

You Don't Have To Be Unprepared!

New Insights on the Truths of Auto Sales



Supplement to:

Beyond the Walkaround

A New Vision of Modern Automotive Sales

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INTRODUCTION: CREATING THE ENVIRONMENT

The opening section of *You Don't Have To Be Unprepared!* begins by letting you, the professional salesperson, know that this program was designed with you in mind. There is a full understanding of what your many responsibilities are and how you must face certain difficulties everyday. In this section you will be introduced to The Technique and the simple secret of the car business.

We will discuss how the little things mean a lot when it comes to the comfort level of our guests, how the things of which we are not aware are those that will hurt us most. We remind ourselves of why people buy or do not buy; and we talk about how important creating an environment of comfort is to this end.

1. What three items mentioned have made the consultants job just a little more difficult?

2. Although volumes might be written on the subject, what the “simple secret” of the car business (sales in general)
 Keep your customers (guests) _____.
 Keep the employees (consultants) _____.
3. What happens naturally as you respond to concerns or attempt to move on or close the sale?
 - a. Isolation of concern
 - b. Discomfort
 - c. Irritation
 - d. Understanding
4. The overall goal of The Technique is to have the guest respond with either an “_____” or a “_____?” or, of course, something similar
5. List a few criticisms of word tracks

6. Why is it important to create a proper environment in our stores?

7. What book was written by Dennis Snow?
 - a. Get 'er Done!
 - b. The ABC's of Disney
 - c. Rugrats R Us
 - d. Unleashing Excellence

List traits that describe the type of character you would like to portray at work.

8. _____

9. Why is creating comfort the most important thing we can initially accomplish when we greet a guest?

_____ people spend thousands of dollars;
 _____ people tend to wait.

10. If we fail to build the following, we tend to lose business:

Exercise

Over the next week, please take time to list anything you notice that might make a guest uncomfortable. It can be anything from horseplay to yelling across the showroom or just saying "No!" Discuss these things with your team and come up with ideas or a process that could correct these actions.

Key Discussion Points:

- The importance of confident employees and comfortable customers
- Why are consistently used word tracks so vital?
- Do we always close or only when our customer seems receptive?
- How will things of which we are not aware hurt us most?
- When do we take the path of least resistance and how can we avoid this?

WELCOME: SET THE TONE

Although this is not a Road to the Sale program per se, most would agree that the welcome is perhaps the most important stop on this road. This section talks about why it is vital to be completely prepared to wait on every guest and what questions to ask in order to correctly qualify the customer.

1. What do we tend to naturally form at times that must be avoided because it can create discomfort?

2. Name three things that help us create comfort in our customer.

3. We should develop the habit of _____ and _____ at every customer we see or pass.

4. What statement begins to make the customer comfortable by putting them at ease and expressing that we are grateful that they took time out of their busy day to visit our store?
 “ _____ ”

5. What two sets questions, asked separately, help us to qualify our customers properly for our teammates?
 “ _____ ?”
 “ _____ ?”
 “ _____ ?”
 “ _____ ?”

6. What was mentioned in the first section that is mentioned again in this one?
 “Don’t take anything _____ !”

7. Why can the initial act of empathy be dangerous?

9. What does the response “Just looking” represent and what does it really mean?

10. How should we respond when a customer says “Just looking?”

11. Describe the “Columbo.”

WORD TRACKS

1. “Good Morning (afternoon, evening)! Welcome to _____. My name is _____, and you are?”
2. “Have you been waited on?”
3. “Pleasure to meet you. Thank you for choosing to spend some time with us today.”
4. “Well, _____, have you been here before. Have you purchased a vehicle (bought a car) here before?”
5. “What brings you in today? Were you referred by a friend or family member?”
6. “Are you familiar with us? Our philosophy?”
7. “What would you like to accomplish today?”

What if the customer does not wish to shake your hand or give you their name? You simply continue with a portion of your Welcome word track.

8. “Thank you for choosing to spend some time with us today. Please relax and make yourself at home. What can I help you accomplish today?”

