

Presentation Checklist

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. Be **Enthusiastic**, increasing their excitement at owning a new vehicle.

Use the checklist below to remember what actions to take.

<input checked="" type="checkbox"/> ACTION	EXAMPLES										
<input type="checkbox"/> Vehicle Walkaround	<ol style="list-style-type: none">1. Front2. Side3. Driver Side Interior4. Rear5. Side6. Passenger Side Interior										
<input type="checkbox"/> Use FAB statements		<table><tr><th>Feature</th><th>Advantage</th><th>Benefit</th></tr><tr><td>What it IS</td><td>What it DOES</td><td>Why it's IMPORTANT</td></tr><tr><td>OnStar Automatic Crash Response</td><td>In a collision, vehicle sensors can automatically alert an OnStar advisor and relay critical crash details.</td><td>An advisor is immediately connected to your vehicle and can send emergency help to you even if you can't respond.</td></tr></table>	Feature	Advantage	Benefit	What it IS	What it DOES	Why it's IMPORTANT	OnStar Automatic Crash Response	In a collision, vehicle sensors can automatically alert an OnStar advisor and relay critical crash details.	An advisor is immediately connected to your vehicle and can send emergency help to you even if you can't respond.
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<input type="checkbox"/> Demonstration Drive	<ul style="list-style-type: none">• Use a planned route• Turn the vehicle over to the customer half way through the route.• Finish by driving through the service area to reinforce their emotional ownership and orient them for returning to the dealership for maintenance.										
Close with Affirming Questions	<ul style="list-style-type: none">• "Aren't these heated seats going to be wonderful?"• "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."										

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.