



SALES TRAINING MANUAL

The Orel Hershiser Chevrolet Method

Four Decades of Proven Sales Excellence

ohchevy.com

INTERNAL SALES DEPARTMENT USE

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OREL HERSHISER

QUALITIES OF A SUPER SALESPERSON

BEFORE YOU HAVE A CLIENT STANDING IN FRONT OF YOU

YOU MUST HAVE...

POSITIVE ATTITUDE
ENTHUSIASM
COMMITMENT
DESIRE TO LEARN / PRODUCT KNOWLEDGE
CONSISTENT WORK ETHIC
GOALS
DESIRE TO SELL
PROPER USE OF THE TELEPHONES
FOLLOW-UP
REFERRALS / PROSPECTS
RELENTLESS PURSUIT OF A SALE

CHEVROLET

STEPS OF THE SALE

WHEN YOU HAVE A CUSTOMER IN FRONT OF YOU...

FIRST IMPRESSION
CORRECT GREETING
BUILD RAPPORT / RELATIONSHIP
INVESTIGATE
LAND ON A VEHICLE
STAY OFF PRICE
THOROUGH PRODUCT PRESENTATION
EFFECTIVE DEMO DRIVE
SERVICE-DEALERSHIP WALK
CLOSE THE SALE
HANDLING OBJECTIONS
VERBAL COMMITMENT
EVIDENCE MANUAL
NEGOTIATION
FULL & COMMITTED WRITE-UP

SALES TRAINING CHECKLIST

SALESPERSON: _____ HIRE DATE: _____

ATTITUDE – ATTITUDE – ATTITUDE

- ☐ ENTHUSIASM
- ☐ COMMITMENT
- ☐ CONSISTENT WORK ETHIC / SUPERSTAR DISCIPLINE
- ☐ DAILY PREPARATION FOR SUCCESS
- ☐ GOALS
- ☐ TRACKING
- ☐ DESIRE TO SELL
- ☐ DESIRE TO LEARN / CHEVROLET CERTIFICATION
- ☐ SALESPERSON FOLLOW UP BINDER / PROCESS
- ☐ INPUT OF ALL CONTACTS / CRM
- ☐ LOG EVERYONE / LOGS
- ☐ PROPER USE OF THE TELEPHONES
- ☐ PROSPECTING / SCRIPTS
- ☐ FOLLOW-UP SCRIPTS – 25 CONTACTS PER DAY
- ☐ INCOMING SALES CALL PHONE SCRIPTS MEMORIZED
- ☐ SETTING APPOINTMENTS DAILY / MINIMUM OF 3
- ☐ PRODUCT KNOWLEDGE FILMS
- ☐ CHEVROLET CERTIFICATION / PRODUCT KNOWLEDGE — STEPS OF THE SALE
- ☐ FIRST IMPRESSION
- ☐ CORRECT GREETING
- ☐ BUILDING RAPPORT
- ☐ INVESTIGATE / DETERMINING YOUR CLIENTS NEEDS
- ☐ STAY OFF PRICE
- ☐ THOROUGH PRODUCT PRESENTATION
- ☐ EFFECTIVE DEMO DRIVE – NO EXCEPTIONS
- ☐ SERVICE WALK
- ☐ CLOSE THE SALE / VERBAL COMMITMENT
- ☐ FULL AND COMMITTED WRITE UP

- ☐ TURNING YOUR CLIENT / POSITIVE AND ENTHUSIASTIC
- ☐ HOW TO ASK FOR THE REFERRAL
- ☐ DELIVERY PROCESS

- ☐ TOUR OF THE DEALERSHIP
- ☐ WRITTEN AND VERBAL PHONE SCRIPT TESTS
- ☐ ONE ON ONE PRODUCT KNOWLEDGE TEST
- ☐ SIX-POSITION WALK AROUND ON ALL MODELS
- ☐ DAILY TRAINING
- ☐ LICENSE SCANNER TRAINING
- ☐ CRM TRAINING
- ☐ KEY MACHINE TRAINING

SECTION 01

PRODUCT KNOWLEDGE

TAPE REVIEW CHECKLIST

YOUR FIRST 90 DAYS SELLING CARS

- ☐ TAPE 1
- ☐ TAPE 2
- ☐ TAPE 3
- ☐ TAPE 4

HOW TO FOLLOW UP AND PROSPECT

- ☐ TAPE 1
- ☐ TAPE 2
- ☐ TAPE 3
- ☐ TAPE 4
- ☐ TAPE 5
- ☐ TAPE 6
- ☐ TAPE 7
- ☐ TAPE 8

HOW TO CLOSE THE SALE / OVERCOME OBJECTIONS AND STAY OFF PRICE

- ☐ TAPE 1
- ☐ TAPE 2
- ☐ TAPE 3
- ☐ TAPE 4
- ☐ TAPE 5
- ☐ TAPE 6
- ☐ TAPE 7
- ☐ TAPE 8
- ☐ TAPE 9

OREL HERSHISER CHEVROLET~ MISSION OUTLINE AND PROCEDURES OF OUR SALES TEAM

WE EXPECT EVERY MEMBER OF OUR SALES TEAM TO FOLLOW THESE PROCEDURES EACH DAY WITH EVERY CLIENT WITHOUT COMPROMISE

SALESPERSON DAILY JOB DESCRIPTION AND PROCEDURE

THE BASIC STEPS MUST BE CONSISTENT WITH EVERY CUSTOMER

FIRST IMPRESSION... POSITIVE... THE IMPORTANCE OF.....

CORRECT GREETING... POSITIVE - WITH CORRECT WORD TRACKS

BUILDING RAPPORT/RELATIONSHIP

INVESTIGATE..... WANTS AND NEEDS/HOT BUTTONS/BUYING MOTIVES-LAND ON THE RIGHT VEHICLE

PRODUCT PRESENTATION.... 6 POINT WALKAROUND FEATURE/FUNCTION/ BENEFITS

EFFECTIVE DEMO DRIVE... NOT AN OPTION

SERVICE WALK... SELLING THE DEALERSHIP

STAY OFF PRICE..... SELL VALUE NOT PRICE

CLOSE THE SALE..... HANDLING OBJECTIONS VERBAL COMMITMENT TO BUY AND DRIVE HOME NOW

THE NEGOTIATION.... THE WRITE UP PROCESS STARTING FIGURE ON TRADES COMPLETED AND WORKED 4-SQUARE COMPLETE CREDIT APPLICATION APPRAISAL CARD COMMITMENT TO BUY AND DRIVE HOME - NOW

SALESPERSON REQUIREMENTS

MINIMUM 25 CONTACTS PER DAY/MONTH 20 WRITE UPS OR 10 SALES

FOLLOW UP THE DEALERSHIP TEAM REQUIRES YOU TO FOLLOW UP A MINIMUM OF THREE CONSECUTIVE DAYS ON ALL UNSOLD LOT UPS AND PHONE POPS BEFORE ANYONE LEAVES FOR THE DAY – WE FOLLOW-UP UNTIL THEY BUY

PROSPECTING AND REFERRALS DAILY PROSPECTING AND ASK WE ASK SOLD CUSTOMERS FOR THE REFERRALS

INCOMING SALES CALL POLICY ALL SALES CALLS WILL BE TAKEN ONLY BY THE SALESPEOPLE WHO HAVE PASSED THE PHONE SCRIPT TEST AND THE SCRIPT MUST BE USED WITH EVERY CALL

DELIVERY PROCESS SALES MANAGER WILL EXIT INTERVIEW EVERY NEW CAR CLIENT A DELIVERY SHEET WILL BE DONE ON ALL NEW CAR SALES CLIENT WILL BE REMINDED ABOUT SURVEY DESIGNATED DELIVERY AREA TO MAKE THE DELIVERY VEHICLE MUST BE CLEAN

DAILY TRAINING SALES MANAGER WILL TRAIN AT LEAST ONE AREA OF THESE PROCEDURES DAILY

THE BEGINNING OF EVERY MORNING SHIFT THE OPENING MANAGER WILL FACILITATE PRODUCT KNOWLEDGE TRAINING / A SIX POSITION PRODUCT PRESENTATION. EACH SALESPERSON WILL TAKE NOTES ON THE FEATURES, FUNCTION AND THE BENEFITS OF EACH PRODUCT TRAINED.

EVERY AFTERNOON SHIFT SALESPERSON ON WILL MEET IN THE CONFERENCE ROOM AT THE BEGINNING OF THEIR SHIFT. THE SALES MANAGER WILL FACILITATE TRAINING ON THE “STEPS OF THE SALE” FOR A MINIMUM OF 30 MINUTES. FOLLOWING THE TRAINING EACH SALEPERSON WILL HAVE ONE HOUR OF PHONE TIME TO FOLLOW-UP AND PROSPECT BEFORE THEIR FLOOR TIME STARTS.

OREL HERSHISER Chevrolet Management REQUIRES THE SALES TEAM TO BE ON TIME FOR WORK DAILY. THIS SIMPLE ACT OF BEING ON TIME CONSISTENTLY IS A STRONG INDICATOR OF A PERSON’S COMMITMENT TO HIS OR HER CAREER.

IF YOU CAN’T BE ON TIME... BE EARLY.

ALL SALES TEAM PERSONAL ARE

HIRED TO DO THESE

PROCEDURES

CONSISTENTLY AND WITHOUT

COMPROMISE

THE END RESULT OF THESE POLICIES

AND PROCEDURES IS

IT'S NOT AN OPTION

----- Steven Siomkin Management Education -----

***To effectively evaluate each salesperson,
rate each individual from 1 to 10 in each area below...***

Salespeople's Initials... _____

Professional Appearance..... _____

Sales Attitude / Success Attitude _____

Organization Skills / Time Management _____

Tracking Skills (Accurate / Consistent) _____

Goal Setting Skills / Goal Achievement Record _____

Basic Sales Skills (The Basics)

1st Impressions _____

Professional Greeting..... _____

Rapport Building..... _____

Investigation Of Wants And Needs _____

Feature, Advantage And Benefit Presentation..... _____

Proper Demonstration _____

Service Walk _____

Evidence Manual..... _____

Closing Skills (# Of Closes/Closing Ratio/# of Attempts)..... _____

Objection Skills (By-Pass / Clarify / Isolate / Rephrase / Close) _____

Follow Up Skills (Getting Names & #s On the Lot)..... _____

Follow Up Skills (Working Prosp. / Sold Cust. / Others)..... _____

Prospecting Skills (Meeting / Asking For Referrals / Appts)..... _____

Telephone Skills (Control / Names & Numbers / Appts)..... _____

Negotiation Skills (Negotiation / Credit Apps / Write-Ups) _____

Leasing Skills..... _____

Delivery Skills..... _____

CSI/SSI..... _____

Teamwork _____

Possible Score 240..... 240

Scores For These Salespeople _____

Percentages For These Salespeople % %

When each salesperson's percentage goes up so do sales for the dealership!

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PROVERBS

14/23: IN ALL LABOR THERE IS PROFIT,

BUT MERE TALK LEADS ONLY TO

POVERTY

15/32: HE WHO NEGLECTS DISCIPLINE

DESPISES HIMSELF, BUT HE WHO

LISTENS TO REPROOF ACQUIRES

UNDERSTANDING

Useful Information

MULTIPLICATION TABLE

The following statistics are from various industry sources including factories, NADA, consultants, publications and research organizations.

Prospect Behavior:

- 58% of prospects will buy within 72 hours.
- 38% of the 58% buy within four hours after they leave the dealership.
- 90% of all prospects that enter your showroom will buy within one week.
- 63% of prospects contacted by follow-up will come back to the Show Room.
- 94% of all prospects do business on down payment and monthly payment primarily.
- 92% of all prospects who "walk" with a final price will never return to the dealership.
- 85% of all prospects made the decision to buy a new or used car or truck prior to entering the dealership; yet only 20% actually bought when in the dealership.

Salesperson Behavior:

- 8% approached prospect promptly.
- 8% approached prospect properly.
- 54% gave the prospect their name.
- 18% wrote down prospect name.
- 9% asked prospect's address and phone number.
- 8% properly qualified prospect.
- 10% made a proper product presentation.
- 6% gave a demonstration drive.
- 7% controlled the selling situation.
- \$844.00 average immediate discount given.
- 8% asked the prospect to buy.
- 11% followed up unsold prospect.

Telephone Statistics:

1. 45 - 55% of floor traffic is present as a result of a prior phone call (Phone-up).
2. Phone-ups will generally shop three or more dealers before they visit.
3. People who call the dealership are closer to buying than walk-ins.
4. CONTROL stops people from shopping.

Telephone Leads Handled:

- 83% of salespeople don't ask for prospect name.
- 81% made no attempt for an appointment.
- 78% did little or no investigating.
- 92% made no attempt to have caller take their name and write it down

New Owners:

- 67% of sold prospects will have a family member Or relative who will buy within the next 12 months.
- 56% of sold prospects followed-up will not take The time to shop other dealers.
- 92% of sold prospects were never contacted about another purchase after delivery.
- 60% of sold prospects could not recall the salesperson's name after 12 months.

Employee Turnover Considering the statistics, is it any suprise that 90% of all automobile salespeople get out of the busmen within one year.

CODE OF CONDUCT

DRESS CODE: Suits, slacks, white shirts, ties (tied tight) dress shoes, dress sport coats. No dockers pants or jeans, No tennis shoes, No sunglasses

HAIR: Cut neatly

Keep sales offices and desktops clean It is very important that we maintain a professional look and Attitude

NO eating in sales offices or showroom

Report any vehicle or dealership problem to the Sales Manager

Report any customer complaint to the Sales Manager immediately

TEN FOOT RULE: YOU WILL ASSIST ANY PERSON ON THE DEALERSHIP PROPERTY THAT IS UNASSISTED WITH A SMILE AND PERSONALLY ESCORT THEM WHERE THEY NEED TO EVEN IF IT PERTAINS TO A DIFFERENT DEPARTMENT IN THE DEALERSHIP

POSITIVE ATTITUDE

SECTION 02

USE THE WORD GREAT!

Steven Siomkin-Pacific West Group

TIP OF THE MONTH

Don't give up..."all things are difficult before they are easy." Albert Einstein got low scores in arithmetic, Winston Churchill got low grades in English, and we all know the rest of the story about both of them.

' And when I say don't give up...I'm not just talking about quitting your job. ..I'm talking about mentally throwing in the towel because you missed a sale or because you asked for the order and a customer said "no."

Persistence eliminates resistance, whether you're trying to close the sale or carve out a successful career.

It's proven that over 80% of the sales are made after the 5th closing attempt and if you quit after the 4th, you've quit just when you were closest to success.

And almost every successful person I've read about said their success in life came just *one step past* where they were ready to jump ship.

The people in sales who make it to the top are the ones who learn to control their disappointments and keep on going until they reach their goal.

Think about it - as long as you're working hard to reach a goal - if you have a good plan, there's a good chance you'll get there. But as soon as you quit...it's over and you're done

Success and your ATTITUDE

Attitude Is Everything!

It gets easy to think that people are only happy because they're successful/ Especially when sales are down and the bills aren't getting paid on time.;

But when you look closer, you'll find that the most successful people always were positive about getting to the top. In fact, that positive attitude about themselves and the business is what gets them there.

I have one of the best jobs in the country because I get to meet so many people who have that little bit *of extra* that takes them to the top.

No matter where I am - big town, little town, big dealership, little dealership - they're always there, mixed in with all the other salespeople.

There are four things I notice that are different about these special salespeople that I don't see in the other car salesmen and women I meet.

Which comes first...success or a positive attitude?

Throughout their selling careers, with their ups and downs, they've maintained a positive attitude that says "I'm happy and successful no matter what happens *today*, and I know I'll be even happier and even more successful tomorrow."

And just because they run around smiling all day doesn't mean they don't have bad days, too, of course they do. It's just that they refuse to dwell on the negatives because they know that *what you see is what you get*.

There's more good than bad around the corner...it's just that the bad stands out more.

Try it - take a closer look the next time you feel like you've fallen into the big one at work or home. Open your mind and take an honest look at the big picture. If you do, you'll find that there are plenty of positive things that are happening to you personally and in your career that you can latch on to and help pull yourself out of the hole you're in.

Let's look at four ways to get and keep control of your attitude in sales today and throughout your career...

#1 Always remember that your attitude will make the difference. So concentrate on developing a positive and success oriented attitude and make it a top priority.

Think about it, focus on it regularly and you'll find that as you become more *aware* of your attitude, you'll also learn to control it more easily.

#2 Realize that the more selling skills and people skills you develop, the better your attitude will be.

The more you learn about your job, the more self-confidence you'll develop. And once you're more confident in *yourself and your abilities* - you'll find the negatives that used to bog you down and wear you out just start to roll off like water on a duck's back.

(See - 'Attitude...' Page 3)

"Sales are missed by a few words - not a few dollars!"