Key Discussion Points:

- ♦ **As counter-productive as “coffee clutches” or huddles are, why do we find ourselves creating them? How can we eliminate this practice?**
- ♦ **Are we always prepared to wait on our customers or to take a phone call? What must we do to see that we are?**
- ♦ **When was the last time you pre-qualified someone and allowed, or offered to let, another salesperson to wait on that customer? Did you tell yourself it would never happen again? Has it?**
- ♦ **How do we maintain the singular focus to try and try again before giving up and handing off a business card and letting our customer go?**

SETTING UP FOR THE NEGOTIATION

This section is devoted to the practice of building as much value as possible without going to price immediately. We will learn five statements that will help us stay off of price all the while building up the comfort level of your customer as well as their respective confidences in you. We will learn set-up or transitional phrases which will help us set up the closing of the sale perhaps, or at least the next stage on the road to the sale.

FIVE STATEMENTS

1. **“We have found that this particular vehicle, with this equipment has been selling very well for very close to this figure.”**
2. **“We will not lose a deal over dollars. Your referrals and repeat business are very important to us.”**
3. **“We will happily provide you with a wonderful price for this unit, if it is, in fact, one you would like to own.”**
4. **“At Our Dealership, we make it simple and easy for everyone, and you always get more than what you pay for!”**

And an additional option for new car facilities...

5. **“Please keep in mind that the great incentives and reduced profit margins are designed to keep the selling price at or very close to MSRP, particularly on this model that has become a customer favorite here.”**

SET-UP OR TRANSITIONAL PHRASES

1. **“Understanding this (that) . . .”**
2. **“Knowing this (that). . . “**
3. **“Now that this is clear . . .”**
4. **“Considering all of this . . .”**
5. **“Taking this into account. . .”**
6. **“Keeping this in mind . . .”**

CLOSING QUESTIONS

1. **“Shall we (Why don’t we, Let’s) continue with the paperwork?”**
2. **“Shall we continue with the process?”**
3. **“Shall I put your name on the vehicle then?”**
4. **“How will you be registering your vehicle today?”**
5. **“Will you title this vehicle in one name or both?”**
6. **“Can you pick the vehicle up (take delivery of your car) at 4:15 or would 4:45 be better?”**
7. **“Shall I have the vehicle cleaned-up for immediate delivery if possible?”**
8. **“Shall I have the Paint Protectant applied today before you take delivery or would you prefer to take your new car now and bring it back next week?”**

Key Discussion Points:

- ♦ **What can we do to help condition ourselves to maximize our gross on every deal, although it might fight our nature to follow the path of least resistance?**
- ♦ **Why is it vital to counter immediately, intelligently, and confidently?**
- ♦ **The concept of positive value statements peppered throughout the presentation is a proven gross builder. Please take time and create your own and share them with the sales team.**

FEIGNED INDIFFERENCE AND THE TECHNIQUE

This section introduces two of the most powerful parts of this program. With Feigned Indifference and The Technique, all of the ideas, other concepts, and word tracks we have learned become more powerful than ever. SEE PAGE 14 FOR A CHART OF THE TECHNIQUE.

1. Define the following:

Feign _____
 Indifference _____
 Feigned Indifference _____

2. Even though Feigned Indifference is used to lower the defenses of our customers, what must we not lose sight of: It is our objective to _____ and _____ every customer a vehicle as _____ as possible.”

3. The attribute of Feigned Indifference originates in what three ways?

4. Leonard Schmidt was Feigned Indifference personified, and though he didn't take anything personally, gave the impression he was no threat, and seemed unconcerned as to whether his guest bought that day or not, what did he always do:

- a. Never let his managers know where he was in the process.
- b. Made his customers believe he didn't care about them.
- c. Ignored customer concerns.
- d. Always asked for the business.

5. Name a couple of examples of how a bit of indifference might creep into the persona of a sales person.

6. The Technique is simply a _____ for _____ and/or _____ and _____ on them quickly.

7. What do retreat or pull-back phrases do, and why are they important?

8. List a few retreat phrases:

Key Discussion Points:

- ♦ **The concept of Feigned Indifference is certainly against our nature. Why can it be so valuable? How can we make sure we maintain it?**
- ♦ **How can we use everything (the five statements in Setting Up the Negotiation, set-up or transitional phrases, closing questions or statements, and feigned indifference) within the Technique?**
- ♦ **It has been mentioned that product knowledge can be used with the Technique. Explain how.**



