

Openers

(to follow immediately after our greeting)

“We do things a little differently here at Lemon Motors. In order to save you time, and to make sure we focus on the things that are most important to you, may I ask you a few quick questions?”

“What would you say are the two or three most important aspects of your next car buying decision?”

~~“I think I have a pretty good understanding of what you want, now let me find out what you don't want. You've bought cars before, right? Okay then; What are you folks hoping to avoid this time?”~~

“I am committed to making sure each one of my customers is presented *all* the information they need to make a smart decision, as they see it. Before we say goodbye to each other, may I at least do the same for you?”

If they tell us they already know what they want we say:

“What model have you narrowed your search down to? That's an excellent vehicle and probably the perfect choice for you!

What I've discovered is that by taking an extra 60 seconds and finding out what puts the _____ at the top of your list, sometimes I'm able to make suggestions that save my customers time, money AND still satisfies each of their wants and needs. Now, I can't ALWAYS do this, of course, and I may not be able to do it for you, but may I at least try?” (When they tell us “sure!”, we say:)

“What would you say are the two or three most important aspects of your next car buying decision?”

Determining Our Customer's Needs

What **important** interest does each of our customers have in common?

a _____

The two main objectives of determining our customer's needs are:

1) _____

2) _____

There are two basic types of questions we can ask our customers. They are:

b _____

- How...
- What...
- Why...
- Tell me more about...



c _____

- Control Questions
- Buying Tendency Questions
- Tie Downs/Tag Ons

Socratic Probes

For Clarification:

“What interests you the most about our new _____?”

“_____ (safety, fully loaded, etc.) means something different to everyone, what does it mean to you?”

“What else should I know about?”

“Why is that important to you?”

“How will you be using?”

“Could you please expound upon that?”

“Please tell me more about this.”

“What else could you share with me to help me better understand...?”

For Urgency:

“Why now?”

“You’ve only got ten minutes? So, what makes this so urgent?”

“Since you’re so rushed, what compelled you to stop into our dealership now?”

“You’re not going to be ready for three months? So, what made you get started today?”

“Why here first?”

“What made you decide to choose our dealership as the first place to shop?”

For Emotional Reveals:

“What worries you the most about this?”

“I can tell you’re frustrated by this, how come?”

“Why is this important to you?”

“How will this affect you and your family?”

“I’m sensing a bit of reluctance (defensiveness, anger, apprehension, etc.) , what’s up with that?”

“How will that make you feel?”

“What are you hoping to avoid this time?”

Control Questions

- "Were you looking for a new car or a previously owned car?"*
 - "Did you want a four door or two door, wagon or a van?"*
 - "Did you want it fully equipped or are you just looking for basic transportation?"*
 - "Did you want an automatic or five speed?"*
 - "Do you like dark colors or light colors?"*
 - "Will you keep your current car or will we be selling it to the dealership?"*
 - "Are you still making payments on it or do you have the title?"*
 - "Did you buy it new or previously owned?"*
 - "Who's going to drive this car, you or someone else?"*
 - "Is it going to be used for business or pleasure?"*
 - "Is our store closer to your home or work?"*
-
-
-
-

Buying Tendency Questions

- "How many miles do you drive a year?"*
 - "What kind of miles, city or highway?"*
 - "How long do you normally keep your cars?"*
 - "What is it about the new _____ that interests you?"*
 - "How did you hear about our dealership?"*
 - "What colors do you hate?"*
 - "What do you like about your current car?"*
 - "What don't you like about your current car?"*
 - "What kind of luck did you have with service?"*
 - "How many people will the car normally carry?"*
-
-
-
-