UP YOUR ATTITUDE

POSITIVE WINNING ATTITUDE

Probably nothing has been written about, talked about and discussed, more than a positive attitude. Why is a positive attitude so important? Here's something to think about:

Your talents and abilities determine what you are capable of doing. Your knowledge and skills determine what you can do. Your motivation determines what you will do. But it is your attitude that will determine how you do it.

You will not fail to become a winner in life because you lack talent and abilities, but because you fail to recognize and use the capabilities you have.

You will not fail to become a winner because you lack knowledge and skills, but because you don't become enthusiastic enough about what you know and what you can do.

You will not fail to become a winner because you lack motivation, but because your motivation lacks meaning and direction.

How you go about taking your talents and abilities, your knowledge and skills and maximizing their use in self-enhancing, motivating ways, depends on your mental attitude. That is to say, that a positive winning attitude will not create new talents and abilities, it will simply help you to recognize, appreciate and utilize the talents and abilities you already have.

It will not only push you forward to expand your knowledge and learn new skills, but it will be the enthusiastic force behind your using your present knowledge and skills to the fullest. And it will be the catalyst that steers your motivation into channels where you can more fully express your best self.

All you do, or ever hope to do, will be dependent on your developing a winning mental attitude. It can make up for a great many things you may lack. But if you don't have it, no matter what else you have, it will not be enough.

UP YOUR ATTITUDE

LITTLE THINGS MAKE YOU BIG

If I have learned anything over these years, it is there is little difference between the top performance and the average performance in any endeavor. While the differences are small, the consequences are big.

Quite often the little difference that makes the big difference is the attitude the top performers take toward the little things. They learn to do a lot of little things that often seem very unimportant — things that the average performers would not think worth doing.

They think about how to do things better — not much better, just a little better. They learn more about how to do their job — not much more, just a little more. They take a little different approach to life — not much different, just a little different.

Substantial progress in any field is impossible in the absence of doing the little things. In everyday work life, little things often turn out to be bigger than they first seemed. The more attentive we are to the little things, the less we are at the mercy of fate.

Being attentive to little things is truly a state of mind. It is a kind of engraved attitude that being a winner is nothing more than doing a lot of little things well. It is having the belief that big results, more often than not, come in a sustained, persistent effort in the areas others feel are un-important.

It will be your feelings toward the little things that will have as much to do with your success as anything. Take the steps today to improve your performance in this area. It all begins with the attitude that you are not too big to do the little things that will make you big.

MORE THAN TRYING

"I'll try to do my best" is a statement that most of us probably have made at one time or another. It is a way of saying that the route to being a winner is found in a "trying attitude".

But is a "trying attitude" enough? Can we become the kind of winner we want to be by having a "trying attitude"?

When we stop to think about it, trying is not a commitment. It's not a commitment to ourselves to do what is necessary to win. It's just another way of saying "I'll make the effort" or "I'll go through the motions."

What it adds up to is that when we enter any endeavor with a "trying attitude" we are telling ourselves "Hey, I'll get close." Now maybe there are times when getting close counts for something. But in most areas of our business life there is no reward for getting close, just as there is no place in the final score for trying. We don't try to fly an airplane. We don't try to type a letter. We either do or don't.

I know we can't win 'em all. There are times when we are going to come up short. But to experience our fair share of victories we need to think in terms of doing, not trying.

There is magic in the little word do. When we tell ourselves we can do something we unleash a desire to excel. We involve ourselves in a chain of commitment. We activate a sense of duty to do what we set out to do.

It is a "doing attitude" that brings us closer to the kind of winner we want to be. It is not enough to just try. Doing is the thing.

YOU CAN SAY "I CAN" OR YOU CAN SAY "I CAN'T" EITHER WAY, YOU'LL BE RIGHT

ABILITY IS NOT A GIFT,

IT IS A CHALLENGE.

IT IS NOT SOMETHING YOU HAVE,

IT IS SOMETHING YOU USE.

AND THE MORE OF YOUR ABILITY

YOU USE,

THE MORE YOU REALIZE

YOU HAVE TO USE.

WEDNESDAY, SEPTEMBER 30, 1992

Los Angeles Times

WICHITA, Kan.—The public professes to scorn the car salesman. In fact, if polls are to be believed, car salesmen are admired only by themselves, their children and their spouses—and maybe even then just out of loyalty.

Nobody gives them credit for embodying some of America's most treasured ideals about work.

Just consider. Their hours are long and their attitude positive. They are the elemental small-business men and women of the American economy. They are paid for what they do, nothing more. They survive on their skill and initiative, without subsidy or sympathy. They thrill to the deal and thrive on competition, one-on-one or global, you name it.

If you are one of those who always puts them at the bottom of your list, you'll have to ponder these contradictions for yourself.

As for me, car salesmen and saleswomen represent valuable assayers of character and motive and intent, and they grasp as well as anyone the urgency of human impulse. Salesmen possessing such instincts thrive on the asphalt lots; those who do not find themselves looking for work that pays wages.

Car salesmen and saleswomen represent valuable assayers of character and motive and intent, and they grasp as well as anyone the urgency of human impulse. Salesmen possessing such instincts thrive on the asphalt lots.

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*They Haven't Come Up With Anything
Yet That Sells Better Than.*

ENTHUSIASM!

Have you ever noticed how successful you are on those days you feel great? You know, those days when everything is going just right and everybody who walks on the lot that day is there to buy from you.

The product doesn't sell itself. A presentation alone doesn't sell the product. Advertising doesn't sell either, and price sure doesn't sell anything. Enthusiasm gets the credit because it charges the emotions positively. That's why all those eager "new" salespeople who come along seem to get "nothing but lay downs" in the beginning. They're pumped, they're excited about their new job and it shows where it counts - in their conversations with the customers.

You've got to believe it. People don't buy cars and they don't buy price, they buy people - enthusiastic people. Why? Because enthusiastic salespeople are the ones who get customers excited about owning the product.

Put a customer on the defensive with nothing but "power closes", hit them with "if I could, would you" a few times or bore them with a dull, uninteresting presentation and you're right, you'll have a shopper on your hands.

How can you get out of this trap? It's time for you to get excited again so that *you* can make it happen in sales. The hardest part is jump-starting your excitement again. That's why you don't want to lose it the next time you get it.

To improve your attitude, to get back that excitement *and to sell more cars* - follow these directions for 30 days:

- If you've been to our sales class or if your dealership has our videos, every morning before work, look through just one section of your workbook and think about how you're doing on that subject. (If you have the videos - watch one a day.)

- Every day this month listen to your "Go To Work To Work" audio tape on your way to work.

- **Stay away from every person who is negative for the rest of the month.**

In 30 days, you'll be back on track!

Do you assume your customers are pre-sold because they ask to look at a specific model or color?

Every day customers walk on the lot and ask "Do you have a white *something*?" And almost without exception the salesperson starts assuming that!... "...the car is for them. ...they want it. ...they know all about it. ...they've already driven it.

- In the first place, one of the most important questions to ask is, "were you looking for a white *something* for yourself or for someone else?" You ask this question for two reasons:

1. To find out *who* the car is for.

When you get into the habit of asking this question, you'll find that very often the car *isn't* for them - it's for someone else. If you assume the car is for them, you'll make a presentation on the features you *think* they care about.

An example; they pull up in a go *fast* car and ask for a white E Class. If you *assume* it's for them, you'll probably also assume you should tell them how fast the E Class goes and about the other go *fast* features.

But if the car is for your prospect's 70 year old mom who only drives to church, you covered the *wrong features* in your presentation and lost the sale.

2. They may not want it

It could also be that they don't even want a white E Class. They may need an economical car but saw a white E Class driving down the street and just wanted to take a closer look.

If you spend 45 minutes presenting the wrong car, you'll find customers are saying "Thanks for your time, we'll think about it and get back to you. "And then they go down the street to look at the small economy car they need.

If you had asked, you'd have known about the economy car, you'd still have shown them a white E class, (for just a minute) and then said "Now; Bob, let me show you a great little, sedan that just last month was rated number one in its class for economy."

Two more tips...

- **Price doesn't sell.** If customers say "how much are you asking for the car?" most salespeople also assume they've been shopping and are just out comparing prices. They skip the presentation, only negotiate the price and that means minis and lots of lost sales.

Even if they are just out shopping for price, haven't you ever spent time building value in dealing with you and your dealership and had the customer pay you *more* than they could buy it for down the street? Even with the price shopper, you can sell the car and make gross if you raise the *value*.

- **Build value.** Even if your customer is shopping for a specific car and even if they have shopped down the street at another dealership, there's still an 88% chance that they haven't had a good presentation and that they still haven't driven the car.

Never assume they're already presold - just that they're there to buy. Take the time to get control of the sale and start everything back at the beginning so that you can follow the basics. When you do, you can close the sale on value and not on price. Everyone is always looking for the *shortcut* - including me when I was selling. What I painfully found out after losing tons of sales is "there isn't a shortcut". To succeed in sales, assume they're there to buy - then do your job by following the basics.

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ENTHUSIASM

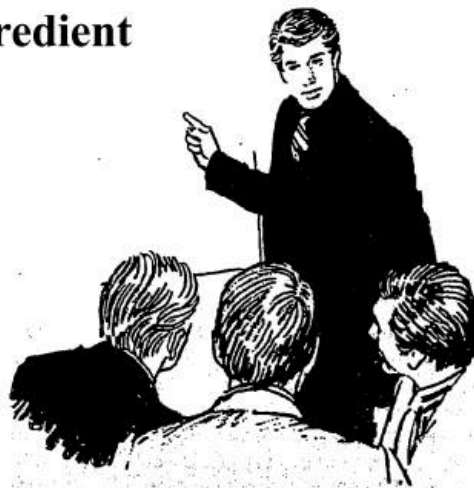
The Important Ingredient

A lot of great men have said enthusiasm was the single most important ingredient to their success. Certainly enthusiasm is at the very center of selling success. Persistence, ability, brains and other attributes are ingredients which contribute to your selling success, but without enthusiasm even the greatest of ideas or prospects become bogged down.

You've witnessed the power of enthusiasm on the playing field. You've marveled at the impact an enthusiastic leader has on his people. Others will pay you the same heed, if you bring enthusiasm to your selling. To appreciate the benefits of being enthusiastic, pay attention to the top producers in your office. They are motivated and inspired. They are excited, to the point of bursting about the products they sell. The thought of anyone not wanting their products is unbelievable and they simply can't wait to see their prospects;

Hugh S. Bell, a sales training authority and sales writer, presents a five-point formula for developing the kind of enthusiasm you need to become the kind of salesperson you've dreamed of being. This is the formula:

1. **Expose yourself to enthusiasts.** Mr. Bell tells us we tend to emulate and imitate the mannerisms, attitudes and habits of those with whom we associate. Therefore, if we associate with people who are successful, we up our potential of being successful.
2. **Let yourself go.** Author Bell tells us the only place a poker face is an asset is in a poker game. Anywhere else our display of approval, admiration and enthusiasm are much better allies. When we are impressed with someone or something, the author suggests letting ourselves go and getting excited about it.
3. **Be an actor.** Our imagination can be our best friend or worst enemy. Remember how as children we used to pretend to the point of thinking we really were doctors, princesses, etc., to the



point where it became real in our minds? Why did we lose this as we grew older? By going into role-playing, by acting out the part of an extremely successful salesperson, the same as if we were at center stage, we become so in real life.

Speak with emphasis and conviction. Hugh S. Bell writes "Practice speaking so that what you have to say sounds important and exciting." He asks us to envision what our attitude and reaction would be if we suddenly learned about a million dollar inheritance. He suggests putting this same kind of excitement and enthusiasm into selling.

Be sincere. Without sincerity, enthusiasm lacks foundation or real meaning. Insincere enthusiasm is a facade which people see through easily. Really believing in what we do is something else ... it sells. The author points out that without sincerity, real selling success will not be ours. One of the best ways to cultivate sincerity is to disassociate ourselves from criticism and fault-finding. There is a silver lining, as Hugh S. Bell tells us, in every situation. Finding it creates happiness and enthusiasm.

HOW TO START EACH DAY

BE EARLY THIS IS A SIGN OF COMMITMENT

A POSITIVE ATTITUDE IS THE MOST IMPORTANT TOOL TO BE SUCCESSFUL DON'T EVER FORGET THIS YOU CAN SAY - I CAN OR I CAN'T - EITHER WAY YOU'LL BE RIGHT

WALK YOUR LOT TO KNOW YOUR INVENTORY

DO YOUR PHONE FOLLOW-UP AND PROSPECTING 25 CONTACTS / NO EXCEPTIONS CALL ALL YOUR CUSTOMERS MAKE 10 NEW CONTACTS PER DAY SET A MINIMUM OF 3 APPOINTMENTS EACH DAY

ALWAYS WORK THE BASICS, WITH EVERY CLIENT

BE A TEAM PLAYER

DIRECT ALL YOUR QUESTIONS TO MANAGERS

NEVER LET CUSTOMERS WALK OFF THE LOT

CUSTOMERS MUST TALK TO A MANAGER BEFORE THEY LEAVE

KISS KEEP IT SIMPLE!! SALESPERSON

TAKE CHARGE TODAY!!! SELL A CAR TODAY!!

OREL HERSHISER Chevrolet –Method Of Selling Cars

WORK PLAN

WRITE OUT YOUR DAILY GAME PLAN

I will fill my day with selling activities. If I'm not with a customer on the lot, I will follow this schedule.

8 A.M.

9 A.M.

10 A.M.

11 A.M.

12 P.M.

1 P.M.

2 P.M.

3 P.M.

4 P.M.

5 P.M.

6 P.M.

7 P.M.

8 P.M.

Write this on a card - carry it with you and read it often.

"Am I doing the most productive thing possible right now

Orel Hershiser Chevrolet
Sales & Management Training

SELLING CARS TODAY

January 2026

TIP OF THE MONTH

Welcome back! Hope you had a great holiday and you're ready to start the New Year. The sales boards are all wiped clean waiting for you to make your first few marks.

We've been going through the basic steps of the sale, and this lesson we'll cover one of the most important steps - **investigating**. Be sure to also review your notes.

By the way, do you take notes from the training as you go? It's a great idea to highlight points and put the lessons in a notebook to use later. We touch on a lot of subjects each month to keep reminding you of some very valuable selling tools you can use to keep your paycheck in line with your life-style. Make a folder for yourself of the subjects you see in here you know you need to brush up on. If you'll do that every month and make some real effort on your own to improve, you'll have a dynamite 2008 selling cars.

It's all right to spend extra time on your career. And it's fun when you learn how to double your sales. Few people in other jobs can even hope of this kind of opportunity.

Selling is a challenge, isn't it?

In fact, selling is a challenge every day you come to work.

You'll either put in your shift and leave empty handed, or you'll leave with a commission or two in your pocket.

Start letting yourself believe that you really have a choice about which way the story goes. You're more in control than you realize and when you understand that, you can start leaving at the end of your shift with a sale under your belt more often.

THE CHALLENGE

THE GREAT RACE

Selling is a lot like running a race. No matter how fast you finished it yesterday, you still have to run it again today and your time has to be under the limit. Being a winner yesterday or last month has only a little to do with today. I said only a little, because winning *does* get to be habit forming. If you sold a car yesterday and the day before, you're starting to build the stamina and endurance that carries you through the month.

The more often you win, the easier it becomes. When the runner or the salesperson continually betters his time or his sales average, each race or selling day is still a challenge but the odds of winning are better. The more you learn about selling, the more likely you are to sell something. *Makes sense, doesn't it?*

I had a salesperson tell me that you could only learn just so much about selling. He agreed that he could add better than he could when he was 7, he agreed that he knew more about business after he took a business

class and he admitted that he knew more now about selling cars than he did when he first started. But he doesn't want to believe that you can still learn more and start earning more in commissions. It's true though, you can learn more about selling *all the time*.

THE MAGIC FORMULA

**Desire + Knowledge x Energy =
Selling Success**

You can earn an income in sales in direct proportion to your selling skills. If you don't know nuthin', you don't sell nuthin' in most cases. On the other hand, it's magic when you constantly read more about selling, listen to more tapes about selling and attend classes on how to sell more cars because you're absorbing the information it takes to help you reach the top. If you have a strong desire and enthusiastically reach for success - it's there. No one limits your personal growth but you. Not your parents, not the stars, not the desk manager, not the number of customers who come on the lot - just you. Your success in selling is always up to you.

REMEMBER

- Selling is a daily challenge and you can win.
- Yesterday was just good experience for today.
- Winning in sales is habit forming.
- Your income is in direct proportion to your skills.
- And no doubt about it - when you learn more - you earn more....

