

STOP 1 • FIRST IMPRESSION

VERBATIM

Greeting the Client

VERBATIM SCRIPT

“Welcome to Orel Hershiser Chevrolet. My name is _____. And your name?” (Mr./Mrs. _____) “Thank you for coming to our dealership!” Be excited!

GOOD LUCK GREETINGS

Use the word WELCOME. Example: “Welcome to Orel Hershiser Chevrolet... my name is Joe, and you're...”

BAD LUCK GREETINGS

Never use “Help,” “Assist,” or “Service.” “Can I help you?” triggers “we're just looking” 9 times out of 10.

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CARD 1 OF 19

STOP 2

CHECKLIST

Building Rapport

THE RULE

“People enjoy dealing with successful people, but they buy from people they like.” The most misunderstood, least-used step in car sales.

HOW

Set aside time just to visit. Take them to your office, offer a coffee or cola. Introduce yourself beyond your name — where you live, your family, why you sell cars.

TWO-WAY STREET

Ask your customer similar questions back. Get to know them, let them know you — this alleviates “car salesman anxiety.”

CAUTION

Do it naturally. Forced pleasantries come across as insincere.

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PRE-PRESENTATION STEP 4

CHECKLIST

Investigate Wants & Needs

WHY INVESTIGATE

1) Enables a real F.A.B. presentation. 2) Surfaces clues to build value. 3) Makes the close easier later. 4) Helps you hold more gross.

LISTEN

Listen carefully to what they're saying — they'll tell you everything.

WATCH

Watch what they're doing — looking at other cars, colors, etc.

CONVERT / FOCUS

Convert what they say into benefits you can cover later. Focus, focus, focus — keep the sale on track.

CAUTION

This isn't an interrogation. Use conversational questioning.

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INCOMING SALES CALLS · 1 OF 6

VERBATIM

New Car Script — Steps 1–5

STEP 1

“Thank you for choosing Orel Hershisier Chevrolet, this is _____, I can help you.”

STEP 2

“What type of equipment are you looking for? Any other equipment?”

STEP 3

“What colors do you prefer, lighter or darker? What's your second choice?”

STEP 4

“Let me find out how many of these are in stock or on their way. It should only take about 10-15 minutes. Are you calling from home or work? What's the number out there? And if I miss you there, what's your cell phone number?”

STEP 5

“And how do you spell your last name? And your first? Hold on a second, maybe I can save you some time!”

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New Car Script — Steps 6–10

STEP 6

“Mr./Mrs. _____! I've got GREAT NEWS! We have _____ to _____ in stock and another _____ to _____ coming in.”

STEP 7

“What's a good time for you to come in today? This afternoon or this evening... Or how about right now? I have openings at __:15 or __:45. What works best?”

STEP 8

“Do you have a pencil handy?”

STEP 9

“My name is _____. Where are you coming from? Our appointment is for _____, right? If you're running late or early, call me, because I'll have the car prepared for your test drive. My manager may call to confirm your appointment.”

STEP 10

“How did you hear about us?”

Used Car Script — Steps 1–5

STEP 1

“Thank you for choosing Orel Hershiser Chevrolet, this is _____, I can help you.”

STEP 2

“What type of equipment are you looking for? Any other equipment?”

STEP 3

“Is that the model you're looking for — or are you looking for a price range?”

STEP 4

“Let me check and see how many I have in stock and what's coming in. I should only take about 10-15 minutes. Are you calling from home or work? What's the number there? And if I miss you there, what's your cell phone?”

STEP 5

“How do you spell your last name? And your first? Hold on a second, maybe I can save you some time.”

Used Car Script — Steps 6–10

STEP 6

“Mr./Mrs. _____, I've got great news! We have _____ to _____ in stock and another _____ to _____ coming in.”

STEP 7

“What time will you be here today? This afternoon or this evening, or how about right now? I have openings at __:15 or __:45. What works best for you?”

STEP 8

“Do you have a pencil handy?”

STEP 9

“My name is _____. Where are you coming from? Our appointment is for _____, right? If you're running early or late, call me, because I'll have the car set aside for your test drive. My manager may call to confirm this appointment.”

STEP 10

“How did you hear about us?”

Ad Car Script — Steps 1–5

STEP 1

“Thank you for choosing Orel Hershisier Chevrolet, this is _____, I can help you.”

STEP 2

“Where did you see that one advertised? The reason I'm asking is because we have cars/SUV's like that one advertised in other papers as well.”

STEP 3

“Is that the model you're looking for, or is that the price range you're wanting to stay within?”

STEP 4

“Let me check and see how many we have in stock and what's on the way here. It should only take about 10-15 minutes. Are you calling from home or work? What's the number there? If I miss you there, what's your cell phone number?”

STEP 5

“And how do you spell your last name? And your first? Hold on a second, let me see if I can save you some time.”

Ad Car Script — Steps 6–10

STEP 6

“Mr./Mrs. _____, I've got great news! We have _____ to _____ in stock and another _____ to _____ coming in.”

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“My name is _____. Where are you coming from? Our appointment is for _____, right? If you're running early or late, call me, because I'll have the car set aside for your test drive. My manager may call to confirm this appointment.”

STEP 10

“How did you hear about Orel Hersher Chevrolet?”

Phone-Up Rules

RULE 1

Take every phone-up seriously and professionally.

RULE 2

Always answer ENTHUSIASTICALLY with the dealership name and your name — never just “Sales,” “New Cars,” or “Used Cars.”