Tie Downs or Tag Ons

- a. they're designed to help us get the small yeses
 - 1a. we must try to avoid getting only one big yes at the end
- b. we can place them at the front, in the middle or at the end of a feature and benefit statement
- c. we should sprinkle the presentation with these
 - 1a. however, we can't use them with every statement
- d. we should subtly nod our head yes as we ask these questions
- e. wait for the yes, let our customer answer
- f. **basically it's just isn't it, wouldn't it, couldn't it**
- g. examples
 - 1a. *"You said your wife would be driving this car most of the time, didn't you?"*
"And that she'd have your two sons with her almost always, right?"
"So, wouldn't you agree that safety is important?"
- h. more examples:
 - 1a. *"Aren't you glad that..."*
 - 1b. *"Do you see the value of..."*
 - 1c. *"Haven't you benefitted by..."*
 - 1d. *"Can you get excited about..."*
 - 1e. *"Aren't you looking forward to..."*
 - 1f. *"Wouldn't you be happy to find..."*
 - 1g. *"Wouldn't it be terrific if..."*
 - 1h. *"Don't you agree that..."*
 - 1i. *"Aren't you happy to know..."*
 - 1j. *"Doesn't it make sense to..."*
 - 1k. *"Isn't it going to be fun when..."*
 - 1l. *"Isn't it about time that..."*
 - 1m. *"Wouldn't it be wonderful to find..."*
 - 1n. *"Doesn't it give you confidence to know..."*
 - 1o. *"Wouldn't it be worthwhile to..."*
 - 1p. *"Wouldn't you feel better if..."*
 - 1q. *"Can you see the advantage of..."*
 - 1r. *"Wouldn't you prefer..."*
 - 1s. *"Wouldn't it be reassuring if..."*
 - 1t. *"Don't you feel that..."*
 - 1u. *"Isn't it worth an extra few dollars to know..."*
 - 1v. *"Wouldn't it be great to save money by..."*
 - 1w. *"Won't it be gratifying when..."*
 - 1x. *"Aren't you really excited that..."*
 - 1y. *"Isn't it good to know..."*
 - 1z. *"Wouldn't it be marvelous to..."*
 - 2a. *"Wouldn't you be pleased if..."*

- 2b. *"Doesn't it thrill you to know..."*
- 2c. *"Wouldn't you take pride in..."*
- 2d. *"Isn't it going to be incredible when..."*
- 2e. *"Wouldn't it be comforting to know..."*
- 2f. *"Wouldn't your family enjoy..."*
- 2g. *"Do you realize the importance of..."*
- 2h. *"Couldn't it make a difference if..."*
- 2i. *"Can you see how this would..."*
- 2j. *"Wouldn't you agree..."*
- 2k. *"Wouldn't you feel better if..."*
- 2l. *"Wouldn't it change your mind if..."*
- 2m. *"Don't you know that..."*
- 2n. *"Aren't you delighted that..."*
- 2o. *"Wouldn't you benefit by..."*
- 2p. *"Don't you feel that it's best if..."*

Do Not Ask → “Are you even worth my time?” Questions

We should avoid questions about our customer’s desire or ability to buy today.

- a. don't ask about their credit, time on job, income, can they make the decision alone, etc.
- b. **we can assume they want to and can buy today**
- c. we'll have more success if we just quit trying to figure out "who's the real buyer"
- d. **everyone's a buyer sooner or later**
 - 1a. the only question is when and from whom

Ideas For Establishing Control



Remember: The person asking the questions has control

Take time to get to know our customer before we go into the transaction

- a. we can get them something to drink or just sit and talk with them, slow down
- b. we don't always have to show them a vehicle right away

Try to weave our questions into normal conversation

- a. don't come off like we're performing a "Joe Friday interrogation"

Demonstrate to our customer that we care about their wants & needs and not just our commission

- a. **our customer doesn't care how much we know until they know how much we care**

Listen to what our customer tells us

- a. they'll reveal to us their hot buttons
- b. we'll be able to make sure they are satisfied
 - 1a. which makes them happy and us more money
- c. **God gave us two ears and one mouth so we should probably use them accordingly and proportionally**

Restate to our customer what we thought we heard

- a. it demonstrates that we are really listening
- b. it eliminates any misunderstandings

Determine our customer's buying criteria

- a. safety, economy, style, comfort, performance, utility, dependability, convenience, etc.
- b. and what it means to them or how they'll be using it

Use our customer's name often

- a. it makes them feel more comfortable
- b. it's music to their ears

Keep everyone actively involved

- a. we can give them the keys and have them open the trunk
- b. we can have them feel the weight of the hood
- c. we can ask them to bend down and look at the lines of the car
- d. we can even have them touch and feel the vehicle

Remember to smile sincerely

- a. this relaxes our customer and helps build confidence in us

Study and practice our craft: communication skills, selling skills, product knowledge, etc.

- a. **in order to lead, we must make ourselves worthy of being followed**
- b. we will be more credible and our customer will have more confidence in us when we prove to them that we are a committed professional who's taken the time and effort to memorize our product as well as our competition's product