Self-Discipline:

The Secret Of The

Superstars

If I had to pick just one thing that'll make or break a potential "Super Star" in sales, a great manager, an effective factory rep or a dealer who could get to In my classes you'll learn "how to" the top...it's whether or not he or she do your job more effectively. But none can discipline themselves enough to of that matters if you aren't willing to follow the basics of the responsibilities go to the trouble it will take to practice, of the position that they have. drill and rehearse - and do it right. Whether I'm talking to dealers at a 20 It's time to realize that if you run a group meeting, factory reps, managers, dealership-success is up to you. If you dealers or salespeople - everybody is manage a dealership - success is up to always looking for the easy way to get you. If you're a salesperson - your ahead - the trick that will make it all success is up to you, too. happen so that they can kick back and Nobody can do it for you, and nobody rake in the dough. can help you skip the steps to success. But there aren't any tricks or secret You have to take the steps, one by one, formulas in selling, managing or every time with every customer and running a successful dealership. you have to take the steps to success one-by-one - no shortcuts! I watch dealers switch management And the only way you can take each and selling systems 2 or 3 times a year step in sales and in your career is to looking for the secret recipe that will make a commitment that you will do it make it all work. I watch salespeople today - right now, not tomorrow or switch dealerships looking for the next week like you've done in the past. magic formula that will keep the cars rolling and the money coming in. I finally realized that we all have to go to work either way - whether we do And I watch salespeople all across what we're supposed to be doing or the country get into and out of this whether we try to skate through a day. business because they just couldn't I also realized that the more often you figure out how to sell enough cars and do things right - the more successful make enough money to support them- you become. And you know what-you selves and their families. get to choose the outcome! People call me, write me letters, looking for the answers to success. The most frustrating part of being a trainer is trying to explain to you that you are the secret to your own success.

" Sales are missed by a few words - not a few dollars!"

"A wise man will make more opportunities than he finds."

- Sir Francis Bacon

B was looking through a book of quotes to find one for this newsletter and I realized every quote I read was about *selling cars*. Let's take a closer look at quotes now and then to see what the guy who wrote it was trying to sum up about success in just one sentence.

When Bacon says *wise man* we have to assume he's talking about someone who is more successful than most people. I doubt he'd try to sum up how to be average. And I guess if he'd been talking directly to a salesperson in the car business, he'd have used the word *professional* instead.

And then he says *will make more opportunities than he finds*. That sounds like he means to go out and *cause* things to happen instead of sitting around and waiting to trip over some fantastic opportunity.

And *an opportunity*? That's something good that *could happen* if we worked it right...if we're ready for it.

At a glance...if good old Sir Francis were talking about selling cars - it looks like he was trying to tell salespeople to quit holding their breath waiting for an up and get out there and round up some customers of their own so they could make a presentation and demonstration - so that they could create an *opportunity for a sale*.

Or maybe he was trying to tell us that knowing more about the product would give them an *opportunity to get the customer excited* about a feature or benefit of owning the car. Maybe that would make them want to own it more than if a salesperson just looked at the sticker and said... "*it's loaded*."

Gosh, maybe he was talking about investigating to find their real buying motives to create an *opportunity* to get them excited about the car - like how much fun it would be to take the car on that vacation they're planning.

Nah, you're right - he was probably just making up silly quotes so he could stroke some car salesman a few hundred years later.

Climbing Your Way To The Top...

What Really Controls Your Success In Sales?

a Self-Development...*this is always step one.*

To sell more cars than you are now, you'll have to make changes in *what* you do and *how* you do it - or you'll just keep selling the same number of cars you're selling now.

Self-development means growth and change. The problem is that most salespeople quit growing and changing after their first two or three months in this business.

Most salespeople start out excited, learn all they can, talk to everyone they can and give presentations and demonstrations to everyone possible.

And then, even though it doesn't have to happen, everything just grinds to a stall and most salespeople stop learning, start pre-qualifying, stop growing and almost all end up, 5 or 10 or 20 years down the road, selling the same number of units they learned to sell their first 90 days in the car business.

And most keep mumbling about how good the car business used to be!

It's such a shame, too, because *you can keep learning and growing*.

But don't wait for someone else to give you a push and don't blame someone else when your sales are down, because your success is up to only one person - *you*.

Self-development means improving *you* and doing it regularly. Start making the changes that will make *you* more sales.

2. Self-Evaluation....*be honest.*

If you've decided you're ready to make some changes and develop your selling skills, it's time to evaluate yourself honestly - *no highballs*.

Before our sales workshops we ask everyone to fill out a self-evaluation form, and *most* salespeople highball

themselves out of the ballpark. Their pride and ego keep them from putting their pen to the paper *honestly* so they fudge a little on their evaluations of their skills, work habits, professional appearance and attitudes. And because of this, their pride and ego also keep them from selling more cars and earning anything *close* to their potential income.

Yes, self-evaluation means you have to admit to yourself that you can use some help. Too many salespeople are afraid that *needing help* means they aren't successful. That isn't true. The most successful salespeople constantly evaluate their performance in different areas so they can keep getting *more successful*.

I'll go on record as stating that even though I've read and listened to hundreds of books and tape sets and even though I now create training materials and own a multi-million dollar company, I know *nothing* compared to what there is to learn. And as long as I can understand that I can continue to grow. And as soon as I think I know it all - everything stops!

3. Self-Discipline...

Selling has been defined as the "lowest paying easy work" and "the highest paying hard work".

It's true - this can be the *easiest job* you've ever had or it can be the *most rewarding* career you could ever imagine. It's completely up to you because *you* make the decisions every day that control your future.

Until you can train yourself to do the things you know it takes to keep moving up the ladder of success, nothing will change - it can't.

And self-discipline is the hardest area for most people to work on. That's why *average* salespeople sell 10 cars a month and can explain why they couldn't sell any more while *superstars* sell 30, 40 or 50 cars a month at the same dealership.

Becoming Truly Successful...

How To Turn On Success In Just 21 Days

It's January - the beginning of the new year, and the month we all decide to set goals for the next twelve months and it's also the month we think about our "New Year's resolutions". Usually, we start out with good intentions, but fail to carry through our resolutions throughout the year.

I'm going to share something with you that I've learned that will literally let you change anything in your life that you want changed. If you're unhappy with your sales, your weight, your attitude or just about anything else you can think of, you can change it in just three short weeks. Successful people in every walk of life have learned to use this technique to achieve positive changes in themselves.

Most everything we do, we do out of habit, don't we? We eat eggs for breakfast because that's what we started out eating when we were kids. We structure our lives based on the habits we pick up through the years. Unfortunately some of those habits aren't good for us. Let's try to understand what causes us to do the things we wish we didn't and see if we can't learn how to use those same techniques to our benefit.

HABITS

The dictionary says that a habit is *a pattern of action that is acquired and has become so automatic that it is difficult to break.*

I hope you noticed that the dictionary said *difficult* to break - not impossible to break.

Everything that we do in our lives can become a habit. Driving too fast, eating too much, drinking too much, and talking too much are just some of the things that can become habits, bad habits. In sales, investigating is a good habit, telling customers everything you know is a bad habit. Giving a professional presentation to each prospect is a good habit, failing to give everyone a demonstration ride - another bad habit.

FORMING A HABIT...

Psychologists tell us that it takes about 21 days of continuous action to create a true habit. Get up at quarter to eight in the morning for 21 days and you can just about throw the alarm clock out the window. You'll have created a habit and your mind and body will make the adjustments. Unfortunately, at quarter to eight, you'll probably rush and be late for work half the time - that's just another habit that's created automatically.

BREAKING A HABIT...

Sure habits can be broken, and the easiest way to break a habit is to replace it with a new habit. You see ex-smokers chewing gum instead of smoking. They just traded their cigarette for a stick of gum - they traded habit for habit.

Want to trade habits or just eliminate them altogether? Start by making a list of the things you do now that you know should and could be done better. Be honest with yourself, you're the only one who needs to see your list.

Since we're in sales and that's what this newsletter is all about, also make a list that pertains just to your habits selling cars. Try it. See if you can't learn to sell more cars and earn just a little more, too.

If you don't demo every customer, that's a bad habit. Change it by giving everyone a drive for three weeks in a row and you won't have to think much about it anymore. Ask everyone to buy at least five times. Count the times you ask, don't give up till you've asked for the order five times. Do this for 21 days and you'll be rich.

Change your habits - Change your life. Nothing is going to change for you, unless you make it happen.

Your success is up to one person..

YOU!!! MAKE IT HAPPEN !!

Develop A Good Habit: Positive "Self Talk"

This article goes along with everything else I write about. It's on how to develop good habits or how you can ditch some of the bad ones you have and replace them with new, more effective habits.

I remembered this when I was going through some old files last week. I found some old 3x5 cards that were folded and mutilated...but legible.

For months I'd carry one of these cards to work every day, usually the same one for a month, and I'd read it over and over again during the day.

Why? Well, take staying off price. I, just like you do, had been talking about price, closing on price and thinking that price was all that customers cared about...because it was a habit.

I kept reading about how to stay off price and I'd try it now and then and it would work sometimes. But I never made staying off price a *habit* in my sales presentations, so I couldn't make it work consistently.

Then I read another book on breaking bad habits and replacing them with good ones. It said "write things down on a 3x5 card and carry them with you so that you can read them over and over again." So I did, and after a month or so of reading these words.. *Price is #16 on their list of buying motives. When price comes up, bypass it with - "other than price what's important to you - in fact, who's the lucky, who gets the new car?"...and then go on to find their wants and needs...!* It changed my habit..I was reminded daily, over and over again of an *alternative script* besides my old price talk.

You really can do anything. It just takes time, a good plan and determination. Here's an example of how easy it is to re-program yourself: If you want to feel more confident selling cars...on a 3x5 card write "I'm good at selling cars and every day I get even better. I listen, I learn, and I use what I learn. "Read the card 5 or 6 times a day. A month from now, you'll feel the change.

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SECTION 03

SETTING YOUR GOALS

Setting

Goals

It's the time of year to make your "resolutions", isn't it? If didn't come out the way you'd hoped it would there might be a few things you want to work on so this year comes out exactly right

Setting your New Year's resolutions is actually goals setting. Goal Setting is one of the most powerful tools you can ever learn to use. There are a few little built in secret tricks. you can learn to make goals setting work even better for you. Look for just a second at a few of the statistics that go along with goal setting:

- Only 13% of all the people set goals. Just 13 out of 100.
- Only 3 of the 13 write their goals down. Only 3 out of 100.
- Researchers say that when you write your goal down your chances of reaching it are 10 to 100 times better.
- Only 3% of all the people earn over \$165,000.

And I'd bet that the 3% of the people who make over \$165,000 are the same 3% who write down their goals.

I always spend a lot of time talking about goals because it's so difficult to convince people of the value. For most people it isn't enough to hear that you can have what you want just by setting goals. Most want to see it work for them first. But since I can't show them up front, they never learn and they never get what they could have gotten out of it all. And remember...

Write Em' In Blood!

Or pencil or ink will work fine, just write your goals down. It's a real long story about why it works, but your chances of reaching your goals is up to 100 times better if you'll just write them down. It has to do with how your mind works to help you get the things you want. When you write down your goals, your mind understands more clearly exactly what you want — your goals are in better focus.

TRACKING YOUR PROGRESS

What's happening now...

- A. My Income Per Unit is.. \$_____ (Current Average - Last 3 Mo.)
- B. My Unit Average
_____ prospecting (Current Average - Last 3 Mo.)
- C. My Closing Ratio To My Total Contacts Is..... % (Current Average - Last 3 Mo.)
- D. My Closing Ratio To My Presentations Is..... % (Current Average - Last 3 Mo.)
- E. My Closing Ratio To Write Ups Is..... % (Current Average - Last 3 Mo.)

What do I want to happen this month? My unit goal, my income goal and my activity goals are...

(1). My Income Goal This Month Is

\$ _____

(With _____ working days, I need

to earn \$ _____ per day)

(2). My Unit Goal This Month Is
_____ (With _____ working days, I need to deliver = _____ units per day)

*{To find "Unit Goal" divide "Income Goal" by (A) "Income Per Unit", i.e. Income Goal \$3,000 * \$250 per unit = 12 unit goal.}*

(3). To reach my goals above, my activity goals are...

- To talk to at least _____ prospects.
- To make at least _____ presentations.
- To write up at least _____ prospects.
- To meet at least _____ outside prospects

(away from the dealership).

To contact at least _____ orphan
• owners, service or other dealership customers I don't know.

To personally contact _____ of my own previous customers.

- To send at least _____ my monthly (every 45 - 60 days) newsletter.

■ Other: _____

The other things I already have working going into this month...

My intention this month is to...

- ☐ Hope everything works out and hope that I sell a few vehicles and make some money.
- ☐ Set clear goals, lay out a clear plan and go to work to work every day and reach all of my goals.

Planning ahead for selling time I'll miss this month...

- A. Are there any things coming up (vacations - training - holidays - etc.) that will take me off the floor this month and cause a loss of selling activities?

☐ Yes ☐ No

- B. If "Yes", list them and the # of days you'll miss because of each:

_____ # days _____

_____ # days _____

- C. Did I subtract this time from my number of working days in my forecast?

☐ Yes ☐ No

- D. Do I plan to...

- ☐ Lose sales because I'm gone.
- ☐ Make up for missed selling activities instead.

- E. What is my plan to make up the activities (presentations, contacts, mailouts, etc.) I'll miss?

/ will _____

The areas I want to make improvements in this month...

- A. What three areas from last month do I need to work on to improve this month? (i.e: Repeat business. Demonstrations. Closing. Gross. CSI. Planning. Working The Plan, etc.)
1. _____
 2. _____
 3. _____

- B. What will I do to improve each?

For # 1 I will _____

For # 2 I will _____

For # 3 I will _____

The training programs that I plan to attend this month...

- A. What audio, video or live work shop of Joe's will I attend this month? _____
- B. What new book will I read this month? _____

The other things I will do this month to sell more cars...

Special Events that I have planned this month to help me generate appointments, presentations and sales. (Newsletter Mailouts - Outside Prospecting -Prospecting Mailouts - Other Mailouts - Auto Show, Etc.)

Date _____

Event _____

Date _____

Event _____

Date _____

Event _____

Date _____

Event _____

MONTH OF :

SALESPERSON:

DAILY APPOINTMENTS WRITE-UPS UNITS SOLD PROJECTED MADE CONTACTS New/Used \$ EARNED

MINIMUM OF

25

...

10 WAYS YOU WILL ACHIEVE YOUR PROJECTION

1

2

3

4

5

6

7

8

9

10

DOCUMENT
ALL OF YOUR
PHONE, INTERNET
LOT TRAFFIC
ALL LOGS
DEALER CRM
COMPUTER INPUT

TRACK'EM TO HIT GOALS
MY GOALS ARE _____ UNITS \$ _____ DOLLARS

I WILL MAKE _____ CONTACTS PER DAY. NO EXCEPTIONS!!

DAILY FOLLOW UP				DAILY PHONE POPS				DAILY LOT TRAFFIC					
DATE	CONTACTS MADE	FOLLOWUP APPTMNTS	APPTMNTS SHOWED	PHONE POPS TAKEN	APPTS MADE	APPTS SHOWED	PHONE POPS SOLO	TAKEN	LOT UPS DRIVES	DEMO COMMITTED	WRITE UPS SOLD	TOTAL	\$\$
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
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TOTALS FOR MONTH

Orel Hershiser Chevrolet

MONTHLY SALES LOG SHEET FOR

MONTH _____ Pg _____

[illegible]

SECTION 04

PROSPECTING AND FOLLOW-UP

INDIVIDUAL SALESPERSON BINDERS

DETAILED GOAL SHEET

DAILY TRACKING LOG FOR MONTH

CONTACTS PER DAY GOAL AND DAILY TRACKING PHONE POPS APPOINTMENTS LOT UPS DEMOS WRITE UPS SOLD

DETAIL FOLLOW UP SHEET ON EACH CLIENT

MONTHLY TRACK SHEET OF COMMISSIONS

PROFILE SHEET ON EVERY SOLD CLIENT

ALL PHONE UPS AND LOT UPS MUST BE INPUT

INTO COMPUTER DAILY

ALL SALESPERSONS WILL COMPLETE ALL ENTRIES INTO THE CRM AND SIGNED OFF BY ASSISTANT MANAGERS BEFORE LEAVING EACH DAY

Why Follow Up?

S

Statistics tell you a lot about what you can expect to happen in sales - on average.

For instance - besides the fact that everybody is a buyer (78% who walk on the lot buy somewhere) - when they do leave without buying, if you do a good job of follow-up... 33% will come back and you'll sell 67% of them a car. That means out of every 9 unsold customers who leave the lot, 3 will come back in and 2 will buy from you.

The only decision you have to make is whether you'll be the one to make the sale with each prospect. It makes sense to follow up since you've already invested an hour or so with everyone you didn't sell the 1st time.

Most salespeople lose all that time and money because they don't do their follow-up. Then they make up a "cover story" for their family about why they didn't sell more cars this pay period and why they can't afford those great presents for the family this Christmas.

What's it worth? Well, you talk to at least 9 people a week who don't buy,' which means that you could sell another 2 cars/week if you just did your follow up! That's 8 units a month times your average commission or at least \$3,500 to \$4,500 you could be taking home to your family that you aren't.

Orel Hershiser Chevrolet

Method Of Selling Cars

Before We Get Started...

Answer A Few Quick Questions

About The People In Your Area...

