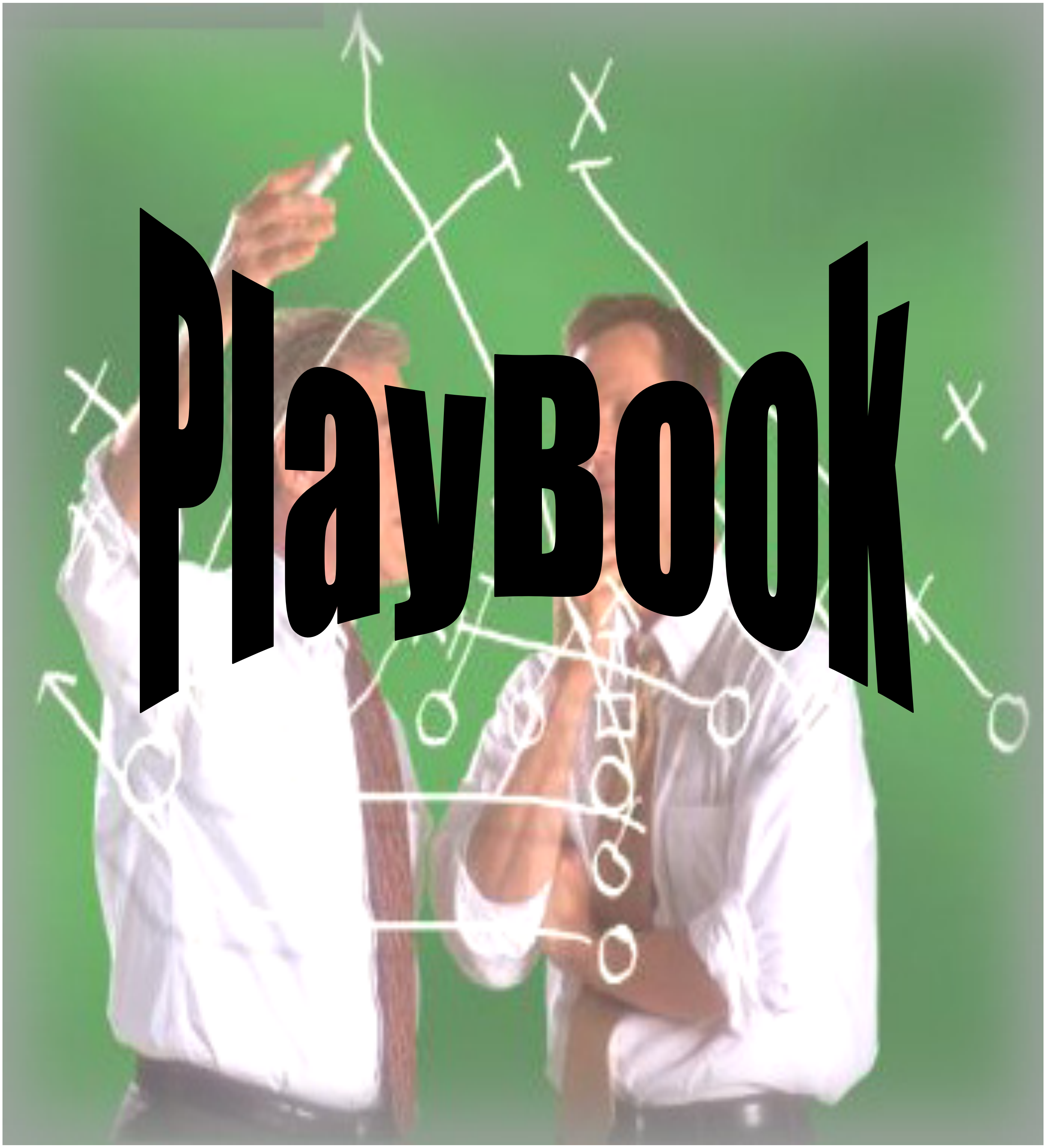
Automotive Sales Playbook.docx



Monday, September 11, 2023
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Step 1: Meet and Greeting
Approach – Greet, Smile, Enthusiasm, Energy, Eye Contact, Handshake

Step 2: Fact Find - Needs Assessment - Discovery
Visit – Establish Rapport – Listen, Gather Information, Establish Trust
Never prejudge, while fact finding, Log Prospect, Notes.
Guest Sheet - Who, What, Why, When, Where and How?