CONCERN



COUNTER/RESPONSE



**ANALYZE GUEST
REACTION**



**+ POSITIVE
CLOSE**



**NEUTRAL/
- NEGATIVE
THIRD PARTY
EXAMPLE**

**IN FACT,
JUST...**

YESTERDAY

LAST WEEK

THE OTHER DAY

**ANALYZE GUEST
REACTION**



**+ POSITIVE
CLOSE**

**NEUTRAL
CLOSE**

**- NEGATIVE
RETREAT/
PULL-BACK**

**OF
COURSE...**

YOU HAVE TO SEE
THE VALUE

YOU'RE IN
CONTROL

IT'S UP TO YOU



COUNTER/RESPONSE

**THIS BEING
SAID...**

ADDRESSING PRICE CONCERNS (NEW AND USED)

In this, the longest section of this program, we will address many price concerns. As in the Setting Up the Negotiation section, these ideas form a foundation. Once mastered, a skilled consultant will be able to pull any of these word tracks from memory and be able to counter virtually any kind of price concern. Further, with the use of the transitional phrases and closing questions/statements introduced last section, that consultant will be able to close upon these concerns.

1. What are some visible signs we must avoid that could signal to the guest that we have taken a price or philosophy concern personally?

2. Why is the “other than...” method a bit dangerous at times?

3. When might a version of “other than” be effective?

4. What is your immediate, confident response to “The price is too high” or “This is too much money?”
 - a. “Let’s look at another vehicle!”
 - b. “Not a problem, I have other models with higher miles.”
 - c. “So? Don’t buy it then!”
 - d. “When you say the price is too high, do you mean too high for the vehicle or more than you wanted to spend?”

5. Even though, because of Saturn’s transition to an up-scale line, our vehicle prices have increased, what can we hang our hat on?

6. What is the point of the incentive scenario?
 - a. There really is no point – it’s gobbledygook!
 - b. There really is no better time to buy than now!
 - c. Buying early in the model year is best
 - d. Buying at the end of the model year is best.

7. Please fill in the five responses for “Dealer XYZ will give me \$500 off for just walking in the door. Why won’t you?”

“Please keep in mind that other _____ price their vehicles with the _____ they’ll be _____.”

“We believe that if a vehicle is _____, no _____ should be _____.”

“Either they, themselves, believe the _____ is too _____, or the vehicle is not _____ somehow.”

“Unfortunately, it seems that they are _____ with the _____ of their _____ for some reason.”

“Please don’t _____ a _____ to _____ you from a _____.”

8. If you are presenting a pre-owned vehicle and your guest says “I can buy the same car down the street for \$1,000 less.” What should your immediate response be?
- “It could not possibly have been a car like this.”
 - “All the reasons another dealership would sell a vehicle like this for less have already been addressed by us.
 - Begin interrogation the guest about equipment, mileage, etc.
 - “Let me talk to my manager.”
 - All of the above.

9. Isolate the guests concern that it is simply more than they would like to spend for a vehicle:

“Are you concerned more about _____ or _____?”

10. Similar to the prior concern what if the guest asks you to discount the vehicle? “That’s more than I wanted to spend. If you take \$ _____ off, we’ll take it.”

“Please understand that we _____ you and your desire to spend your _____ - _____ with us. I will tell you, though, that many of our guests have found it _____ to find a little more money in their budget _____ rather than discover in a year to two, _____, that they _____ and then have it cost them _____ to trade out of the unit. Please _____ what you _____ this time.”

11. Are there situations where you simply cannot explain away a price difference?

- Yes
- No

12. If so, what is your next course of action?

- Tell your guest to “take it or leave it”
- Make up something
- Consult your team leader
- Take it personally

13. What is a great counter for a guest who is shopping you pre-owned vehicle against an independent dealership (one with no new car franchise)? “So and so has Gold-Check Certified Used Vehicles (or whatever it might be)

“Yes, and we are happy that they are making the attempt to _____ the _____ of their vehicles. But, independents (or other manufacturers, for that matter) might not be _____ to be quite as thorough as _____. We are not saying that they would sell an _____ Vehicle or one in _____ of _____, but there is nothing to prevent it. Further, the independent used car dealerships have no _____ to answer to.”