1. Except for the people who are too young or too old to drive, 95% of the people in our community either own a vehicle now or will get one soon. _ True _ False
2. If #1 is true, since practically everyone in our community owns a car now or will get one soon, that makes everyone in our community a buyer. _ True _ False
3. If #2 is true, since everyone in our community is a buyer, the only two questions are when they'll buy and which salesperson will make the sale. _ True _ False

About Follow Up...

4. If I don't close and a customer leaves without buying - if I follow up effectively, there's a pretty good chance they'll come back in and buy the car from me. _ True _ False
5. If I didn't close and I don't follow up, unfortunately statistics prove that the customer will buy their car from a salesperson down the street. _ True _ False
6. If I don't follow up every working prospect, when my customers buy their cars down the street, the other salespeople will not spiff me for the referral. _ True _ False
7. Whether I get better at closing or not, if I consistently follow up with all of my working prospects and sold customers, I'll sell more vehicles each year. _ True _ False
8. Whether I get better at closing or not, if I consistently follow up all of my sold customers, I'll sell more vehicles each year. _ True _ False
9. If I prospected daily and just met five new people per day either by phone or in person, I'd meet 25 per week, over 100 per month and I'd sell more cars. _ True _ False

The Orel HershiserChevrolet Method Of Selling Cars

Before We Get Started...

Answer A Few Quick Questions

About Success In Sales...

10. If all it took was experience to get better at selling and closing, then someone who started selling 10 cars a month 10 years ago, should now, 10 years later, be selling 25 or 30 cars a month - but they usually aren't. _ True_ False
11. Almost all of the professionals in sales who earn \$100,000 or more consistently have and use an effective follow up and prospecting program. _ True _ False
12. Most salespeople only go to the trouble to be average in sales but they/ all seem to learn how to blame being average on everyone and everything else. _ True _ False

About My Career In Sales Up To This Point...

13. Even if I didn't learn any more than I know right now about follow up, ifyl just applied myself at work I would sell more cars than I'm selling now. _ True_ False
14. I normally spend about 10 hours per day in the dealership, but in real life, I only put in about 2 hours actually presenting and demonstrating or doing some follow up and prospecting.
15. If I went ahead and applied myself I believe I could sell more cars. With an average commission per unit of \$ _____, that means I could be earning at least another \$ _____ per month and \$ _____ per year.
16. I have to work tomorrow, next month and for several more years whether I take advantage of the opportunities I'll have to earn more money or whether I just waste those opportunities and lose sales and income I could have had. _True_ False

About My Career In The Future...

17. I will... ____Become a professional in sales and make a lot of money. ____Just stay average and blame everyone and everything else .

We'll keep it simple. This isn't just for new salespeople, though - everyone needs to learn how to build their business by learning how to prospect.

I was taught everything wrong about prospecting when I first started selling cars. I was taught that prospecting was calling strangers on the phone and asking them to buy something. And I was taught that asking or referrals was "who do you know who wants to buy a car?"

My first prospecting experience (telephone prospecting my first day in sales) was so bad that for the next 5 years I never did any more prospecting. It's too bad, too, because if my manager had just taught me 6 easy questions instead of having me call strangers out of the white pages, I could have easily sold more cars.

The 6 easy questions are...

1. How many drivers are in your family?
2. How many vehicles do you guys have?
3. Of the drivers in your family, who's next in line for a new or used vehicle?
4. (Oh really!) Will that be pretty soon or down the road? *3 months.*
5. And when you get a little closer, are you guys leaning toward new or used?
- 6a. (New) Gosh, with all the changes, you're going to have lots of questions - what I'd like to do is to stay in touch and when you get a little closer, I'll send you some information on our products if that's all right.
- 6b. (Used) Nice, clean, used car, low miles, at a good price? *Sure!* Well, the reason I asked is those cars hardly ever hit the

the lot because we all have customers like yourself looking for that perfect little trade in. I'll tell

you what - when you get a little closer, HI touch base with you to find out exactly what you're looking for and then when that perfect car comes in you can come down and take a look - if that's all right.

Then, get their name and number, send them a thank you note, put them on your mailing list (for your newsletter), call them regularly and you'll see them when it's time to trade.

To lead into these questions...

Previous Customers: Start calling everyone you've already sold a vehicle to. Visit awhile and then say "While I have you on the phone, let me update my records... how many drivers are in your family *these days*? How many vehicles do you have *now*

In the service drive: Do a mini-survey. "Can I ask you a couple questions about our service department?" *Sure!* My customers always ask about service and I like to get input from customers like yourself - do they normally do a pretty good job? Generally get you in and out in a timely manner? Would you recommend our service department? Great! How many drivers in your family? And how many vehicles do you have? etc.

• **With A Stranger:** You're at your daughter's football game visiting with the other parents you just met. Tell them what you do and say "We're doing a survey at our dealership - can I ask you a couple questions?" *Sure!* "How many drivers..."

You can build your customer base to the point where you can be done *easy questions - then go to work to work!*

The Orel Hershiser Chevrolet Method Of Selling Cars

The Referral Prospecting Script

Log all contacts

in your Dealer

CRM

If you'll learn them word for word and start asking everyone you talk to for referrals - you'll get one almost every time you ask...

Salesperson: Bob, can I ask you a couple quick questions?

Customer: Sure

Salesperson: How many drivers are there in your family?

Customer: Three

Salesperson: How many vehicles do you guys have?

Customer: Three

Salesperson: Of the drivers in your family, who's going to be next in line for a new or used vehicle?

Customer: A. I guess that would be my son. B. Nobody right now!

If A: (I guess that would be my son.)

Salesperson: Why do you say that...is he about to get his first car or will he be replacing the one he has now?

Customer: He just graduated from college and his other car is just about worn out so I told him I'd help him get a

newer one next month. Salesperson: Are you leaning toward a new car or something with a few miles on it?

Customer Definitely something used - I have to pay for it, too! Salesperson: A nice clean used car, low miles,

at a good price or...? Customer Sure! Salesperson: Are you going to be trading pretty soon or down the road

a bit? Customer In the next couple months. Salesperson: Boy, those low mileage inexpensive cars go first.

I'll tell you what - I'll keep my eyes open and when you get a little closer I'll give you a call when we get

something in - is that fair? Customer Sure. His name is Bob Jr. and his number is 489-3780. If B: (Nobody

right now!) Salesperson: Oh, I didn't mean now...I meant down the road. Customer Well, I guess that would

be my son then. (And continue.)

The Orel Hershiser Chevrolet Method Of Selling Cars

Initial Call To The Referral

Log all contacts

in your Dealer

CRM

An example of this call.

Salesperson: Hi - is this Bobby Smith, Junior?

Customer: Yes, it is.

Salesperson: Bobby, this is Steve Jobs down at Orel Hershiser Chevrolet , do you have a second?

Customer: Yeah - I guess!

Salesperson: I'm the salesperson who helped your dad get his new truck last week and while we were finishing everything up, we were tossing around some ideas on who might be in the market for a new or used car before long - and your name popped up - was he right?

Customer: Yeah - my parents told me they'd help me get a new car next month if I kept my grades up.

Salesperson: Well, how'd you do?

Customer: Straight A's in every subject.

Salesperson: Congratulations! You must be excited about getting your reward for all that hard work. Customer: Yeah, I am. Salesperson: Are you leaning toward a new or pre-owned vehicle?

Customer: Used - that's all I can afford.

Salesperson: Bobby, it sounds to me like you're looking for a good, low mileage, clean car at a good price - am I right? Customer- Of course - who isn't! Salesperson: That's what I figured - the problem is those cars hardly ever hit the lot because we all have people like yourself who are looking for them. (Investigate more about style - equipment - etc.) I'll tell you what - I'll start keeping my eyes open for just the right car and as soon as it hits the lot - I'll give you a quick call so you can get right down.

Customer: Great - and I'll tell my dad you called.

Salesperson: OK - I'll be in touch soon. Oh, by the way - congratulations again on those grades!

Customer: Thanks. Now stay in touch with good follow-up and you'll have a sale!

**The more you complain, the longer God makes you live.
- Anonymous**

OUTGOING CALLS: THE GOLDEN RULES

1. Always be enthusiastic; smile while on the phone.
2. Make all follow-up calls on a timely basis.
3. Be prepared to call prospects at work between 10:00 -11:30 a.m. and 2:00 - 3:30 p.m. No phone (#), No follow!
4. Always verify that we are speaking to the correct person, however, don't be afraid to "sell" to anyone.
5. Do not pause in between your introduction and permission to continue: ...this is _____ from _____ , did I get you at a good time?'
6. If customer is not available, leave the proper message. Prepare notes in advance for leaving a brief message so that you are not surprised should you encounter voice mail.
7. Remember our two main goals: Differentiate ourselves from the competition and commit the prospect to us.
8. Make all calls following the benefit sandwich guideline: Begin for the customer's benefit, fulfill our objectives, and end for the customer's benefit.
9. Always seek Specific Immediate Appointments.
10. Always have the customer write down your name and spell it.
11. Confirm the dealership name and phone number to the customer.
- 12 Verify the dealership location with proper directions.
- 13 Never end a call by saying, "If you know of anyone who wants to buy a car, please send them to me."
- 14 Always have the call dialogue available and rehearsed before you pick up the phone.
15. Take good notes and maintain an organized filing system.

THE FOLLOW-UP CALL

The most important thing about follow-up is to MAKE THE CALL . Remember the rules? No-appts are a three minute turn to your manager. No - shows are a fifteen minute cell phone call. And all customers are a 24 hours talk-to. Messages on answering machines are not contacts. DO LEAVE messages on answering machines, a few of those people will call back thereby identifying themselves as still in the market and willing to talk with you, saving you the time of calling your customer base again and again to find the in-market buyer.

The problem with most follow-up calls is that the salesperson simply repeats what the customer already knows." Mr./Ms. _____ , we still have the car you looked at yesterday, did you change your mind?" If the customer walked/did not come in with what you've told them already, it stands to reason that you must change your offer. Here's three things to use on all outbound follow-up sales calls...

Trade

Although we treat the trade as an objection on an inbound call, you can use the trade objection handling word track as the tool to set an appointment.

Say this...

" The reason for my call is to find out about your _____. Do you still have it? Great! I think that we have a buyer for your _____. This means that we can give you more money for it than we thought. We need to see the car today/again and do a (closer) inspection. Please bring anything with you that you feel will help to sell your car, like maintenance records, owners manuals, extended warranties, tire receipts with warranties and things like that. What's a good time?"

Incentives

"The reason for my call is to tell you some good news! Our factory incentives have changed, you can now get _____ on the _____. What's a good time?"

Inventory/Product Switch

"The reason for my call is tell you that I've found another car/truck that I think will work better for you. Let me tell you a little about it... What's a good time?"

Remember to identify the speaking party and take the curse off the call by asking for permission to speak...

"Did I reach you at a good time?"

Use all three of the above "reason for my calls" if possible on all follow-up calls. If unable to make a solid appointment, once again, turn to your manager.

The Orel Hershiser Chevrolet Method Of Selling Cars

HOW TO FOLLOW UP YOUR UNSOLD (WORKING) PROSPECTS

(The people who look at cars and leave without buying.)

Will they be buying a car? ___ Yes ___ No

A. Purpose To get them back on the lot for another chance to close the sale.

B. How to stay in touch...

1. Get their names, complete address and _____
2. Call them back within a _____ hours. (See next page) Focus: An appointment. Note: Always give them new information when you call. Tip: To find the objection: "If there was just one thing that kept you from going ahead and getting the car when you were in a couple of hours ago (or the other day), what would that one thing be?"
3. Send them a thank you note the _____ day. Focus: Thank you – I understand your concerns - I'll be in touch soon.
4. If they haven't come back In, call them _____. (See page after next) Focus: An appointment. Note: Always give them new information when you call. Example: See "Outgoing Calls" in the "Telephone" section.
5. _____ them to your manager - if it's time for management to get Involved.
6. If they buy - put them into your "Sold" follow up system.
7. If they don't buy, or if they buy down the street Instead - put them on your follow-up list forever. Send them your "Mailing List" letter, add them into your regular follow up and send them something by mail every 45 days so that you get another shot the next time they're in the market.

NOTE: Any time you call, always give them some new information and they'll never feel pushed. And remember - you can't sell the car over the phone. The only thing you're trying to do on the phone is to set a time to get together (an appointment)

The Orel Hershiser Chevrolet Method Of Selling Cars

FIRST FOLLOW UP CALL TO UNSOLD PROSPECTS

Focus of this 1st call...

To get them back on the lot so you have another chance to close the sale.

The steps to this call...

1. Confirm
2. Tell Them Who You Are
3. See If It's OK To Talk
4. Tell Them Why You're Calling
5. Make An Appointment

An example of this call...

Salesperson: Hi - is this Bob?

Customer: Yes, it is.

Salesperson: Bob, this is Joe down at Orel Hershiser Chevrolet ...! have a quick question for you, do you have a second?

Customer: Sure!

Salesperson: I know you wanted to get as much as you can for the car you'll be trading in so right after you left I spoke to my manager. I described it and told him how nice I thought it was and he's pretty sure it's something we'd like to have here on the lot. And even if it isn't, he thinks he has another buyer who would pay top dollar for it. I know you folks are serious about getting a new car and this may be your opportunity to squeeze a few extra dollars in on the trade value on yours - can you both come back in this afternoon or would later this evening be better?

Customer: Well, I don't know that we're ready to do something this quick.

Salesperson: Bob, let me ask you a question - if we could get enough for your trade in to make it worthwhile to trade now, would you do it then? Customer: Yeah, I guess - but what can you give me for it?

Salesperson: How soon can you get here so we can find out - is this afternoon OK or should we plan for later today? Customer: How about 6 tonight? Salesperson: Great - and would you do me a favor - if you think you're going to be a little early or a little late, would you give me a quick call so that I can reschedule my other customers? Customer: Sure Salesperson; OK, I'll see you guys a 6 sharp - and don't forget to take out any personal items and bring your title with you, too

For any other objections - refer to your workbook from our class or our other video programs.

The Orel Hershiser Chevrolet Method Of Selling Cars

SECOND FOLLOW UP CALL TO UNSOLD PROSPECTS

Focus of this call...

To get them back on the lot so you have another chance to close the sale.

The steps to this call..

1. Confirm
2. Tell Them Who You Are
3. See If It's OK To Talk
4. Tell Them Why You're Calling
5. Create The Urgency To Buy Now
6. Make An Appointment

An example of this call...

Salesperson: Hi - is this Bob?

Customer: Yes, it is.

Salesperson: Bob, this is Joe down at Orel Hershiser Chevrolet ...I'm sorry we missed you last night - do you have just a second?

Customer: Yeah - I guess - but I think we've decided to hold off a little bit!

Salesperson: Gosh -that's too bad because I have some great news for you.

Customer: What do you mean?

Salesperson: Well, it may have been best that you guys didn't make it in last night - if we act right away, we may be able to save you some money...My manager had a meeting with us this morning and told us that today is his final order day for the month and that if we had anybody looking at the specific model you're looking at to get them down here right away before he has to get his paperwork in. He didn't really say it - but I think he'll be real flexible on the new car - plus, he asked me again about your trade because that buyer I told you about called him last night about your car. Can you guys get down here before noon or should we plan right after work?

Customer: Well, we talked about it and I still don't know that we're ready to do something this quick.

Salesperson: Bob, if you're going to eventually get a car anyway, it'd be crazy to pass up an opportunity to save some money on the new car and get even more on your car than you normally would...If it pencils out and everything fits your budget - is there any reason not to take advantage of this opportunity?

Customer: No - I guess not if we could save enough. What do you think he'll do on the new car? How soon can you get here so we can find out - can you make it before noon or is it going to be right after work? We'll be down at noon - I'll take a long lunch.

Salesperson: Great - I'll see you guys at 12 noon sharp - and don't forget to take out your personal items and bring your title with you, too.

The Orel Hershiser Chevrolet Method Of Selling Cars

PROSPECTING BY PHONE TO ORPHAN OWNERS

Focus of this call:

1. Introduce yourself
2. Build rapport
3. Ask for referrals

The steps to this call...

1. Confirm
2. Tell Them Who You Are
3. See If It's OK To Talk
4. Tell Them Why You're Calling
5. Build Rapport
6. Answer Any Questions
7. Ask For Referrals
8. Congratulations (if appropriate)

An example of this call...

Salesperson: Hi - is this Bob Smith?

Customer: Yes, it is.

Salesperson: Bob, this is Joe Banana down at Orel Hershiser Chevrolet ...do you have a second?

Customer: Yeah - I guess!

Salesperson: The salesperson who helped you get your new car isn't with the company any longer and I just wanted to introduce myself and let you know that you can call me any time with any questions or if you need some assistance here at the dealership. (Take the time to build some rapport.)

Salesperson: Do you still own that _____ ?

Customer: Yeah - we've had a few problems but it's been a pretty good car. In fact, Betty and I got it for our anniversary 2 years ago next week!