Step 3: Vehicle Selection
Based on Fact Finding, Building Rapport.

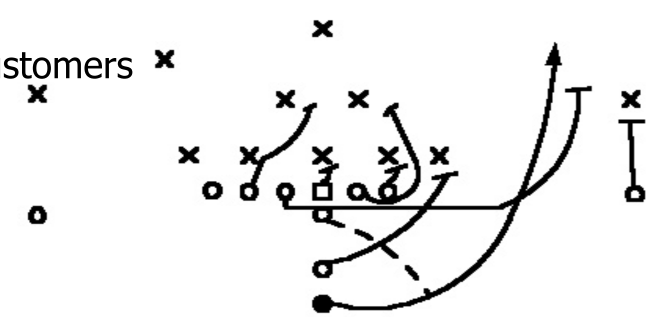
Step 4: Demonstration Drive
Salesperson drives First, use a pre-determined route. Service Walk, Trial Close, Demonstrate on your feet, Close on your seat!

Step 5: Write-Up
LOG the prospect into eLeadCRM, then Trade Walk.

STEP 6: Desk - Negotiation - Approach "DESK" to Start transaction
No numbers until this point.
Secure buyer's response and communicate to Sales Manager.

STEP 7: Delivery – Show Time, Tour the dealership, ALL departments.

STEP 8: FOLLOW UP – Sold and UnSold Customers



Husband and Wife, Who do you greet first?

Take a checkup, From the neck-up!

1) Meet and Greet

Eye contact is extremely important!
Handshake, Salesperson smiles - Welcome to ________________,
My name is ... and yours? Are you here to see anyone in particular?
You only have *ONE CHANCE* to make a good First Impression!
Dress for Success, walk the walk and talk the talk of a **Professional Consultant**.

The trial close could be anywhere in the process, a subtle question.

2) Needs Assessment-Fact Find -Listen to Customer responses!
Is this for you or some else? Are you Adding or Replacing a vehicle?
What will you be using the vehicle for?
Are you considering bigger or smaller than present vehicle?
What is your present vehicle?
Can we give you figures on your vehicle?
Why are you considering replacing it at this time?
What have you done to enhance the value of it?
What have you liked most about it?
What have you liked least about it?
Did you buy it New or Used?
How long do you keep your vehicles?
How many miles per year do you drive?
How many miles are on the car you will be replacing?
What price vehicle was it when you bought it?
Are you considering the same price range this time or more?
When is your next payment due? *(If paid off) what were the payments?
How much will that payment be?
How did you get your payments so low?
Has your car been worth the present payment?
What do you like about your present vehicle that you would like on the new vehicle?
Why is that important?
What do you want your new vehicle to do that your present one does not do for you? Why is that important?
What is the biggest change in since your last purchase?
Will this vehicle be used for work/pleasure?
Do you work for yourself or for someone else?
Who for? What do you do for them? How long?
Where will most of your driving be highway or city?
Do you have any warranty left on your present vehicles?
Who will be the primary driver? Are there any secondary drivers?
Will the other driver be involved in the selection?
What other vehicles do you presently own? Can we give you figures on that vehicle?
Would you consider selling any of the other vehicles?
Who else would be involved in a decision as important as this one?

BUILD RELATIONSHIPS WITH TRUST & RAPPORT

Use your Personality!

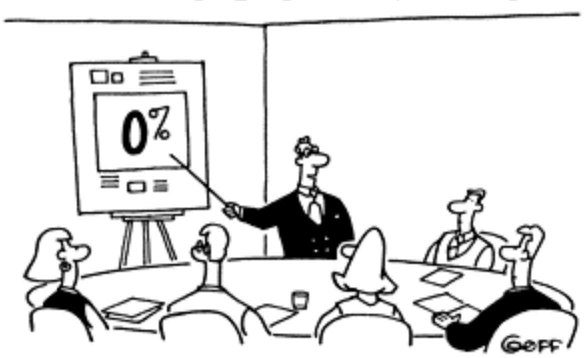
The Majority of your Time with the Customer should focus on the Investigation Process WHY?

5 'W's 1'H'

Why is it called 'The Road to a Sale'?

Meet & Greet
Investigation/Counsel
Feature-Benefit Presentation
Trade Evaluation
Present Figures
Close

Each triangle represents the amount of time consumed by each step in the selling process!



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

"I want a car that says 'I've arrived' but didn't use too much gas getting there."

