

The Proactive Greeting

“Welcome to our dealership, (Sir/Ma’am/Folks!)” (Do not mention the dealership’s name.)

“Is this the first time you’re visiting us, or may I escort you to someone?”

(If they tell us “first time”) **“Oh, good, then welcome! Are you doing a little shopping and looking around today?”**

“Were you looking for product information, pricing information, or both?”

“I can help with that! We do things differently here. In order to save you time, and to make sure we don’t miss anything that’s important to you, may I please ask you a few quick questions?”

“Have you already done some research online, AND... have you shopped some other stores or do we have the privilege of being your first stop?”

(If they tell us we’re their first stop) **“Thank you for giving us the first shot at your business!”**

(If they tell us they haven’t done anything yet) **“What would you say are the two or three most important things you’d want in your next vehicle?”**

(If they tell us they’ve done some research/shopping) **“In your research, which model did you decide best suits your needs?”**

(If they tell us a model) **“That’s one of my favorites. I know why I love it. What makes it YOUR first choice?”**

(If they tell us they’ve shopped other stores) **“There really are only three reasons why anyone would decide NOT to do business with someone. The first is they couldn’t find the right vehicle. The second is they couldn’t find the right deal. And the third is they weren’t treated well. Which of these happened to you?”** (After they answer) **“So correct me if I’m wrong, but it sounds like if you found the right vehicle, the right deal, and were treated with respect, you might be ready to pull the trigger?”** (If they tell us ‘yes’) **“Great! And if any of those three things are missing with me, I’ll get you out of here as quick as possible, sound fair?”**

(Once we’ve discovered what they say their wants/needs are, and we’ve defined terms with them) **“As I shared with you earlier, we do things a bit differently here from other dealerships. We are committed to providing each of our guest ALL the information they need to make a smart car buying decision. Whether they keep us on their list, or click us off of it, we want to make it EASY for them to decide. Before we say ‘goodbye’ to each other, may I do the same thing for you?”**

And then we move onto the next step of our process.