Salesperson: Congratulations, etc. (Visit awhile) (Ask for referrals) While I have you on the phone, let me update my records - how many other drivers are in your family? Two. And how many other vehicles are there? Two. And Bob, of the other drivers in your family, who's next in line for a new or used vehicle?

Customer: Oh, I guess that would be my son, Bobby Jr.

Salesperson: You're kidding, will that be pretty soon or down the road a bit?

Customer: Probably in a year or so - we told him we'd help him get one as soon as he got out of school if he got good grades.

Salesperson: Great, and he must be excited, huh?

Customer: Yeah he is.

Salesperson: Are you leaning toward a new car or will you go with something with a few miles on it? (Continue to investigate.)

Salesperson: Bob, I've gotta get going - I'll make a note to give you and your son a call when you get a little closer to making a decision. And again, congratulations to you and Betty - Happy Anniversary!

Customer: Thanks - and I appreciate the call.

The Orel Hershiser Chevrolet Method Of Selling Cars

PROSPECTING BY PHONE TO SERVICE CUSTOMERS

Focus of this call:

1. Introduce yourself 2. Build rapport 3. Ask for referrals

The steps to this call...

1. Confirm 5. Build Rapport
2. Tell Them Who You Are 6. Answer Any Questions
3. See If It's OK To Talk 7. Ask For Referrals
4. Tell Them Why You're Calling 8. Congratulations (if appropriate)

An example of this call..

Salesperson: Hi - is this Bob Smith?

Customer: Yes, it is.

Salesperson: Bob, this is Joe Sales down at Orel Hershiser Chevrolet, do you have just a second?

Customer: Yeah - I guess!

Salesperson: I'm a salesperson here and I noticed you were in for service the other day. The reason I'm calling is because new customers to the dealer- ship are always concerned about how they'll be taken care of after the sale as well and I just wanted to see what you thought about our service department.

Customer: They're great. I've been to a lot of service departments in my day and John over there always makes sure it's fixed right - and at a fair price.

Salesperson: Gosh, that's good to hear. Did you get it here or somewhere else?

Customer: No - we bought it new about two years ago from that place down the street, but their service department is worse than terrible so we've been bringing it in to you guys for the last couple years. (Take the time to build some rapport and investigate.) Salesperson: (Ask for referrals) Well, I sure appreciate hearing all the positive comments. Can I ask you a couple other questions while I have you on the line? Sure. I'd like to update my records with you folks - how many other drivers do you guys have in the family? Two And how many other vehicles do y'all have? Two And Bob, of the other drivers in your family, who's next in line for a new or used vehicle?

Customer: Oh, I guess that would be my son, Bobby Jr.

Salesperson: And will that be pretty soon or down the road a bit? Continue to investigate about the referral.

Salesperson:

_ Bob, I've gotta get going - I'll make a note to give you and your son a

call when you get a little closer to making a decision. And thanks again for your comments.

Customer: You're welcome - and I appreciate the call.

Customer: ... Well, I'm kind of busy, but I can take a break . . . what can I do for you?

Salesperson: ... Great, well, I'll tell you why I'm calling. As I said, my name is (your name); I'm with Orel Hershiser Chevrolet and my manager asked me to give you a call because he said he thought you were getting ready to purchase another vehicle, WHAT KIND OF VEHICLE ARE YOU THINKING ABOUT? Remember to conclude the above statement with the question... "What kind of vehicle are you thinking about?" This will keep the conversation going and if the prospect indicates he/she is interested in a product other than yours, you can move into your fact finding and need determination phase to learn WHY they are considering the competitive model. Then you can (in most cases) show them that you also have a particular model that will fill their needs, wants or desires. (Of course, if you have an active lease department you can obtain any vehicle they want and this minor problem is eliminated altogether.) But in either case, at this point they will usually bring up the fact that they are trying to sell their own trade. And that's fine, because you can now take them into the approach that... "Sometimes it is best to sell your own trade . . . but you know, other times it's better to trade it!"... and of course the only way you can help them determine which is best in their case, is for them to come in... look at the different vehicles you have in the model line you are telling them about... see which one they do like . . . then you can have their trade appraised. Naturally, you may need to bring them to the "INDEFENSIBLE AGREEMENT" that their trade cannot be appraised over the phone . . . and that's also fine, because by now you should know how to do that very successfully!

4. NEW SALESPEOPLE

(Not-So-Cold-Call)

If you are new to automotive sales, start contacting everyone you know, (even slightly), and find out if they've been considering another car or truck. Who do you know?? ... The following list should help:

PLACE A NAME AFTER AS MANY CATEGORIES AS POSSIBLE.

WHO DO YOU KNOW?

- from your old job? _____
- from school or college? _____
- because of your favorite sports or hobbies? _____
- from your church? _____
- from civic activities? _____
- because you lived in _____
- because you rent or own your home? _____
- ' who sells you gas, tires or service? _____
- other neighborhoods? _____

WHO DO YOU KNOW?

- through your children? _____
- through your wife? _____
- through your husband? _____
- from the lodge or club? _____
- who sells you groceries? _____
- who sold you your refrigerator? _____
- who is a nurse? _____
- * WHO? _____
- her fur coat? _____

WHO DO YOU KNOW?

who runs your delicatessen?

- who manages your local theater? _____
- who appraises real estate? _____
- who is your physician? _____
- who is your dentist? _____
- who is your druggist? _____
- who serves you lunch?
- who cuts your hair? _____
- who heads the local PTA?
- who bought that house in your neighborhood? _____
- who sold you spectacles?.
- who is principal of your kids's school? _____
- ¹ who plays the organ in your church? _____
- who prints your stationery? _____
- who services or sells televisions?
- who is chief of your fire department? _____
- who is your chief of police?
- who heads your bank? -----
- who owns your bowling alley?
- who is your local building and loan man? _____
- who sells you office supplies?.
- who sold you furniture? _____
- who does your dry cleaning?
- who is your florist? _____
- who repairs your radio?.
- who sells you fishing tackle?.
- who is expecting a new baby?
- who has just gotten a new job

WHO DO YOU KNOW?

- who has a business that is booming? _____
- who heads your local veteran's organizations? _____
- who is your son or daughter's scoutmaster?-
- ¹ who sells you shoes?.
- who sold you your dog?.
- who is your painter and decorator?.
- who is your postmaster or letter carrier? _____
- who heads the Lions club, Kiwanis, Civilans, etc.? —
- who owns your hardware store?.
- who plays bridge with your wife?
- who dresses your spouse's hair? _
- who sold you your fence? _____
- who was Best Man or Maid of Honor at your wedding?
- who sold you your piano? _____
- who gives your children music lessons? _____
- who sold you your wedding rings? _____
- who fixes your watch?.
- who sells you suits? _____
- who owns the hotel nearest you?
- who made your latest family portrait? _____
- who edits your local newspaper?
- who is on your election board? _____
- who is your veterinarian? _____
- who coaches your child's team?.
- promotion?

The Orel Hershiser Chevrolet Method Of Selling Cars

HOMEWORK

MAKE A LIST OF THE PEOPLE YOU KNOW

Your Family (Friends - Co-Workers - Neighbors - Professional Contacts)

Your Spouse's Family (Same Thing)

You and Your Spouse's Friends (High School - Bowling - Work - Old Neighbors)

Your Industry Contacts (Body Shop - Bankers - Tire Store - Other Vendors)

THE FOLLOW-UP CALL

Unsold and No-Show Appointments

1. Identify Mr/Mrs_ Introduction/ This is_ from Orel Hershiser Chevrolet ...Did I get you at a good Time?

Permission Reason The reason for my call is to be sure you were taken care of properly when you came in for your appointment yesterday. Did not come That's OK. What's a good time to re-schedule, in this afternoon or this evening? (Reset appt. using steps 8 and 9 of incoming dialogue.) Came in/ Did not buy If you don't mind, I'd like to ask you a couple of questions. Who was your salesperson? Were you taken care of properly? Were you offered a demonstration ride? On a scale of 1-10, how would you rate your visit to (dealership)? Did you find a car that you really like? If you had to choose one thing that prevented you from buying a car here, what would that be? (Try to resurrect and seek an appointment, if at all possible.) Thank you for your time and for visiting (dealership). We hope to see you again soon.

Bought Elsewhere Congratulations! What did you buy? Those are nice cars too. If you had to choose one thing that prevented you from buying here, what would that be?

Ain't no chance if you don't take it. -

FOLLOW-UP CALL continued.

No Appointment Set on Original Call

. Same as previous example

Reason You called the other day on a (vehicle). Have you found a car that you really like yet?

(If yes)...Have you taken delivery yet? Congratulations! Where did you buy it?

(If no)...As I mentioned before, we must have ___ to ___ in stock/available. What's a good time for you to come in, this afternoon or this evening—or how about right now? (Set appointment using steps 8 and 9 of incoming dialogue)

"How can I help you?"

Many people quit looking for work when they find a job. - Anonymous

SECTION 05

INCOMING SALES CALLS PROCEDURE AND SCRIPTS

Orel Hershiser Chevrolet Sales Training Manual

New car script

1. Thank you for choosing Orel Hershiser Chevrolet , this is _____ , I can help you.
2. What type of equipment are you looking for? Any other equipment?
3. What colors do you prefer, lighter or darker? What's your second choice?
4. Let me find out how many of these are in stock or on their way. It should only take about 10-15 minutes, (do not pause) 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?
5. And how do you spell your last name? And your first? Hold on a second, maybe I can save you some time!
6. Mr./Mrs. _____ ! I've got GREAT NEWS! We have _____ To _____ in stock and Another _____ to _____ coming in.
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?
8. Do you have a pencil handy?
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. IO . How did you hear about us?

Used Car Script

- 1 Thank you for choosing Orel Hershiser Chevrolet, This is _____, I can help you.
2. What type of equipment are you looking for? Any other equipment?
3. Is that the model you're looking for - or are you looking for a price range?
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, (do not pause) Are you calling from home or work? What's the number there? And if I miss you there, what's your cell phone?
5. How do you spell your last name? And your first? Hold on a second, maybe I can save you some time.
6. Mr./Mrs. _____ I've got great news! We have _____ to _____ in stock and another _____ to _____ coming in.
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?
8. Do you have a pencil handy?
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. IO . How did you hear about US ?

Ad car script

1. Thank you for choosing Orel Hershiser Chevrolet , this is _____ , I can help you.
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.
3. Is that the model you're looking for or is that the price range your wanting to stay within?
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, (do not pause) Are you calling from home or work? What's the number there? If I miss you there, what's your cell phone number?
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.
6. Mr./Mrs. _____ , I've got great news! We have _____ to _____ in stock and another _____ to _____ coming in.
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?
8. Do you have a pencil handy?
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.
- 10 How did you hear about Orel Hershiser Chevrolet ?

1. Take all phone-ups seriously and professionally.
2. Always answer ENTHUSIASTICALLY with the dealership name and your name, and not "Sales, New Cars, or Used Cars."
3. Respond to their first question with the verbal bypass, "I'll check on that..." and follow with a question from the dialogue.
4. Take control early by asking-not responding to questions.
5. Ask questions that solicit a specific response: New/Used, Car/Truck, 2dr/4dr, Auto/Manual, Lighter/Darker.
6. Increase your options with the Style/Price technique.
7. Take notes- RECITE AS YOU WRITE!
8. Always request name and number using "What's your name?" and not "Can I have your name?"
9. Always seek a second # in a non-threatening way-"What is a second # where I can leave a message?"
10. Always seek the prospect's last name--"How do you spell your last name?"
11. Avoid giving price. Rehearse your price avoidance techniques.
12. Always have them write down your name, the dealership name, the dealership location, and the appointment date and time.
13. Always go for the appointment-avoid the callback.
14. Set specific, immediate appointments-CREATE A COMMITMENT!
15. Be prepared to give good directions-"Where are you coming from?" Compile written

CAUSE and EFFECT

The central question is, what can we do to increase our chances of selling a vehicle to a satisfied customer-not just once-but many times down the road? Let's start with a positive attitude and a complimentary dialogue.

Do's (Adopt)

Yes
Can
Will
Yeah
Think so
Uh huh
Yes way
Yea
Yep
Can find out
Walk with me
I've found it
Love
etc. (To be continued)
To be, or...

Don'ts (Avoid)

No
Can't
Won't
Nah
Forget about it
uh uh or nuh uh
No way
Nay
Nope
Don't know
Take a hike
Get lost
Hate
The end (the buck stops here)
Not to be...

The consequence of negativity is **NO SALE**
and irreversible DISSATISFACTION.
Repeat past successes, don't relive past
blunders.

-Norman Kozlarek

Gimme a price!

Phoning prospects don't want to hear "I can't..." or "I don't know..." or "It's our policy not to."
Instead:

PROSPECT: "How much is that?"

SALES: "I CAN give you a list price, ad price, or a price range, but final delivered cost is determined here at the dealership-once we are able to verify your selection, it's availability, it's actual cost, any additional costs, and any details unique to the transaction."

PROSPECT: "Like what?"

SALES: "Trade value, credit history, dealer or manufacturer incentives, to name a few. Please allow me to go to work for you. What's a good time for you to come in today?"

SECTION 06

IT'S NOT AN OPTION

STEPS OF THE SALE

- FIRST IMPRESSION

YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION

- CORRECT GREETING

PROPER INTRO TO DEALERSHIP AND YOURSELF

- BUILDING RAPPORT/RELATIONSHIP MOST SALESPERSONS WEAKEST AREA

- **INVESTIGATE / LAND ON A VEHICLE**

ASKING THE RIGHT QUESTIONS

- STAY OFF PRICE

SELL ON YOUR FEET, WORK THE NUMBERS ON YOUR SEAT

- THOROUGH PRODUCT PRESENTATION 6 POINT WALKAROUND FEATURE / FUNCTION / BENEFIT

- **EFFECTIVE DEMO DRIVE**

- **SERVICE WALK**

SELL THE DEALERSHIP. CUSTOMERS WANT SERVICE

- CLOSE THE SALE

OVERCOMING OBJECTIONS THE VERBAL COMMITMENT

- EVIDENCE MANUAL

TO PROVE WHAT YOUR TELLING AND SHOWING THE CUSTOMER

- FULL AND COMMITTED WRITE UP

- WHEN TO TURN / HOW TO TURN

INITIALS



DELIVERY PROCESS NEW VEHICLES OWNERS MANUAL IN DETAIL SECOND SET OF KEYS DELIVERY CHECKLIST
CUSTOMER SATISFACTION SURVEY INTRODUCTION TO FINANCE MANAGER INTRODUCE CUSTOMER TO SALES
MANAGER



SOLD CUSTOMER FOLLOW-UP EVERY CUSTOMER YOU SELL SHOULD BE YOUR PERMANENT CLIENT. CALL YOUR
CUSTOMER WITHIN 48 HOURS, NO EXCEPTIONS, ASK FOR REFERRALS MINIMUM 3

NOTES AND QUESTIONS

SECTION 07

FIRST IMPRESSION

STOP 1: The Encounter

**Every end must have a beginning, each start a
finish, and each alpha,
an omega.**

When someone seeks you out, how can it be a "chance" encounter?

Look both long and hard at your next encounter with a prospect. It is there, during the meeting and greeting phase of your sale, that those you assist will label you either a professional or a clerk. Sadly for us in the car business, we do not emphasize strongly enough the importance of meeting the consumer both promptly and professionally. Because of this, it has been estimated that more than 90 percent of all lost sales are lost at the initial encounter. Psychologists tell us we only have approximately six seconds in which to make a first impression. If you wish to make your next encounter a favorable one, always keep in mind that the first six seconds are the most critical. It is important, even to the point of being imperative, that the consumer see you as an effervescent, positive, excited individual. Moods and actions have a way of becoming contagious. Remember, the way we are approached often dictates our own response. Approach us with hostility; we reply with hostility. If you're coy, I'm coy. If you are gregarious, open, and friendly, I try to imitate your moods. Above all else, keep in mind that these encounters are not by chance, but by design. All clients who drive up to your dealership know why they are there: They are there to make a vehicle purchase. Before we move into the positive aspects of a proper encounter, I think it would do us all some good to inspect ourselves with a critical eye, to rid ourselves of habits or mannerisms that could be offensive to those whom we serve. We may not even be aware of some of our shortcomings; then again, we just may not want to be made aware of them. The following list of habits are those which we all either knowingly or unwittingly commit from time to time. Be sure you watch for and correct these habits as they become apparent.

THE MAJOR DON'TS OF MEETING AND GREETING 1. Don't stroll lethargically out to your prospect. 2. Don't approach your customer with your hands in your pockets (not even one). 3. Don't wear sunglasses. 4. Don't approach your customer if you are smoking, eating, or drinking — anything.

5. Don't frown when approaching a consumer.

6. Don't attempt to wait on more than one customer at a time. (You can't devote the proper amount of time to either one.)

7. Don't say, "Can I help ya?"

If any of these habits seem to hit a responsive cord, replace it with a

good habit as soon as possible. If you know salespeople who are

committing these professional travesties, tell them. If they don't thank you for the corrective criticism now, believe me, they will someday.

