

The Steps To The Sale

Step 1: Whistle On The Way To Work

Through daily use of the techniques and disciplines that will allow us to stay positive and enthusiastic, happiness and success in our professional as well as our personal life will become a habit.

Step 6: Demonstration

Our customer really begins to take mental ownership once they get behind the wheel. It's our job to make the demo ride as enjoyable as possible by driving the vehicle first and by using a preplanned route.

Step 2: Prep For Success

By having a daily work plan, and dressing in a way that helps our prospect have confidence in us, we will start each transaction more confidently. Remember: we don't get a second chance to make a good first impression!

Step 7: Sell The Store

By sharing with our customer the background of our owner(s) and dealership, and by introducing them to our associates in the other departments, we give them more opportunity to feel comfortable about doing business with us.

Step 3: Professional Greeting

People establish several conclusions about us within the first few seconds of meeting us. The way in which we greet our customer is just as critical and requires just as much practice as any other step of the selling process.

Step 8: The Write Up

The purpose of this step is *not* to find out exactly what it's going to take to earn our customer's business, rather it's designed to find out whether or not the business *can* be earned *today*.

Step 4: Determine Customer's Needs

Two basic human needs are to be valued and understood. We must take the time to build rapport and discover how to best serve our customer. Remember: They don't care how much we know until they know how much we care!

Step 9: The Commitment

We must determine, in writing, exactly what it will take to reach an agreement with our customer today. We must touch on all the applicable variables (trade-in, initial investment, monthly investments & price) all the while casting doubt.

Step 5: Presentation

A "good deal" is when the value received is greater than or equal to the amount spent. We provide this to our customer when we present features and benefits while building value in those things which our customer places value in.

Step 10: The Close

The average customer must be asked five times before the decision to buy is made. Our job is to make it easy for our customer to say "yes" and hard to say "no". We can't be effective if all we know is "If I could...would you?"