14. What (among other things) can private owners not provide for your guests that you can?

15. Please fill in the valuable counter to “I never pay full sticker!” “You’re asking too much,” or “the price is too high”:

“Well, John, we post all of our _____ on our _____. We have had people drive 100 _____ and _____ to take _____ of a _____. I know that they had to drive by _____ of similar _____ to get here. People like _____ wouldn’t do that if we asked _____ for our cars.”

WORD TRACKS

“When you say the price is too high, do you mean it is too high for the vehicle or it’s more than you would like to spend?”

If they respond “This is too much for the vehicle,” you should say something similar to the following:

For New:

“I know how you feel. It seems everything is going up. But not necessarily with us. In fact, Your Manufacturer’s pricing helps keep the newest advances in technology and safety affordable for most everyone. Isn’t that nice (Pretty neat, huh?)?”

Now, it is understood that the pricing of new vehicles has, in fact increased rather than decreased. The value, however, as always, is superior. If the next step or deal is not closed, you can follow with this:

“It is interesting, too, that in comparisons to similar vehicles on the market and because of our great factory pricing, our products generally come in lower than the other makes.”

Another way to handle the price is too high for the new vehicle is to counter with this...

“Well, the prices haven’t gone up as much as people might think. You’d be surprised to know that the new _____, for instance, with all of its features is priced less than a _____ was in 2003! Here let me show you. . . Dollar for dollar, value for value, you still get more vehicle than you did years ago!

Back to the “This is too much money” objection. And, remember, this can be effective with both new and used. What if the customer says that it’s more than he wanted to spend? We can counter effectively like this...

“John, when you say it’s more than you wanted to spend, do you plan to pay cash or finance?”

Another dealership of your manufacturer might be advertising a discount on a model or models that yours is not. It might not be exactly the same unit from an equipment standpoint, or it might be a unit produced prior to a price increase, or they're just emptying their guns on a loss leader. We should still attempt to counter this before going to management. It will save us gross in the future.

"All _____s are priced the same from the manufacturer with the very same mark-up, so I am unable to say exactly what the difference might be other than color, equipment, or miles – if it was a demonstrator, I do have those for you. For us, these vehicle are selling very well at the figure I will present to you. In the meantime, I would be happy to have my manager research the vehicle you saw. Do you remember where you saw it? What color was it? And what was the price?"

"Well, you will be pleased to know that the majority of our vehicles are priced either at or below what similar vehicles with similar miles and equipment sell for in this market. This provides everyone the same opportunity and value. We believe that everyone is important and we treat them that way. Let me to show you why this vehicle is worth the money."

"Dealer XYZ will give me \$500-\$1,000 off for just walking in the door. Will you offer this too?"

"If a vehicle is priced correctly, no adjustment should be necessary."

"Either they, themselves, believe the price is too high or the vehicle is not quite right somehow."

"Unfortunately, it seems that they are struggling with the value of their vehicle for some reason."

"Please don't allow a misconception to prevent you from saving money."

"I understand, but the vehicle is simply worth it"

"That's more than I wanted to spend. If you take \$_____ off, we'll take it."

While this is an offer and a somewhat positive situation, they are obviously either not 100% sold or they are just trying us on. You have to reinforce the vehicles value. If they press or seem dissatisfied, say this (you will recognize it from a similar version just a short while ago:

“Please understand that we respect you and your desire to spend your hard-earned money with us. I will tell you, though, that many of our customers have found it less difficult to find a little more money in their budget now rather than discover in a year or two, or less, that they settled and then have it cost them thousands to trade out of the unit. If you can – please buy the vehicle you want to this time.”

A concern that is one we’ll hear more often than we should, because, quite frankly, it’s rather silly, is the following:

“I’ll just go to the big city (whatever it might be).” The understanding is, of course, that the larger dealerships are able to sell for less because of the volume they do. Your response is simply this:

“If it were truly a better deal to go to the city, I would think the word would have gotten out. And, if so, how is it that we do such a great business here. In fact, if it were true, how would anyone in this town sell any cars at all?”

And just as ridiculous is the opposite philosophy: **“I’ll just go to the smaller town and buy. They have lower overhead and don’t have the expenses.”** Your response is a quick one:

“Haven’t you considered that because of their lower volume, these dealership must strive for higher profits just to pay the bills? And, if it were the case that they sell for less, don’t you think that word would have gotten out? Why would we do the great business we do?”

