compartment or trunk. <input type="checkbox"/> Locking gas filler cap or door <input type="checkbox"/> Check all lights for operation <input type="checkbox"/> Full tank of gas <input type="checkbox"/> Glove compartment locking mechanisms. (Place your business card in your customer's owner portfolio) <input type="checkbox"/> Take a towel and wipe down the windows, settled interior dust, water drips from wheel wells <input type="checkbox"/> Visual check of the vehicle for scratches <input type="checkbox"/> Vehicle is clean
	Service Orientation	<ul style="list-style-type: none"> <input type="checkbox"/> Lounge including complimentary internet access, children play area, refreshments area, shuttle <input type="checkbox"/> Welcome brochure <input type="checkbox"/> Introduction to service consultant <input type="checkbox"/> Schedule first appointment
	Follow-Up	<ul style="list-style-type: none"> <input type="checkbox"/> How would your customer like to be contacted in the future: email, text, phone call? Place them in your dealership's marketing contacts with this preference. <input type="checkbox"/> Take a picture of customer with vehicle and send to them <input type="checkbox"/> Send a hand-written congratulatory note <input type="checkbox"/> Mark the date on your calendar with the customer's name and vehicle purchased. Then send a "Vehicle Birthday Card" each year with a special offer such as a coupon for a carwash or a bottle of touch-up paint.

Personalized Quick Action Plan

Sales Process

Select at least one priority from this summary of skills and activities of a Professional Sales Consultant that you can start emphasizing today:

✓	Skill/Activity	Page #
	Professional Meet & Greet	5
	Counsel & Discovery	18
	Vehicle Selection	24
	Presentation	29
	Closing	39
	Delivery	44

Name

Date

Sales Process