Knowing what not to do will keep you from looking like a fool. But

knowing what to do is what makes you a professional. As salespeople, what do we require the most of from our customers?

Time. We realize that, for us to do the job that we are paid for—persuading our prospects to purchase our product we need our

customer's undivided attention. If a customer is not willing to spend,

at the bare minimum, 1.5 to 2 hours involved in the decision-making

process of a major purchase, then you will find it is extremely hard to sell that prospect a vehicle. Even if the person does decide to make a

hurry-up purchase, it will be next to impossible for you to make a decent profit.

Time. We require it from our customers, yet nowhere in any sales

manual have I noticed where it mentions that the salesperson owes this

same precious commodity, in like or greater abundance, back to the customer. Why? Ah, the eternal question: Why, indeed? It seems as

though the sales professional has been riding the same streetcar, heading in the same direction, for so many years, that he or she forgets

you can change your direction, simply by changing your ways. It is

simple, common courtesy to offer to our customer's what we expect

them to offer to us.

In case you haven't adjusted to the flow of this conversation, let

me help you out. The very first item on your agenda, when you encounter a customer, is not the shaking of hands, the exchanging of

pleasantries, or a barrage of questions. Your first professional act when

you spy a client, is to mentally cancel your calendar of events for the

remainder of the day. This simple act will help you commit yourself to your customer.

Also, in psychologically canceling your calendar of events, you

may realize that you have a customer due in for a delivery, an

appointment scheduled, or some other item that otherwise might

preclude you from giving your customer your complete and total attention.

So, when you first see your prospect, mentally cancel your calendar of events to focus completely on your customer. Next, whether your customer is just leaving his or her car, standing on your showroom

floor, or walking toward your inventory, approach the person briskly, with confidence in your stride and a smile on your face. Don't be cocky;

be positive. Don't be plastic; be sincere.

Upon walking up to your client, extend your hand with palm exposed (psychologically, an exposed palm indicates you have nothing to hide). Welcome your prospect with the appropriate words:

"Good morning/afternoon sir/ma'am. Welcome to DTLA Motors". By this time, you should be shaking hands with your prospective client

and saying, "My name is George Washington, and what is your name?"

As soon as your client gives you a name, begin using it. Nothing is sweeter to our ears than our own names. Immediately write your customer's name on your prospect card, sales log or pocket notebook (if you don't have one of these - get one!!).

If there are others in the group, meet them as well. Write down their names including Fluffy the dog, if she happens to be in the car. Why?

So you can relate and communicate with everyone present. Do you think the other companions would be there, if they were of little or no importance? It's not very likely. Treat all members of the party with equal respect.

Your initial encounter with the customer is by far the most important' step on your road to a close. Every end must have a

beginning; each finish, a start; and each omega, its alpha.

Don't get sidetracked or derailed by using bad habits. Also,

remember: There are no chance encounters . Each customer who seeks you out is there for a purpose.

Once again, this is how the scenario should unfold:

WHEN YOUR CUSTOMER ARRIVES

1. Mentally cancel your calendar of events for the remainder of the day.
 2. Greet the customer immediately.
- Don't wait for him or her to land on a vehicle.

SECTION 08

BE POSITIVE!!

SECTION 09

I'M GLAD YOU ASKED THAT QUESTION!

GREETING THE CLIENT

WELCOME TO Orel Hershiser Chevrolet

MY NAME IS: _____

AND YOUR NAME?

**MR - MRS _____ THANK YOU FOR COMING TO OUR
DEALERSHIP !!**

BE EXCITED!

SECTION 10

BUILDING RAPPORT / RELATIONSHIP

STOP 2: Building Rapport

"I never met a man I

didn't like."

WILL ROGERS

"People enjoy dealing with successful people, but they buy from people they like."

(SECOND COUSIN TO

ANONYMOUS)

The most misunderstood, and least used, step in car sales is that of building rapport. It may seem incredible, but some sales steps do not even include a section for building rapport. For reasons that escape me, some sales training gurus never indicate to their followers the need for building rapport. Yet they expect you to take to heart each and every step on their long and arduous journey to a close. How can you possibly get to know your customer well enough to call her by her first name, or build basic friendship with him, if you do not take the time to get to know either one? If you can figure this one out, you should be the guru. So the question is: How do you accomplish this step of building rapport? First, set aside some of your time just to visit with your customers. It's as important for your customers to get acquainted with you, as it is for you to get to know them. I suggest you take your customers to your office. In fact, this is where you will hopefully return at the end of your selling experience. Letting your customer enjoy a cola, cup of coffee-, or some other beverage can make that person more receptive to you and your product and will, more than likely, help you build inroads to relaxing your customer. Visit with your customer on a wide range of subjects, but it is important that you take the lead. Introduce yourself even more thoroughly than with just your name. Tell your client where you live, how long you have been selling cars, why you decided to sell cars, the size of your family, where your children go to school, where your wife works, where you graduated from school, where you were born, what clubs or organizations you belong to, etc., etc. At the same time, involve your customer by asking him or her to answer similar questions. Get to know your customers, and allow them to know you. Helping to alleviate "car salesman anxiety" will be your greatest accomplishment. A key to remember here, though, is to make sure your stage of building rapport is done naturally. You can't force pleasantries. If you do, you come away looking insincere.

The "Basics" of Selling Cars... -----

The Basics: Why & How To BUILD RAPPORT

So far in this series...

- We've made a good *first impression* and taken a step forward. (See last month's newsletter.)
- We've greeted our customers properly with the word "welcome" and taken another step forward. (See page one.)

The next step is to *find the common ground* with your customers - build rapport. Buying and selling is much easier among friends.

85% of the people you talk to decided to buy a car before they left home. Since they're on your lot they're serious about your product and dealership, too. Even though this is true, they won't buy until you have overcome one of the biggest hurdles in selling a car - getting past their initial resistance and fear of spending so much money.

Put yourself back on the other side of the curb for a moment, and remember that buying a new car is tough for anyone. But it's much easier for the customer when they find a salesperson they like and feel comfortable around to show them cars.

This resistance is natural. It usually comes from having been slammed into cars by salespeople they didn't like in the past. That and the fact that car payments represent about 30% of the average household budget. Like you and me, they don't want to give up that much of their hard earned paychecks.

without being sure they're getting the right car for them.

We go through this pre-presentation step for three reasons: to help relax our customers, make them feel comfortable and to help break down these barriers to the sale.

I'll remind you again of Zig Ziglar's secret to success...

"You can get anything you want in life if you'll just help enough other people get what they want."

Believe it, they *do* want a new car, just help them get it!

HOW DO YOU BUILD RAPPORT?

The easiest way is to be genuinely interested in other people. Find things you have in common with them to talk about. Just ask lots of questions. People love to talk about themselves, but they'll turn off in a minute if they think your interest is just to sell them something.

How do you figure out what to talk about? The clues are everywhere. Check bumper stickers - license plate frames - ski racks - trailer hitches - sports equipment on the seat - window stickers - lapel pins, charms on bracelets, dog hairs on their clothes - a 6 year old kid with them are all easy clues you can spot and talk about.

You also have plenty of opportunities to build rapport as you qualify. When you're qualifying and ask - "is the car for you Bill, or will Mary be using it most of the time?" - now you have a chance to look for common ground as you're learning more about

their wants and needs.

After you've found out if s for Mary, "Mary, will you be using your new car for work or more as a family vehicle?" When Mary says: "Well, we'll use it for work and you know how it is when you have 3 boys in Little League"...you've just found openings for all kinds of conversation about Little League baseball, kids, laundry problems, how important achievement is for kids, the fun of having 3 boys, and on and on.

Asking questions shouldn't come across as an interrogation...just an honest interest in the other person. If Mary had said "just for work" instead...you could have asked if she worked locally or if she has to drive quite a ways to work.. Besides learning more about their needs, you can talk about...traffic, what she does while she's commuting, if she carpools, what she listens to on the way to work, etc.

Besides building rapport as a step of the sale, you're also making new friends every day. And, if you plan to be very successful in sales, it sure helps to have lots of friends who use your products and who tell their friends about you, too.

The key to successful selling is and always has been, to have a loyal customer base you can rely on year after year for future sales.

Building rapport and finding the common ground is a piece of cake if

you'll...

JUST REMEMBER TWO THINGS:

1- Get interested in other people

2- Learn to ask questions

Make sure you take this step of the sale with every customer you talk to about a car. Remember...closing the sale is easier when people are talking to someone they like.

INVESTIGATE TO LAND ON THE RIGHT VEHICLE

THE Orel Hershiser Chevrolet SYSTEM OF SELLING

The Two Steps That Will Make Or Break Most Of Your Sales

In the article on page one, we talked about the most important ingredient of the sale - your customers and how to understand them better. Now, let's talk about building rapport and investigating for their wants and needs.

Building rapport just means finding the common ground. The definition for "rapport" is...*A relationship, especially one of mutual trust and harmony.*"

Why is building rapport so important *before* you make a presentation? Your customer has to like you first (71%), then they'll listen to you, believe you and purchase from you. Building rapport helps them make the decision to know, like and trust you.

Here are some easy things you can talk about with your customers that will help you build rapport:

- Work
- Hobbies
- The Weather
- Vacations
- Special Events (County Fair)
- Favorite Restaurant
- Family
- Sports
- Season
- Pets

There are also clues everywhere about what's important to them. Remember, talking about what interests them puts them at ease, and they'll start to feel more comfortable with you. Look for:

- Golf Clubs
- T-Shirts / Slogans
- Plate Frames
- Bumper Stickers
- Unique Car They're Driving
- Ski Racks - Bike Racks
- Trailer Hitch
- Hats
- Uniforms
- Special Paint

Building Rapport Is As Simple As ABC!

Ask questions - almost everybody loves to talk.

Build a relationship - this is how you make a friend.

Control the conversation - keep it on track.

Caution: Do not talk about sex, religion, politics or famous people in jail when you're building rapport and getting to know your customers, even if you think they'll share the same view as you. These topics can have *100000* many negative possibilities.

That's really how easy it is to build rapport. At the same time you're helping them get comfortable with you, and doing a great job of building rapport with them, it's time to start investigating for wants and needs. Building rapport and investigating are kind of intermixed, you do both at the same time.

Investigate - To Find Wants And Needs

While you're building rapport, investigate. These are the 4 reasons you want to spend a lot of time on this part of the sale:

1. You need the information to be able to make a presentation. If you don't know what they want in a new car, you'll make a presentation on the wrong car or focus on features they don't care about. That means you'll miss the sale.

2. As you gather information, you'll find *clues* to help you build more rapport and establish that *mutual trust*.

3. The more you know about the customer, the easier it will be to close the sale later. When you do a summary close, remind them of all the things they told you about that were important to them. It will help them make the decision.

4. To help you hold more gross. When you know *what* they're interested in on their new car and *why it's important to them*, you're focusing on building value, not the price and you'll hold more gross.

What do you need to know to help you sell the vehicle? Everything you can possibly learn about your customer!

To Investigate, Learn To LOOK!

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

Observe what they're doing-looking at other cars, colors, etc.

Organize what they say into "benefits" that you can cover later.

Keep focused - remember to keep the sale on track!

Investigative Questions

Here are some investigative questions. They answer questions about: *who, what, when, where, which, why* and *how*.

Tip: Use lots of either/or questions and you'll get the answer you were looking for. (See examples below.)

Q What do you like most about the new _____? (The car they want to see.)

Q Who's the car for Bob, you or Betty? (You or somebody else?)

Q Is it for a special occasion, birthday, anniversary, something like that or just because you deserve it?

Q Were you looking for new or used?

Q Are you looking for a new car or would you prefer to take advantage of the savings with one of our hand-picked, pre-owned vehicles?

Q Cars or trucks?

Q Are you looking for two wheel drive or four wheel drive?

Q Will you use the truck for hauling things or just to get you back and forth to work?

Building Rapport And Investigating (Continued).

- ☐ Standard cab or extra cab?
- ☐ Short bed or long bed?
- ☐ Are you looking for basic transportation or something with more equipment?
- ☐ When you say "more equipment", do you mean loaded to the hilt or just power steering, power brakes, air and cruise control?
- ☐ Do you want the automatic self-inflating tires or do you prefer to stand in the mud, snow or in the creek and let some out or add some manually?
- ☐ Do you want air conditioning or do you folks prefer to sweat on those vacations? (Have some fun!)
- ☐ How about the radio - do you want a nice stereo or do y'all like to sing?
- ☐ Will you be using this vehicle to pull the boat or do you have another vehicle for that?
- ☐ Will the kids be using the car, too, or is it just for you personally?
 - ☐ Do you prefer light or dark colors?
- ☐ Will you be using the car for business or pleasure?
- ☐ When you use it for business, do you mean just back and forth to work or do you carry clients?
- ☐ Do you normally ride by yourself or with someone?
- ☐ Do they usually sit in the front or the back seat?
- ☐ Do you prefer a 2-door, 4-door, station wagon or van?
- ☐ Do you have to drive quite a ways to work or is it pretty close to where you live?
- ☐ Of safety, economy and dependability - which is most important?
- ☐ Of appearance (styling), performance or comfort - which would be most important?
- ☐ You say you'll use the car for pleasure, do you mean little trips around town and things like that or will you be using it for vacations as well?

- ☐ When you use it for vacations, do you usually take the kids and half the neighborhood or is it normally just you and your wife?

How did you hear about us?

- ☐ How many miles do you normally put on your car each year?
- ☐ How long do you normally keep your cars?
- ☐ Did you get your last car new or did it have a few miles on it?

More value is created in the customer's mind by what you ask than by what you say.

These are the questions you need answers to if you're going to help your customer find the best vehicle. *Don't* take your notebook out, drill them and ask rapid fire questions - it's not a test. Just fit these questions into the flow of your conversation.

These questions break down into 5 areas: *Who* the car is for, what they'll use it for, what *type* of car or truck fits them best, who'll be *driving*, what their *buying motives* are.

Here is an example of how investigative questions progress and give you the answers to these 5 areas:

For: Who is it for Bob, you or Betty? *Me.*

Use: How will you use it, business or pleasure? *A little of both.*

■ For *business*, do you ride by yourself or carry people with you? *Carry people.*

■ Clients or friends? *Clients.*

■ Regularly or just some of the time? *Pretty regularly.*

■ Do they normally sit in front or in back? *Both.*

■ For *pleasure*, just little trips around town or vacations? *Both.*

■ On vacations, do you go to the mountains, desert or beach? *We go to the mountains.*

■ Locally or somewhere else? *Locally only.*

■ Do you pull a trailer or something like that? *A small boat.*

■ Around town- hauling kids, groceries and stuff like that? *Yeah.*

- Do you prefer a two-door or something easier to get into and out of? *Something easier.*

Type: Are you looking for a car, truck or SUV? *Truck.*

- Two-wheel drive or four-wheel drive? *Four-wheel drive.*
- Long bed or short bed? *Short.*
- What type of loads will you carry? *Just light stuff.*
- Standard cab or extra cab? *Extra cab for the kids.*
- 5 speed or automatic? *5-speed*
- Basic transportation or something nicer? *Basic.*

Drivers: How many other people in your family ? *Two kids and us.*

- Any other drivers who will be using this vehicle? *My son.*

■ For school, work or...? *School Mondays and work on weekends.*

- Will he carry people, too, or ride by himself? *He rides by himself.*

Motives: What do you like most about the car you're driving now? *It's comfortable.*

- What did you like least about the car you're driving now? *It rattles.*
- Of economy and performance, which is most important? *Economy.*

- How about your son - what's most important to him? *Whatever I give him!*

This is something you need to role play in your meetings because these questions and these steps literally make or break the sale. And ditch the kid stuff of trying to trip each other up when you're role playing. You practice to build confidence and to develop your skills - not to prove that you can come up with a customer nobody can handle.

Get this step down - it will prepare you to give a great presentation and demonstration. We'll cover that next month.sm

The "YES" Getters

These are questions you can learn and use with every customer to get and keep the yeses flowing *all the time*.

In fact, once you get the yeses flowing, you can literally close the sale just by using this single type of question throughout your presentation.

And they aren't even hard to learn, using them just takes some practice. These are short little two word questions you add to a statement that turns that statement into a question - which when answered - gets you the commitment you were looking for. **(Read that again slowly.)**

I'll list a few here, and later today you can sit down with the other salespeople and make a list of as many as you can think of and then you can all get together and practice using them.

isn't it	doesn't it
shouldn't it	doesn't he
couldn't it	aren't they
shouldn't it	don't they
doesn't she	aren't you
can't they	
don't you	

To use these effectively, though, remember that you're going to need to practice, drill and rehearse.

Let's talk about how to use these. Take something simple. How about the statement "It's a beautiful day."

When you say it - maybe you'll get some sort of response from your

customer, and maybe you won't. The reason you may not get a response is because *statements* do not require a response, only *questions* do.