RULE 3

Respond to their first question with the verbal bypass — “I'll check on that...” — then follow with a script question.

RULE 4

Take control early by asking, not just responding to questions.

POLICY

Only salespeople who've passed the phone script test may take sales calls, and the script must be used on every single call.

SECTION 12

CHECKLIST

Stay Off Price — The Rule

WHY

You can't talk price and build value at the same time. Price talk starts negotiation — and negotiating before you build value means you lose.

REFLEX OBJECTIONS

A price question asked on the lot before they've landed on a vehicle is a reflex objection — it means nothing. Bypass it, don't answer it, until later.

THE REAL COST

Salespeople who talk price on the lot almost always earn only average wages — when they could be earning far more.

GOLDEN RULE

Talk price in your office. Never on the lot.

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SECTION 12 · DEFLECTIONS

VERBATIM

Stay Off Price — Word Tracks

“WHAT'S MY TRADE WORTH?”

“I wish I knew... there have been thousands of model and option combinations — I appreciate your confidence, but I can't keep up with them all. My manager will take a look as soon as he's free. Speaking of your trade — were you looking for a 5-speed or an automatic this time?”

“BEST RATE THE BANKS OFFER?”

“Gosh, I can't keep up — our business manager deals with about 11 different banks and rates change constantly. But if you're looking for a good rate, we've got them. By the way — business or pleasure?”

“WHAT WILL MY PAYMENTS BE?”

“I don't know — I have enough trouble keeping up with where they park these things! Were you looking for basic transportation, or something with more equipment for those vacations you mentioned?”

THE KEY

Say “I don't know” and pivot with a question. It's not your job to appraise, discount, or approve credit — it's your job to sell the vehicle.

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PRODUCT PRESENTATION

CHECKLIST

The 6-Point Walk-Around

- 1** Front of the car — make/model overview. Cover 3 Features-Advantages-Benefits they care about.
- 2** Under the hood — engine size, ease of maintenance. Cover 3 F-A-B they care about.
- 3** Driver's side — sticker, standard features/options, all controls. Have them adjust seats & mirrors.
- 4** Right rear + trunk — visibility, safety, suspension, trunk size/spare/tool box.
- 5** Passenger side — tires, wheels, brakes, safety.
- 6** Interior passenger door — access, headroom, legroom, air bags. Then: Effective Demo Drive.

PRESENTATION STEP 3

CHECKLIST

The Service Walk

WHAT

Introduce them to your service department. Show the awards on the wall. Explain hours and how to schedule appointments.

WHEN

Do it before the sale, not after — walking to the back lot, in the showroom, or after the demo drive before you sit down to work numbers.

HOW LONG

5–10 minutes — just enough to get them comfortable with the dealership as their service home.

MAKE FRIENDS

Introduce them to service staff by name. Tell a quick story about an employee who's been there a while and does great work.

SEE PRODUCT KNOWLEDGE SECTION

CHECKLIST

F.A.B. Selling — The Formula

FEATURE

What the vehicle has, objectively.

ADVANTAGE

What that feature does.

BENEFIT

What it means to the customer, personally.

RULE

Feature presentations raise the cost of owning the vehicle.
Feature + Advantage + Benefit presentations raise the value.

REMEMBER

“Sales are missed by a few words — not a few dollars.”

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PRESENTATION STEP 4

CHECKLIST

Evidence Manual

WHAT

A 3-ring binder of proof: articles, awards, photos, letters from happy customers, dealership/product features.

3 SECTIONS

You — Your Dealership — Your Product.

WHEN TO USE

Before, during, or after your presentation. Any time you need to build more value. When you have to leave the customer alone. To slow them down if they're trying to leave.

GET TESTIMONIALS

“Folks, other people had the same questions you had and would appreciate knowing how you felt — would you jot that down for me?”

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THE MOST EFFECTIVE WORDS IN SALES

VERBATIM

Good Luck Words & Phrases

USE

The customer's name, Proven, Guarantee, New, Profit, Security, Happy, Wonderful, "Is that fair?", I understand, Easy, Fun, Love, Value, Advantage, Enjoy, Exciting, Discover, Results, Comfort, Investment, Benefit, Relax, Enjoyable.

POWER PHRASES THAT WORK

1) You **DESERVE** it. 2) **TREAT** yourself (your family) with it. 3) You've **EARNED** it — reward yourself. 4) This car will **OPEN** new doors for you in business. 5) This car will make you **FEEL** like a million dollars.

GLAMOUR WORDS

Don't say "radial tires" — say "highest-rated, all-weather steel belted radials that give you years of trouble-free service." Describe the feature; add value.

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SALESPERSON REQUIREMENTS

CHECKLIST

Daily Numbers & Follow-Up

DAILY MINIMUM

25 contacts per day/month. Goal: 20 write-ups or 10 sales.

APPOINTMENTS

Set a minimum of 3 appointments daily.

FOLLOW-UP RULE

Follow up a minimum of 3 consecutive days on every unsold lot-up and phone-pop before anyone leaves for the day. Follow up until they buy.

REFERRALS

Daily prospecting. Ask every sold customer for referrals.

CRM

Log every phone-up and lot-up into the CRM the same day — no exceptions.

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THE NEGOTIATION

CHECKLIST

Write-Up & Closing Checklist

STARTING POINT

Starting figure on trades — completed and worked 4-Square.

REQUIRED DOCS

Complete credit application. Appraisal card.

CLOSE

Commitment to buy — and drive home now.

STANDARD

Full and committed write-up on every deal — no partial write-ups.