“I can buy the same car down the street for \$1000 less.”

“All the reasons another dealership would sell a vehicle like this for less have already been addressed by us.”

“Well, whether it be mechanical or cosmetic, I couldn’t say. But clearly, it’s one of these things.”

“After all, I would not want to see you have to put hundreds of dollars in basic maintenance into your vehicle within the first 30 days or so. That would take a lot away from the experience, and we want you completely satisfied.”

“Please understand that I do not make my living selling a single car. I need you to be able to recommend your friends, your family, and I need you to want to buy from me again. Your whole experience is important.”

What about a customer who is shopping you against a private owner?

“First and foremost, if it were truly the best way to purchase a pre-owned unit, there would be little need for retail used car sales. Also, the classified sections of the newspapers would have long ago been as thick as telephone books, but they aren’t, are they?”

“And, of course, John you would carry all of the responsibility. The private owner can’t provide you with an inspected or certified vehicle; they can’t provide warranty options or financing options, and the only person to go to if anything goes wrong is back to the seller – and their resources and desires are limited. That is why people buy from us.”

“According to what I have read (looked at), all of your prices are way too high.”

“I understand, John. When you say ‘all of our vehicles,’ do you mean ‘all’ or just the one you are comparing? And when you say ‘looked at,’ do you mean other dealerships, market reports, or the internet?”

“The internet. Mostly Kelley Blue Book and Edmund’s. They both said the car should sell for less.”

“That doesn’t surprise me, would you like to know why?”

If “No,” you ask **“Why would you say this?”** or **“Why not?”**

If “Yes. . .”

“Kelley and Edmund’s are sources, much like Black Book or NADA. If all the sources were accurate, they wouldn’t differ as much as they do, and they do, don’t they?”

“Yeah, they do. But still, they all say you’re priced too high.”

“This really is a unique situation. But understand that there is a certain dollar amount that is required to trade for a vehicle like this or to be the highest bidder at auction. If we believe that this will fill a need for one of our customers, we need to pay that price no matter what the internet says.”

“That doesn’t help me in this case.”

“John, you have to see the value. Please keep in mind that we deliver dozens of fine pre-owned vehicles here every month to educated consumers who have done their research. How could this be if our prices, clearly marked for all to see, were too high?”

MORE WORD TRACKS

“Mr. and Mrs. Jones, thank you so much for taking the time to do your research. I have found with little exception that the more educated the consumer, the more likely they will buy from us today!”

“If you have done such a thorough job researching your vehicle you have probably come across some of the buying sites that make clear that an offer of 3 to 4% above invoice is an extremely fair one that will probably and should be accepted if obtained, am I right?”

“I appreciate your asking, really. Please know, however, that this vehicle was advertised or quoted at this price for a reason... You’re here because this represents a fantastic value. Understanding this, why don’t we continue with the paperwork?”

“You have won!” you tell these people, “You are the very first to this car at this price. Take it while you can. Let’s do the paperwork (continue with the process).”

“Everyone wants to feel they’ve gotten something extra, something more. They want to win. You have won! You’ve won this vehicle at this price, because you were the first to see, the first to want it. You’ve won. Buy the car.”

“Why would we advertise a high price. It would be foolish! You’ve won. Buy the car!”

“Don’t look for a discount for discounts sake.”

“How much less do you want your vehicle to be worth when you get it home? Pay now, or pay later. Ours will carry a better resale. If it is what you want, then buy it.”

Key Discussion Points:

- ♦ **How does the ability to counter several times add to your ability to close and also maintain gross?**
- ♦ **What other situations can you remember that were extremely difficult that are not mentioned in this section (other than trade-ins and payments)?**
- ♦ **List some ways that these counters will help you increase gross even when you are up against a direct car and competitor.**

TRADE-INS

A higher percentage of salespeople will tell us that more trouble comes from the trade-in step on the road to the sale than any other. True, many of these issues are self-created, but it is also a fact that some customers will turn on a salesperson almost immediately if they do not agree with or understand the value to which we have assigned to their vehicle. This section will cover nearly every concern or objection that might arise.

“Every dollar it’s worth and probably a little more

“That’s the easiest (or simplest) part of the entire process. What I’d like to do now is gather as much information about your vehicle as I can. What we will then do is utilize all the sources and market data available to us. That way, you will be provided with the highest available dollar for your trade-in. Is that all right (OK) with you?”