Instead of just making the statement, let's go for a *commitment* by tagging on one of those little two word questions. Since you know it's a beautiful day, instead say: "It's a beautiful day, *isn't it?*" *Yes, it is.*

And the same thought applies to the features you're covering. If you know one of your customer's hot buttons is comfort and you see that he's enjoying the seat he's in - to get a commitment that he likes the seats, just say: "Aren't those leather seats comfortable?" *Yes, they are.*

Or say they want a fun car..."Since you two like the beach so much, won't it be fun to drive this convertible along the coast on your trip up north?" *Yeah, it sure will.*

These questions get you the yeses you want and *need* to build the value so you can close the sale.

To make sure that you can use these *on purpose*, but *unnoticed*, you need a variety of ways to ask these questions and that will take time to practice. Here are 3 *different* ways to use them in a sentence. .

Let's say you know Bob's interested in safety because his daughter will be driving the new car to school. After you've covered a safety feature...

1. At the end of the sentence: "Bob, because your daughter will spend so much time on the freeway, safety is important, *isn't it?*" *Yes, it is!*
2. At the *beginning* of the sentence: "*Isn't* safety an important consideration since your daughter will spend so much time on the freeway?" *Yes, it is.*
3. In the *middle* of the sentence: "Bob, since your daughter will spend so

much time on the freeway, *isn't* safety your main concerns?"

And last...one of the most effective ways to use this type of question:

4. When the customer says something positive: "That sure is a nice feature to have." *Isn't it though?*

Important: I can guarantee you that using these selling techniques effectively *will not* come to you in a dream one night just because you read about them in this newsletter.

To use this type of question to help you get commitments and close the sale step-by-step, just remember to...

Practice - Practice - Practice!

Practice tip: Get out a tape recorder and a blank audio cassette. Practice saying your new scripts into the tape. Pause after each phrase so you can repeat the phrase back to yourself - and listen to your tape back and forth to work this month.

Next month, we'll cover mistake #3 and the 2 other types of questions that will help you control the sale and get your customers excited enough to take the car home today.

Steps to the sale...

We've been covering the basic steps to a sale - this month, Now, we'll focus on investigating and how your presentation could sound up to this point. Remember, we're *not* talking about "qualifying" to find out *how much* customers want to spend for the car, or payments or how much down they have. If I can talk you into believing that, I just talked you into *doubling* your sales.

If you'll take this last step of the pre-presentation and use it to learn about their "wants and needs", you'll *know* what features to cover in your presentation. Otherwise, you'll just guess or tell them everything you know about the car.

Read this slowly...

People make their decisions to purchase based on just 20% of the features of the car. Read it again!

This means that customers *don't care* about knowing everything that you know about the car. It means they have just a few *buying motives* or *hot buttons*. It means they have "wants and needs" and that they only buy cars or trucks to fill their own personal wants and needs.

For years, I thought that I was supposed to tell every customer *everything* I knew about the car. Then I finally learned that when they have a bad back and want *comfort* more than anything, they aren't interested in how pretty the special stripe package is or how fast the car will go.

Most salespeople don't find their hot buttons because they just don't listen...yet customers will tell you everything you need to know to sell them a car...*if you ask them!*

The Basics: Want to Double Sales? Learn How to Investigate

Find their hot button(s). If they care most about *safety*...it means they are interested in the advantages and benefits to them of the safety features on the car. If their buying motive is *performance* they want to know the advantages and benefits to them of the features that make the car perform better.

This also means that every time you talk about something that they *don't* care about...you move yourself further away from making the sale. They're looking for a salesperson to tell them about the things *they* care about...not the things the salesperson cares about or knows.

They have 'hot buttons'. If you find them and you push them...you make sales. If you push the other buttons by covering features they don't care about, you lose sales.

And, the only way to find out which button to push is to investigate to find their wants and needs, *before* you make your presentation.

A common question I hear from salespeople is...

"But why shouldn't I qualify for 'how much' they want to spend?"

The answer is because you'll make a bad decision. You'll either decide they can't buy the car they want and send them shopping or you'll spend most of your time (which should be spent on features, advantages and benefits) - "would you taking" payments, price or trade values instead.

When your mouth is moving you either *build value* or *negotiate* price, trade, down payments, rates or payments

You just can't negotiate and build value at the same time.

Of course they talk *price*, it's all they know. But they aren't making their decision on price...they're making it on the value to them of owning the product.

Their 6 Buyer Motives... Or Hot Buttons

- Safety
- Performance
- Appearance
- Comfort
- Economy
- Dependability

Push the hot button, make the sale.

Push the wrong button, lose a sale.

It really is that simple.

To Sell More Cars, Ask More Questions.....

We don't sell cars or trucks by "telling" people things. We sell, or "establish confidence, faith and belief in the value of owning our product" by asking them questions.

Look at everything we've covered so far in the basic steps. "Building rapport" and "investigating" are both accomplished by asking questions, aren't they? Don't you learn more about your customers by asking them a question and then listening to their answer? And won't their answers provide you with another clue to ask another question about?

In fact, don't you close the sale by asking for the order? Sure, we share information that we have about the product so we do spend some of our time talking. To get more successful though, practice learning to ask questions...the right questions. A good rule of thumb...you have two ears and one mouth so use them accordingly. Listen twice as much as you talk and you're on your way to the top.

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What Your Presentation Might Sound Like Up To This Point

Let's assume a young couple with two children just walked on the lot.

We'll have our salesman "Mike" run through the steps to selling we've covered up to this point:

First Impressions...

Mike is dressed in clean slacks, a white shirt and basic business tie.

He's checking his inventory, sees the couple and approaches them professionally, smiling and looking directly at them.

His Greeting-Hi folks - how are you today? (Fine thanks.) He extends his hand and says...Welcome to ABC Motors, my name is Michael Smith and yours? (Bill and Mary Brown and the kids are Johnny and Suzie. Mike, we're pretty sure of what we want. We'd like to look at a white one of those.)

Building Rapport & Investigating...

Boy, after that heat wave, you've sure picked a beautiful day to look at cars. It sure is pretty out, isn't it? (Yes, it is) Bill, before we start looking around, who's the lucky one • who gets the new car - you or Mary? (Mary: It's mostly for me, but Bill will be driving it some of the time.)

Is this a present for a special occasion or just because you deserve a new car? (Well, our anniversary was last week but we're really getting it so I'll have a car, too.)

Congratulations on your anniversary, how many years? (14 - but sometimes it seems like forever) Well, for 14 years, surely we can at least make this a belated anniversary present, can't we? (Yes)

This car sounds like a new addition to the family...what kind of driving will you do, Mary - will you be hauling the Little League team and groceries around or back and forth to work? (Groceries and errands but we'll also use it on weekends to go to Lake Arrowhead.)

Isn't it pretty up there...especially this time of year? (Yes, it is.) Do you have a home there or do you just make it up a few times a year like we do? (We have a cabin 2 blocks from town.) My wife and I have been seriously considering a small cabin up there - in fact if you know a local agent up there I'd sure appreciate the referral. (Our cousin helped us get it but he's not there anymore.)

I saw the ski racks on your other car, will you be selling us that car and using this car to go up to the cabin? (No, we'll keep it but use this one for the mountains.)

(Mike, we're on a limited budget and looking for a good deal.) I sure understand a 'budget', and before we try to figure prices, let's make sure we find just the right car for you because in the end, that saves you money, too, doesn't it? (Yes.)

Bill, what features are most important on your new car? (We're sure we want 4WD to get up the mountain in the winter, otherwise just pretty basic equipment.) Mary, what features do you like most on your other car? (The cruise control and the power seats.) Bill, what about you? (It has plenty of power even when we're packed and it's the quietest car I've ever driven.)

Isn't Mike taking positive steps toward a sale? A good first impression, the right greeting and he's building rapport and investigating at the same time. And, now that he's ready to make a presentation he knows who the car is for, they are established financially, they'll need the 4WD, they want comfort, they want performance and they don't have a trade.

Do they want a good price? Sure everybody wants value for their dollars but it's never the most important consideration—wants and needs are first...always! [1]

NEXT MONTH: Your three part presentation. Until then...practice, drill and rehearse what we've covered so far.

Setting Goals for "26"

It's the time of year to make your "resolutions", isn't it? If '93 didn't come out the way you'd hoped it would there might be a few things you want to work on so this year comes out exactly right.

Setting your New Year's resolutions is actually goals setting. **Goal Setting** is one of the most powerful tools you can ever learn to use. There are a few little built in secret tricks you can learn to make goals setting work even better for you. Look for just a second at a few of the statistics that go along with goal setting:

- Only 13% of all the people set goals. Just 13 out of 100.
- Only 3 of the 13 write their goals down. Only 3 out of 100.
- Researchers say that when you write your goal down your chances of reaching it are 10 to 100 times better.
- Only 3% of all the people earn over \$150,000.

And I'd bet that the 3% of the people who make over \$150,000 are the same 3% who write down their goals.

I always spend a lot of time talking about goals because it's so difficult to convince people of the value. For most people it isn't enough to hear that you can have what you want just by setting goals. Most want to see it work for them first. But since I can't show them up front, they never learn and they never get what they could have gotten out of it all. And remember...

Write Em' In Blood!

Or pencil or ink will work fine, just write your goals down. It's a real long story about why it works, but your chances of reaching your goals is up to 100 times better if you'll just write them down. It has to do with how your mind works to help you get the things you want. When you write down your goals, your mind understands more clearly exactly what you want — your goals are in better focus.

SECTION 11

THE OREL HERSHISER CHEVROLET METHOD

PRACTICE SCRIPTS

Either / Or And Open End Questions

(Investigation & Rapport)

- 1) Investigate: Is this going to be for you or someone else? (It'll be for me.)
- 2) Investigate: Congratulations - is this for a special occasion, an anniversary, birthday, something like that - or just because you deserve a new vehicle? (It's not really for our anniversary - but it is coming up.)
- 3) Build Rapport: Great - how many years has it been? (Visit)
- 4) Investigate: How will you be using it - for business, for pleasure or both? (Probably a little of both.)
- 5) Investigate: When you say business - you mean you'll use it back and forth to work or will you carry clients or something like that? (Back and forth mostly - but I sometimes carry clients, too.)
- 6) Build Rapport: Oh really - what type of business are you in? (Real Estate Loans -I work for a Mortgage Banker.)
Ask questions about Mortgage Banking or Real Estate.
- 7) Investigate: When you use it for pleasure - do you mean mostly around town or do you also take driving vacations? (Both - plus we have a cabin in the mountains.)
- 8) Build Rapport: Ask questions about the cabin in the mountains - where it's at - what they like best about that area - how often they get up there.
- 9) Investigate: Will you be driving most of the time or will someone else drive it part of the time, too? (It'll be mine most of the time - but I'm sure my son will want to use it now and then.)
- 10) Build Rapport: Ask questions about his son.

SECTION 12

STAY OFF PRICE

SECTION 13

SEE PRODUCT KNOWLEDGE SECTION

Why Stay Off Price?

When you're on the lot, you need to stay off price in every form. Why? Because you can't talk "price" and build value at the same time. Why?

Because price talk starts the negotiation. And when you start negotiating before you build value - you lose!

The next time they ask "What's my trade worth?" Try this...

"I wish I knew... there have been thousands of model and option combinations in the last few years and I appreciate your confidence, but I just can't keep up with them all - well have my manager take a look at it though as soon as he's free... speaking of your trade... that reminds me, were you looking for another 5 speed or do you want an automatic this time?"

4 Tips On Getting Off

Price And On Value

- Remember that there's always something more important to your customer than the Price.
- This sounds too easy, but ask, them what's more important than the price "Bob, I know price is important and we'll get back to that in a minute. But, tell me, other than price, what's most important on your new car, in fact, what do you like most about your other car?"

Focus on the other things that are

more important and keep asking

questions about wants and needs, Remember that nothing works all the time and remember that if you can get even some of the people off price and back on value, you'll sell more cars and make more money .

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How To By-Pass Price On The Lot

Talk price in your office ... not on the lot !!! Its Killing your paycheck!

A price objection is almost always a reflex objection when it comes up on the lot. A reflex objection is not an objection that has be addressed. In fact, the quicker you get away from it, the better off you'll be. The only thing you do by trying to overcome a reflex objection is to turn an unimportant reflex question into a serious hurdle you'll have to overcome to make the sale.

14 ways to by-pass price - trades - rates - payments... How much Is It?

"Just under 58, but for just a minute, let's suppose price wasn't important, what features do you want most on your new car, in fact, what do you like most about your other car?"

"57,985, but don't-worry about right now first lets find a car that will fit your needs...by the way...who'll be driving the car most of the time Bill, you or Mary?

that's the, best part and we'll get back to that in a minute but first let's find the right car...that reminds me...were you looking for something pretty basic or something with more equipment?

How much discount can I get?

Beats me I have enough trouble keeping up with the 200 Vehicles we have in inventory...we'll check with the manager as soon as he gets back...by the way...who gets the new car...is it for you or somebody else?

They normally don't discount this model....by the way...who's the lucky one, who gets the new car, Is it for you or Mary?"

"I know price is important and we'll get back to it in a second, but other than price what's most important on your new car...in fact, that reminds me...I forgot to ask...who's the lucky one...who gets the new car, you or Mary?"

You guys are asking \$3000.00 more for these Silverado's than they want tor a Ford F150 series with the same equipment.

" Yes it is more expensive than the other car you spoke of and thousands of other people just like yourself have made a decision on the Chevrolet Silverado instead...In fact, come here for a second and let me show you some of the reasons why."

What's my trade worth?

Bill, I appreciate your confidence but there have been thousands of model and option changes in just the few years and I really don't know, tthat's why we have a full time buyer on staff...by the way...did you want another 2WD or do you think you'd prefer a 4WD this time?*

" I wish I knew ____, we went to a class the other day and they had us guess the value of some cars arid we were all way off, I appreciate your confidence, but I just don't know, by the way...will you be using the new car for business or pleasure?"

" Beats me , but I'll have the manager take a quick look at it as soon as he gets back...by the way...were you looking for another 2WD or do you think you'd rather have a 4WD this time?"

What's the best rate the banks are offering these days?

Gosh, I can't keep up with it our business manager deals with about 11 different banks and the rates change constantly...but if your'e looking for a good rate...we've got them...by the way...are you going to use this car for business or pleasure?"

"As low as 3.9% on some models , by the way....Who's the lucky one, who gets the new car Bill is it for you or Mary?"

What will my payments be on this?

I don't know _____ , I Have enough trouble; keeping up with where they park these things...that does remind me though, were you looking for basic transportation or for something with more equipment so you can take those vacations you were talking about?"

That depends on a lot of different things , and I'll check with my manager as soon as he gets back and after we narrow this down just a little more...by the way...Were you looking for a Sport or a Luxury model?"

The key to success with most of these examples Is for you to say "I don't know". Unfortunately that's too hard for most Sales people because their pride gets in the way and they've forgotten that their job is to SELL the vehicle and it's somebody else's job to appraise trades, figure discounts and payments arid decide who can and can't buy. There's one other thing that's unfortunate...of the sales people who talk price on the lot...almost all earn just average wages when they could be making the big bucks instead.

When customers bring up these price objections before they've found a car they want to own today...they're reflex objections . They mean nothing - so by-pass them until later!

6 POINT

WALK - AROUND

1 UPFRONT

2 UNDER THE HOOD

3 DRIVER SIDE

4 AT THE REAR

5 PASSENGER SIDE

6 INTERIOR

NOW YOU'RE READY FOR AN EFFECTIVE DEMO DRIVE

SECTION 14

SEE PRODUCT KNOWLEDGE SECTION

Orel Hershiser Chevrolet

Women Buyers

About 50% of the vehicles are sold to women and over 90% of all sales made are directly influenced by women whether they're a wife, the girlfriend, mother or ???

I hear a lot of stories about people who try to buy cars. In fact, a friend of ours told me she wanted to buy a new fully loaded Jeep Cherokee. She said she knew exactly what she wanted and she was ready to drive home a new car.

She took her husband with her, not because she needed his approval but because that's what married people usually do. (She makes \$15,000 a year *more* than he does.)

She went to the first dealership (the one closest to home) and found the vehicle she liked. She said she asked the *salesman* a few questions, and each time he answered **her husband instead of talking to her.** Guess what? She left!

After three more dealerships (all had the vehicle) she finally found a salesman who realized *who* was buying. He made his presentation to *her*, he answered *her* questions and he made the sale to *her* (at close to sticker).

Each *salesman* (not salesperson) she talked to had the same opportunity to sell her a vehicle - but their *habit* of assuming the man is making the decision cost all of them the sale.

THINK !!!!!

Ben Franklin Said.....

When You're Trying to Sell Something, Cover Features • Advantages • Benefits

When I first started selling cars, I always figured one of the manufacturers came up with this F.A.B. stuff to punish car salespeople. I didn't realize that professionals in sales have known for centuries that to build value, you not only have to tell a person *what* the features are, you also have to explain *how* having that feature will benefit them.

Feature presentations raise the cost of owning the vehicle while *feature, advantage* and *benefit* presentations raise the *value*.

For example...

