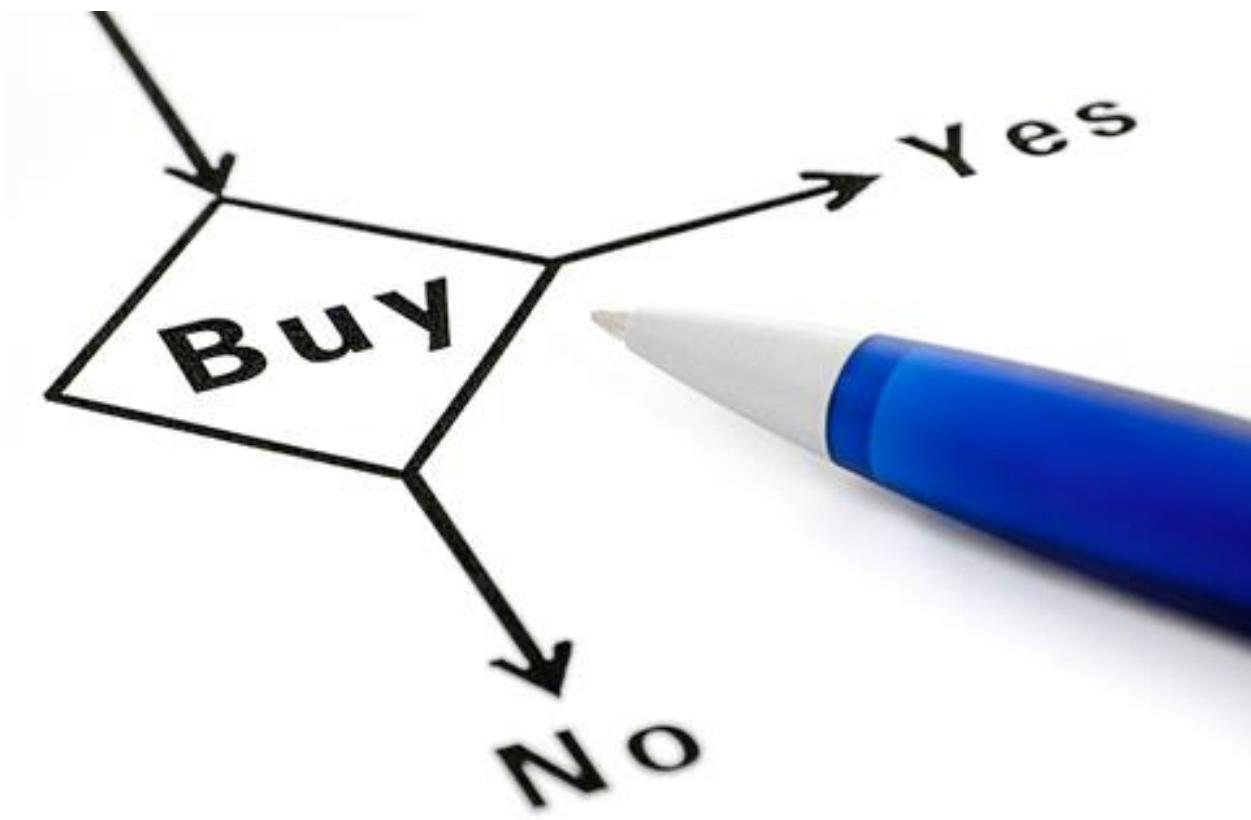


Vehicle Selection



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

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