“Based on the information we’ve shared, all of the sources and the market place have ranged your vehicle’s value to be between \$_____ and \$_____. Shall I have my manager drive the unit so we can continue with the paperwork?”

1. That’s not enough for my trade.

- a. “The reason your trade is worth what it is, is the very same reason you can buy ours for what you can.”
- b. “The reason your trade is worth what it is, is the very same reason you can buy a 2008 Grand Prix GT for \$11,900 when the vehicle listed for more than \$22,000 new only months ago. The two are related. The market is tied together like this.”

2. Kelley Blue Book says my trade is worth \$_____ more.

- a. “Kelley Blue Book is a source, maybe the most famous, but there are others, too. And if they were all accurate, they wouldn’t differ as much as they do. And they do, don’t they?”
- b. “If Kelley Blue Book were 100% accurate, we would be inclined to raise the prices of most of our used cars.”

3. The dealer down the street is offering _____.

- a. “Please keep in mind that the other dealership might be asking equal or more money for a lesser or more undesirable vehicle.”
- b. “If they are asking a bit more, then they utilize any extra profit margin as they see fit. Generally in the trade to make the ‘deal’ seem better than it is.”
- c. “Please, don’t allow a misconception to cost you money.”

4. I know for a fact that my trade is worth _____.

- a. “And I would agree with you, perhaps though from a retail perspective. And should you wish to attempt to sell it yourself, you might very well ask that figure to start.”
- b. “Please keep in mind that these other vehicles are sitting for those prices, not selling. You might see what others are asking, but for what they actually receive is not reported.”

4. My bank/credit union says that my trade is worth _____.

- a. “I have no doubt. In fact, they use some of the very same sources that we do. But, please keep in mind that it is difficult for the bank to come up with an accurate number with all of the inconsistencies in these sources. That is why we utilize market reports and independent buyers as well.”
- b. “These things will provide more accurate information based on regional differences and/or current incentives. And please understand that because of the great way we do business, we are always striving to obtain the highest value possible for your trade.”

6. That’s insulting! Let’s get/I’m outta here!

“Why would you say this?”

7. Can I have a little more than that?

“I certainly appreciate you asking. Please understand that we try very hard to give you every dollar you’re vehicle is worth and probably a bit more. And we certainly have here.”

8. Give me _____ more and we have a deal.

“Actually, you are already getting \$_____ because of the tax savings (more effective with higher dollar trades). It’s a benefit of trading.”

9. You’re giving me wholesale for mine and you want retail for yours!

- a. “Well, that’s what we do. We are a retail facility. In reality, though, you are only paying a modest profit as compared to others and reconditioning (in the case of pre-owned).”
- b. “Please understand that, as a retail facility, we need to do things that way. Private sellers do not offer an inspected vehicle, a vehicle backed by a manufacturer, any warranty or extended service plan options, financing options or a place for you to address your concerns. And they certainly will not take trade-ins.”

10. You’ll just put my trade out for _____!

“Perhaps, but we assume all of the risk as well.”

11. You’re going to make _____ on my trade, cut your profit and give me _____.

- a. “Perhaps. But were we certain of the profit to be made or were we certain of reconditioning costs, we would happily increase or decrease the actual cash value or your trade. Because no dealership knows these things for sure, everyone uses similar means to evaluate a trade. Everyone.”

- b. “You really get pretty much the same appraisal no matter where you go. The only thing to consider is the value and difference.”

12. I have to have what I owe.

- a. “I can certainly appreciate that. Everyday we see people who owe more than their vehicle is worth. If they are able, they still purchase ours when they understand that the two values are completely unrelated.” (Go to payment or difference)
- b. “You are actually in a position better than most. Further, the manufacturer understands this and has provided you the means through incentives to go ahead and upgrade your vehicle anyway.”

13. I’ll get more if I sell it myself.

- a. “I believe you would if you were able to sell it. And, by all means, please do so if you like. I will help if I can. Please understand though that more people are purchasing from retail facilities now for very simple reasons. Private sellers cannot offer an inspected vehicle, they cannot offer warranties or extended service plan options, they cannot offer financing options, and the only person to talk to if anything goes wrong is you.”
- b. If nothing owed — go to #1.
- c. If upside down: “How will you secure the title if you do not receive what you owe?”