Meet & Greet
Investigation/Counsel
Feature-Benefit Presentation
Trade Evaluation
Present Figures
Close

3) Selection - Land on a vehicle in stock (if possible). The elite of salespeople will always walk the inventory on a daily basis in order to have a mental note of the vehicles that are on the ground and available for sale.

a) While in the inventory with the Customer, choose a vehicle based on your investigation and conversation.
b) This is where we can set up a *Switch Vehicle* that may asset in the closing later in the negotiation process. After the customer has somewhat settled on a vehicle, walk over to a like vehicle with basic or with minimal extra's.
c) Do not rely on the Computer!

Don't see what you can Sell … ***Sell what you call See!***

Tip: Daily Inventory Walk!

4) Feature/Benefit Demonstration Drive - w/salesperson driving first, discuss factory warranty, safety features, etc. During the investigation stage we have found a specific area of concern the Customer has about the vehicle (Safety, Economy, Performance, etc.)

Refer to Demonstration Route Map for directions.

Feature presentation - Walk around the vehicle in a secluded location and open the trunk and hood, DEMONSTRATE the **Features** and always give a **Benefit** to the customer, using that feature. Paint a Mental Picture with a relevant life experience or situation.
Then switch seats to let customer drive back to the Dealership.

Remote Demonstration!

In order to set the stage for negotiations;

Immediately after the demonstration drive ask;

After test drive trial close,

Let's go inside to work out some figures and by the way we are going to wrestle for a little bit but afterwards get back to being friends, okay?

Great! :-)

I want to make sure this vehicle is still available because we have an internet department that sells vehicles 24/7, and I'd like to give you some figures, follow me.

5) Write up, Paperwork, Trade Walk and Valuation

Why?

a) Log/Complete all pertinent information completed in eLeadCRM.

b) Credit Application – To be completed by the Salesperson in eLeadCRM.

c) Appraisal – Take the Trade(s) VIN & mileage directly from the Vehicle(s) before entering the building and walk around the trade with the customer, ***silently.***

d) Payoff Information - Call for accurate information. [Click Here for a lender phone list.]

STEP 6: DESK - Approach "DESK" to Start transaction

No numbers until this point, Salesperson will communicate the buyer's responses to the Sales Manager.

This is where you get all pertinent information from the car they are considering, the trade in information, don't forget to get an email address is put on paper. Your write up should be so complete that a sales manager should not have to ask you anything about the deal.

Inside at your desk;

"Based on the market values of the vehicle you've selected
And your current vehicle (if there is a trade),
We have taken the time to fully prepare 9 retail payments with various amounts down.

Simply take this pen, and circle the payment and down payment that best fits your budget, sign at the bottom
And I'll get the vehicle ready for you."

Be quiet!
The first person to speak usually loses.

CLOSE-SETTING THE STAGE – T.O.

Demonstrate on your feet, Close on your seat! Visit – soft drink, coffee.

Introduction to (T.O.) Sales Manager
(Step 1) Mr. & Mrs. Customer this is _____________; My Sales Manager and he/she would just like to thank you for considering ___________________.

Always listen; never interrupt the Conversation between the Sales Manager and the Customer. Remember after asking a closing question,

The first person to speak loses!

A Salesperson should NEVER be the last person to speak with a customer!

7) Delivery – IT'S SHOWTIME!
Review the Owners Manuel, Service Department hours of operation, Delivery Checklist (make note of any concerns the customer may have of the vehicle)

Introduction to the Service Writer
Schedule the First Appointment

Introduction to (T.O.) to the Business Manager
(STEP 1)
After the Business Manager acknowledges he/she is ready for the Customer(s), Walk the Customer(s) to the Business Office & say:

MR & MRS (CUSTOMER'S NAME) THIS IS…. (BUSINESS MGR'S NAME),

THE BUSINESS MANAGER OF ______________________.

(BUSINESS MGR'S NAME) WILL FINALIZE YOUR PAPERWORK AND DISCUSS THE MAINTENANCE AND EXTENDED WARRANTIES THAT ___Dealership____ AND I STRONGLY RECOMMEND.

BY THE WAY, (Business Manager's Name) IS A _____ (GOLFER?)____

JUST LIKE YOU!

I WILL SEE YOU IN A FEW MINUTES.

(SMILE & LEAVE THE ROOM.)

Even a Used Vehicle is New to the Customer!