14. I just put \$_____ into my vehicle.

“I can appreciate that. Please understand that the buyers who bid these vehicles expect everything to be in relatively good order. The good news is, you’re trading it and you won’t have to put anymore dollars into it.”

15. “If that’s all you’re going to give me, I’ll keep it.”

“You have to want the new car more than your trade-in.”

Key Discussion Points:

- ♦ **Even though you might state that every dealership appraises trade-ins pretty much the same way, how does this open an avenue for a close?**
- ♦ **Can you think of any other trade concerns that might come up, though a little more rarely? How would you counter these?**
- ♦ **Talk about how emotion tends to always play a part for the customer with regard to the trade-in. How can this be overcome?**

PAYMENTS

Since many car deals are dependent upon the monthly payment, it would do any salesperson well to become acquainted with counters to any of the primary concerns that might come up during the process of selling the automobile. This section is straight to the point with respect to these. An explanation of leasing and common customer perceptions of this option are explained at the end of this section.

1. That's too high.

“When you say ‘too high,’ do you mean too high for this unit or more than you budgeted for your monthly payment?”

2. That's \$_____ more than I wanted to be.

Rather than go right to trade or term or rate . . . Say this: “Many of my customers find it easier to find a bit more in their budget now, if at all possible, rather than to settle for something they really don't want, only to discover in a year or two, maybe less, that they purchased a vehicle that they no longer wish to pay for. . . We see it everyday. ” Then use The Technique to close immediately. “Understanding this, shall we continue with the paperwork?”

3. I won't go more than 60 months.

- a. “Please keep in mind that the fact that loans are simple interest these days enables many to extend the term just a bit, knowing that they can pay a little more off later with no penalty.”
- b. “The loans are no longer front-loaded, that is to say you don't pay all of your interest due up-front. A payment of just a bit more once in a while will shorten your loan back to sixty or less quickly over the course of the next few years. But, your minimum payment will remain where you want it to be.

4. What interest rate are you using?

- a. “We just use a standard factor until we have a call from a bank. Speaking of that, who do you bank through? Chances are we represent them here.”

- b. “If everything comes down to rate, why don’t we go ahead and fill out a credit application, continue with the other paperwork, and schedule a time for you to pick up your new vehicle?”
- c. “Rest assured that you will not be asked to sign a contract until your rate is disclosed down to the 100th of a percent and your payment to the cent. You have no worries.”

5. That interest rate is too high.

“John, there are many factors that go into arriving at an interest rate. The fact of the matter, however, is that we don’t set it. A bank does. The banks we represent, your bank or credit union, whatever. Try to understand that your goal and ours is to secure the best rate for you, and we can.”

6. Let me check with my credit union/bank.

- a. “That sounds great! If you are going to your credit union, you must have decided to buy the vehicle. Thank you for your business. Let’s continue with the paperwork so that you have everything you need for your approval.”
- b. “All interest rates are generally published. Please allow my business manager to quote you a payment using your own credit union’s rate. If all is well, we can wrap this up right now.”

7. I need my payment to stay the same or less.

“It all comes down to basic math. I have found that some folks will be open to pay just a bit more if they are driving something they would rather drive. You have to want the new vehicle more than your trade.”

8. I don't have any money to put down.

“I understand. Obviously, the more you can put down the better. A lot of us have resources that we don't think about. Other people, other vehicles, merchandise. In order to get the vehicle you want, perhaps you could do without some other things. It's up to you.”

9. If you can get the payment down to _____, I'll take the vehicle.

“Please keep in mind that the payment is based on math. If it is just a bit more than you would like, put a little more money down, or consider paying up for a vehicle you really want. Please buy what you would like to buy.” See #2 above.

Key Discussion Points:

- ♦ **How have you found that interest rate buyers differentiate from pure payment buyers? Who is more difficult to deal with?**
- ♦ **Are there other concerns that are not mentioned in this program? Talk about counters to these.**
- ♦ **The toughest of the payment buyers are those who have preset a limit and are seemingly unwilling to budge. How will some of these counters help you overcome these people?**

PUTTING IT ALL TOGETHER

This section will give us a bit of insight into just how important our delivery really is. We discuss rate, inflection, tone, and expression. All of these things should be acknowledged and practiced, and as skills are improved, the word tracks used with The Technique and Feigned Indifference will provide us with tremendous closing abilities.