(STEP 2)
UPON BEING PAGED TO THE BUSINESS OFFICE,
OPEN THE DOOR AND SAY:
" CONGRATULATIONS, FOLLOW ME, TO YOUR NEW _______________! "

(STEP 3)
After review of the vehicle do a Service Walk and Introduction to a Service Writer to Schedule ' A First Service Appointment'.

Also, introduce the Customer(s) to the Service Manager!

8) FOLLOW –UP

a) 24-HOUR Follow –up Call
b) Birthday Cards, Vehicle Purchase Anniversary
c) Call the references on the Customer Statement, an *excellent source of referrals!* ASK FOR REFERRALS

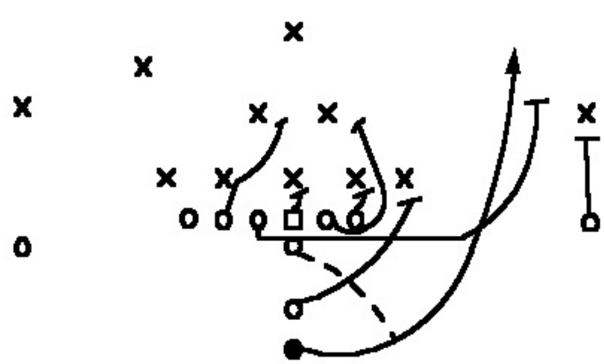
Ask, 'Who will you be showing off your new vehicle to?'
When asking for referrals ask about the people mentioned!

Delivery video or picture using their phone and account, tagging you!

Send a ***handwritten*** note card 30, 60 and 90 days after the sale.
30 days – Ask for referrals
60 days – How are things
90 days – Close to 6,000 miles, time for your First Service

Then every 6 months sent out some type of mail piece (card, letter or postcard).

Now that you have started the Relationship it is as easy as investing a little time into Your Business.



DAILY SUCCESS TIPS

1. LEAVE ANY PROBLEMS AT THE CURB. Stuff happens, to everyone, but you have to leave it at the curb or you won't be effective and then everything gets worse.

2. Do YOUR "GOOD MORNING" WALK THROUGH THE DEALERSHIP. Get to work 15 or 20 minutes before your shift and say "hello" to everyone in **every** department.

3. WALK THE LOT IMMEDIATELY. Your inventory changes every day (or at least it moves around a lot) and you have to know what you have and where it's parked.

4. CHECK YOUR APPOINTMENTS. Check your appointments for the day and any other "To Do's" or priorities you needed to get done today.

5. **Review YOUR GOALS, ALL OF THEM.** The quickest way to get what you want is to maintain your focus and work your plan. Goals get you there quick!

6. **Next, GO THROUGH YOUR PROSPECT FILE**. Look through every opportunity you have on file and call every one of them.

7. **Practice Drill and Rehearse** Role Play with your Manager, Peers, Every day. Practice in the mirror at home. And don't forget to smile!

8. CALL YOUR SOLD CUSTOMERS. (Call each one every 90 days.) Do some math to find out how many you need to call each day. If you call 5 a day x 25 working days, you'll contact 125 a month, or *375* every quarter. If you only have 375 sold customers, that's fine, but if you have *750,* you'll need to contact 10 a day instead.

9. PROSPECT - CALL OR *SEE PERSONALLY* AT LEAST *5* NEW WARM PROSPECTS.
Orphan owners, **service customers**, lists, etc. If you keep the pipeline full of contacts, you'll always have sales working and you'll always be busy selling cars.

10.MAKE SURE THAT YOU TRACK EVERYTHING YOU DO EACH DAY. How many phone calls, how many actual contacts from those calls, how many appointments, how many show up, how many walk in customers, etc. (check your planner).

11.MAKE SURE THAT YOU'RE DOING SOMETHING EVERY MINUTE of your selling day that has to do with selling a car NOW or at some point in the future. You aren't at work to make friends with the other salespeople; you're at work to earn a living.

12.*STAY AWAY FROM ALL THOSE AVERAGE SALESPEOPLE BEFORE IT RUBS OFF ON YOU!*

13. LEVERAGE SOCIAL MEDIA check with your managers and your company policy, first. Post consistently daily, use video, new vehicle arrival, One or two Feature/Benefit items, Deal of the Day, Fresh Trades, etc..

13.WRITE THIS QUESTION ON A CARD, CARRY IT IN YOUR POCKET AND READ IT OFTEN ....

"WHAT AM I DOING RIGHT NOW,TO CREATE BUSINESS?"