TEXTBOOK DEFINITIONS:

Rate: A certain amount of one thing, as speed, considered in relation to a unit of another, as time.

Inflection: modulation of the voice; the change in the form of a word to express grammatical or syntactic relations, as of case or number; *alteration of pitch or tone of the voice, perhaps to emphasize; a particular vocal quality that indicates some emotion or feeling.*

Tone: any sound considered with reference to its quality, pitch, etc.; a tint or shade of color; *a particular vocal quality that indicates some emotion or feeling.*

Expression: a person's facial appearance, indicating feeling.

WHAT THEY MEAN TO US...

1. Rate will be how _____ or _____ you speak.
2. Inflection will be how you _____ your voice in the attempt to _____ a point or idea.
3. Tone will be the _____ quality that indicates some _____ or _____.
4. Expression will be how that _____ of yours _____ when you are with your customers.

EXAMPLES OF SOLID TRIAL CLOSES:

1. **“If everything works out from a financial standpoint, and I’m sure it will, I imagine that this is the vehicle you’d prefer to purchase today. Is that right?”**
2. **“Please park this over in the sold row.”**
3. **Summarize, then “It seems we’ve found the right vehicle for you. Why don’t we go inside and complete the paperwork?”**

Example Presentation of the Numbers

“Mr. and Mrs. Smith, the vehicle you are purchasing is a brand new _____. It is value-priced from the factory at \$22,995. We have added for your convenience the Outdoor and Appearance package for \$895. You have the option of a \$2,500 rebate or a special interest rate of ___ for the longer term of 60 mths. Based on the information we’ve shared, all of our sources and the marketplace have ranged your vehicle’s value to be between \$3,500 and \$4,300. With your choice of either 10%, 20%, or 30% down, you have a choice of the following payments at 36 and 48 months. Which works best for you?”

Overcoming an Aggressive 4-square Presentation

“Of course I was listening, John. As always, we like to present the optimal way for our customers to purchase the automobile. Good money down and a shorter term will always put our customers in a better position down the road. This being said, I’m sure we can tailor a package just for you.”

FAMOUS LAST WORDS:

“I understand. What other vehicles are you considering? I would be happy to provide you with information on those as well.” (Competitive Comparison)

“What are your options?”

DESCRIBE THE FATIGUE FACTOR:

“What I worry about most, Mr. and Mrs. Smith is the fatigue factor. I fear that you’ll end up paying more somewhere else simply because you’ll be so tired of shopping. It happens...”

“Your time is valuable... Anyone can beat anyone else by 100 or 2. Let’s take care of this right now. You’re worth it. Shall we then continue with the paperwork?”

“I often ask myself why some buy right away and some don’t buy at all... Is it that some buyers understand something that other do not, and, if so, I wonder what that information might be. What are we missing? What have you read or heard that is keeping you from buying this automobile when so many others have?”

Key Discussion Points:

- ♦ **Talk about Logic vs. Emotion... If buying a car is emotional, how can we bring reason and logic into the presentation and conversation to close the deal?**
- ♦ **What can we do to better deliver our words? What type of practice schedule can we create?**

CONCLUSION

Key Discussion Points:

- ♦ **How have you reacted to training programs in the past? How will you be able to utilize all training in the future?**
- ♦ **How will you be able to take all of the information presented and create a personal development plan that will enable you to be confident in all situations?**
- ♦ **Do you believe your success is ultimately up to you, or do you believe in the “luck of the draw.”**
- ♦ **What, if anything, struck a chord with you most during this program?**

BONUS MATERIAL: DEMOS, BANKS AND CREDIT UNIONS, 3RD BASEMEN

Key Discussion Points:

- ♦ **If we do not always go on demonstration drives, how can we re-condition ourselves to make this happen consistently?**
- ♦ **How can we increase our conversion percentage (to our financing)?**
- ♦ **What tactics could we use to capture some of the credit union business that we might be missing?**
- ♦ **Have you ever utilized the tactic that includes praising the third-baseman rather than belittling him/her? If so, what was the result? If not, talk about the potential benefits.**