Let's start with some information on a customer that you'd learn in your *investigation* and see how we can turn the features on your vehicle into benefits the customer really wants.

Our customer is Bob Smith and he and his wife, Betty, are looking for a small car for their daughter, Cindy, who's going to college soon.

We've found out Cindy can't drive a 5-speed so they want an automatic. But since Cindy will spend so much time traveling the hilly roads each week, they said they were concerned about the power a small engine with an automatic will have.

In their conversation, words like *seat belts, visibility, crash tests* and *Consumer Report* have popped up. Bob said that he'll be driving the car some of the time, too, and he mentioned how *comfortable* his car was. Oh, one last thing

Bob mentioned was that Cindy will have his Mobil card with her for fuel expenses and when he said it, he gave her a look like his gas card bill better not go up much.

Now from our initial investigation, we have a pretty clear picture of *who* the car is for, *how* it will be used and some features we need to cover in our presentation. Before we start, though, let's review their *hot buttons*.

Unless we can talk Cindy *and* her parents into teaching Cindy to drive a 5 speed, we need an automatic. We know that *performance and handling* on the hilly roads, *comfort* for when Bob drives, *safety* since they brought up visibility etc, *economy* so that his credit card bill isn't too high and *dependability* is probably important, too, since Cindy will be on the road by herself most of the time.

We also know that Bob is an informed buyer looking for *facts* about the car, not vague phrases like "it's great" just because *you* like the car. That's why he reads Consumer Report.

Remember: *If you're willing to learn to investigate properly and give people a real presentation, you won't have any competition down the street. Translating the features on the car into advantages and benefits, and making sure they understand the value to them is the extra step that most salespeople just don't take.*

"Sales are missed by a few words - not a few dollars!"

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F.A.B. Selling - (continued from page 1)..

A Step-By-Step Walk-around presentation to the Smiths might sound like...

"Bob, you and Betty have pointed out that Cindy will be spending a lot of her driving time on the road each week traveling to and from college.

"And you mentioned that *performance, safety, and economy* in your new car were very high on your list of priorities, didn't you? Follow me and let me show you some of the reasons why I think the new Mercedes Benz C300 is the vehicle that your family is looking for.

"When Mercedes Benz designed the new C300, they designed it with families like yours in mind. They've built a car that not only provides some of the highest economy ratings in the industry, they've accomplished this without sacrificing performance or any of the features which make the new C300 one of the safest small cars on the market.

"If you would, step over here and let me show you some of the features on the new 2010 C300 that will give your family a feeling of confidence when Cindy is on the road.

"Realizing that *safety* was very important, especially in today's driving climate, Mercedes Benz wanted to make sure the C300 was ready to provide that safety in a basic transportation car.

"To do this, they've included disc brakes to insure faster, safer and surer stopping, right when you need it. Now we take disc brakes for granted, but if Cindy should ever be involved in an emergency situation she'll be in complete control of the vehicle at all times...and that's important to you, isn't it Bob?" Yes, *very important*.

"And, not only does each C300 come equipped with disc brakes, Mercedes Benz has taken the safety of your family a step further and included as standard equipment, the more reliable steel belted radial tires which are guaranteed against common road hazards and which will provide not only a safer, more dependable ride, but they'll also help you squeeze out that extra mileage that's so important in the escalating fuel market we're faced with right now.

"And didn't you say that Cindy would be relying primarily on your support for those gas bills? *Yes, she will.*" And every bit of extra gas mileage means less out of pocket expense for you then, doesn't it Bob?" *Yes, it does.*

"Under the hood we have one of the most powerful small engines on the market. Our new low maintenance engine is not only dependable, it has the performance Cindy will need on those hilly roads back and forth to school.

"One other thing I'd like to point out while we're still talking about the importance of safety when you consider putting your family in a car. The new C300 also has a unique dual diagonal braking system. And this special dual braking system is designed to provide fail safe stopping in the event of a collision or a malfunction of the braking system at any one of the other wheels.

"You know Bob, if I didn't tell you anything else about the vehicle, just the performance, economy and dependability of the engine with the advanced safety features of the C class for you and your family are just about reasons enough to make a decision on the new C300, aren't they?" *Well, just about.*

"But you know what...there's even more. And it's the combination of safety, performance, comfort and dependability features that will give you and Betty that feeling of confidence while Cindy's on the road, won't it?"

"And Betty, here are some other safety features I think you'll be glad that Mercedes Benz has included in the new C300 this year..."

Sound hokey or like a lot of trouble? Maybe it is and it sure takes longer than just saying "It's loaded - you'll love it. If we can work it out the way you want to buy it, would you get it?"

Taking the time to investigate, build rapport and covering features, advantages and benefits also works better, too, and that means more sales, higher gross and more money in your pocket.

And you know what - you get to choose - lost sales, low gross or more sales and high gross.

You should also try to remember that people are buying more than price. Start building value and watch price objections disappear even when they say "We like it, but it's \$150.00 a month more than we wanted to spend."

Just turn, look at Cindy and counter with "Bob, besides Cindy doing well in school and earning her new car, forget the great mileage and dependability, wouldn't Cindy's safety alone be the best reason to spend that extra \$35.00 a week on her new car?"

Try this value-building stuff and then learn to close. You'll be amazed at how easy selling really is.

Orel Hershiser Chevrolet - Selling Cars Today'

"Good Luck" vs. "Bad Luck"- You Choose.

"Good Luck" Words And Phrases

The Most Effective Words In Sales..

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

How To Use Glamour Words

There's nothing tricky at all about using "glamour" words. They add value and equal more gross. People just feel like they're getting more for their money when you describe the feature better.

Instead of just saying...

- Radial Tires

Power Seats

It's Blue

AM/FM Cassette

It has Cruise

For more value try...

Highest rated, all weather steel belted radial tires that will give you years and years of trouble-free service.

Economically designed, six-way power adjustable driver's and passenger seats with two built in memory positions and electrically operated lumbar supports so that you and your wife can have the comfort and back support you both need.

This is a special five stage, hand rubbed, midnight blue metallic paint with built in polymers to give you years of incredible beauty.

A state of the art, power stereo with auto reverse, dolby noise reduction and six 50 watt speakers that bring out the clearest highs and deepest bass to give you the feeling of sitting front row in the concert hall.

It has a fully adjustable, multi-function, speed control system with memory to make those long trips more comfortable and to help you get the additional mileage you said was so important.

These "Glamour" words are called adjectives. In fact, they're called *descriptive* adjectives. Get it? Describe the feature!

Power Words And Phrases That Work!

1. You **DESERVE** it.
2. **TREAT** yourself (your family) with it.
3. You've **EARNED** it, you've worked hard, so reward yourself.
4. This new car will **OPEN** new doors for you in business.
5. In business (life), attitude is everything, and this car will make you **FEEL** like a million dollars.

A Script Example

"Bob, you've worked hard - you've saved for a special occasion and you deserve a new car. You've **earned** it - **so** why not **reward** yourself Besides - having this new car will **open new doors** for you in your business and every time you get behind the wheel, it'll make you **feel like a million bucks!** (Close) Come on in and let's wrap this up so that you can start enjoying your new car - how did you want to register this - in the company name or just in your name?"

REMEMBER THIS

WHEN BUILDING THE RELATIONSHIP AND
LANDING YOUR CLIENT ON A VEHICLE, IF YOU
D T HAVE THE EXACT VEHICLE YOUR CUSTOMER
WANTS, YOU STILL MAKE EVERY EFFORT TO LAND
THEM ON A VEHICLE IN STOCK. SHOW THEM
NEW, SHOW THEM THE HAND PICKED PRE-
OWNED, SHOW THEM TRUCKS OR SHOW THEM

IF THEY ARE ON A NEW VEHICLE AND YOU CAN NOT LAND YOUR CLIENT ON SOMETHING ELSE.....TELL THEM WE
CAN GET THE RIGHT VEHICLE I YOU MUST DO A SIX POINT WALKAROUND ON A VEHICLE CLOSE TO WHAT THEY
WANT. LET THEM NOW EXPERIENCE HOW NICE THE VEHICLE DRIVES, EVEN THOUGH THIS VEHICLE MAY NOT
HAVE THE RIGHT EQUIPMENT NOT THE RIGHT COLOR.

ONCE YOU ARE BACK FROM THE DEMO DRIVE, ASK
FOR THE VERBAL COMMITMENT ON THE ONE
THEY DROVE IF THEY SAY NO, COMMIT THEM
ON THE VEHICLE WITH THE EQUIPMENT OR
COLOR THEY WANT NOW YOU CAN MOVE ON

SECTION 15

TO THE WRITE-UP

SECTION 16

EFFECTIVE DEMO DRIVE

DEMONSTRATION DRIVE

O

OVERVIEW

Purpose

The only time that a customer really gets to touch, see, drive and generally experience a new vehicle is during the Demo Drive. For that reason, demo drives are the time when the customer's emotions about a vehicle are at their peak - constituting one of the most opportune times of the sales process.

To help salespeople make the demo drive a smooth and comfortable experience for their customers, practice is needed. Here are some ways to prepare your salespeople.

How TO CONDUCT A DEMO DRIVE ;

For best results, establish a standard demo drive route and have your salespeople practice driving it before they take a customer on it.

Accompany each salesperson on at least one practice demo drive to demonstrate vehicle, Presentation procedures and to help the salesperson understand vehicle operation, safety features and benefits. To help the salesperson build an effective demonstration style, describe the demo drive in terms of these three steps:

1. Before the Demo Drive - describe features necessary for a safe and comfortable ride (e.g., location and use of mirrors, seat adjustments, safety belts).
2. During the Demo Drive - allow the customer to experience performance and handling; discuss benefits of acceleration, etc. For best results, the salesperson should drive during the first half of the demo drive, then stop and let the customer drive.
3. After the Demo Drive - summarize the benefits of the vehicle; ask the customer if you can answer questions about operational features, performance, or handling; then, counter objections.

A completed Demo Drive form is included on the next page as a sample.

DEMONSTRATION DRIVE STRATEGY

Get Customer in the Car. Getting the customer into the car should flow logically from the presentation. Using the Six point walk around, the customer should be seated in the passenger side of the vehicle at the end of your presentation. At that point, you can assume that the customer wants to experience the car on the road. Once in the car, before you leave the lot, re-orientate the customer with the controls. Get them involved. Have them push buttons, "feel this," etc.

Salesperson Drives First. Remember that the salesperson should always drive first. This allows you to demonstrate features and reinforce benefits and personal advantages. It also alleviates any fear the customer may have due to his/her unfamiliarity with the vehicle. Take this opportunity to build customer anticipation. Soon, the customer will be eager to drive. Encourage him/her to ask questions and continue to operate the controls so they see you trying them.

Route. Be sure the route has low traffic/stress and avoids residential neighborhoods where small children might be playing. If possible, drive by a mirrored building and point out to the customer how nice he/she looks in his/her new car. Finish by parking in a nice setting, an uncongested, safe area: Have the customer get out, step back, and look at the car.

Change Point. Not all customers want to drive the car initially. Be sure to ask. If they don't feel comfortable driving, don't push too hard. But you'll find that most will jump at the opportunity. For those who do want to experience the vehicle first hand turn over the keys and "ownership" of the customer's "new car."

As you walk around the car, study it. This will often make the customer do the same. When seated, present the interior of the vehicle again. Review seat adjustments, radio, tilt steering, mirror, power windows, etc. Don't assume that they remember how everything works. Use the opportunity to stress the benefits and personal advantages of those features.

Customer Drives. Once the customer pulls out, be quiet. Answer questions briefly. Set the radio on low to an easy listening station (drowns out distractions). Lean the passenger seat back. Cross your legs and get comfortable.

Listen closely to the customer. People will tell you how to sell them a car if you watch them (body language) and listen to what they're saying about the car. Encourage all who have an influence on the buying decision to drive (spouse, friend).

Stress Feelings Over Facts. A feeling statement will affect your customer more than any mere comment of fact. For example, rather than simply saying this car comes standard with all-wheel drive, say, "Remember those rain storms we had awhile back when all those cars were backed up and sliding around on the freeways? This car comes with all-wheel drive which gives you the control, maneuverability, and safety features necessary to avoid situations such as those no matter what the weather."

Be sure to convey to the customer how comfortable the car is, how well it rides; how safe it is; the incredible visibility it provides; and how all the controls are situated within easy reach. Remember to do everything you can to use the demo drive to your full advantage in every situation. One final tip...it pays to take a long demo drive — 10 to 15 minutes.

The customer "owns" the vehicle during that time. He or she begins to feel comfortable and may start to finalize the buying decision. It also gives you a good chance to get to know him/her a little better, something that will help you in the next step of the selling process—Closing.

SERVICE WALK SELLING THE DEALERSHIP

Clients want Excellent Service

Orel Hershiser Chevrolet Service

THIS MEANS THE BEST

WE ARE RANKED ONE OF THE HIGHEST IN

CUSTOMER SATISFACTION

125 YEARS OF CERTIFIED TECHNICIAN EXPERIENCE IN OUR SERVICE DEPARTMENT

OUR CERTIFIED TECHNICIANS WILL SPEAK WITH YOU PERSONALLY, ABOUT YOUR CONCERNS REGARDING YOUR VEHICLE. THEY WILL ALSO ROAD TEST YOUR VEHICLE WITH YOU TO HELP EXPLAIN THE PROBLEM.

OUR GOAL IS TO FIX IT RIGHT THE FIRST TIME BECAUSE WE KNOW YOUR TIME IS VALUABLE.

EXPANDED SERVICE HOURS 7AM TO 6PM

EARLY BIRD OR LATE NIGHT DROP OFF

MAKE AN APPOINTMENT AND BRING YOUR CAR IN

FREE SHUTTLE SERVICE. WE WILL DROP YOU OFF AND PICK YOU UP. WE WILL ALSO TAKE YOU TO THE MALL, MOVIE THEATER OR RESTAURANT

NO CHARGE LOANER VEHICLE WITH ANY WARRANTY REPAIR

IF YOU DESIRE TO WAIT FOR YOUR VEHICLE, WE HAVE COMPLIMENTARY COFFEE EVERY MORNING

WE ALSO HAVE COMPETITIVE PRICING WITH THE INDEPENDENT SERVICE REPAIR STATIONS, BUT WITH THE PEACE OF MIND OF GENERAL MOTORS CERTIFIED TECHNICIANS DOING THE WORK

-

UP FRONT PRICING SERVICE MEANS “NO SURPRISES”

WHEN YOU GET THE BILL

CONFIDENCE WITH OUR SERVICE DEPARTMENT

WE ALSO HAVE A FULLY STOCKED PARTS DEPARTMENT GIFT SHOP TO KEEP YOUR VEHICLE LOOKING AND RUNNING GREAT

CLOSE THE SALE

HANDLING OBJECTIONS

THE VERBAL COMMITMENT

**SALES ARE MISSED
BY A FEW WORDS
NOT A FEW DOLLARS**

Closing The Sale: Getting A Commitment To Purchase

You've made friends, investigated, presented, demonstrated and are ready to close - here are a few quick tips:

1. Assume The Sale

Never try to close with that questioning look on your face or that shaky sound in your voice. When you ask a closing question, use an assumptive close, use assumptive body language and do it with a smile on your face just like you expect them to say "yes, we'll take it".

2. Ask The Right Type Of Question

If you ask a "yes," or "no" response type of question (on the lot, to get a commitment), get used to hearing "no" or getting an objection almost every time you ask the question. Questions like: "If we can work it out the way you want to buy it, are you ready to take the car home today?" or "Well Bob, whadda think.?" or "Bob, if terms and figures are agreeable, can we send you home in a car today?"

The right, type of question to get a commitment on the lot: Assumptive close or most likely an either / or question.

Examples: On the return from the demonstration, try this: 'Bob, go ahead and park in the sold line and I'll pull the keys so nobody else can drive your new car.' or "Bob, it sounds to me like we've found the perfect car - were you going to register this Bob or Robert?" - or almost any other question where you offer them a choice besides a "yes" or "no" response.

3. Don't Stop With Just ONE Commitment

How many commitments are in the next paragraph?

Bob, go ahead and park it in the sold line and I'll pull the keys so nobody else can drive your new car. (He parks it in the sold line, close to his trade.) And how were we going to register this - Betty were you going to let him be on the title, too, or did you want it in just your name? ("Both.") And Betty, would you do me a favor and get your registration out of the glove box - I hate rummaging through people's stuff. (She gets it.) I don't have my glasses. Bob could you read me the exact, mileage on the new car? (He does.) And would you do the same for me on the car you're selling us? (He does.) Come on in and we'll wrap this up - can I get you a fresh cup of coffee or would you rather have something cold to drink while we wrap this up? ("Coffee." You sit clown at your desk.) Oh yeah, do me a favor and take your ignition and trunk key off your key ring. (They do.) Now for our registration records, what is the correct, spelling of your last name? ("SMITH")

SALES ARE MISSED
BY A FEW WORDS
NOT
A FEW DOLLARS

Compared to the single, *very loose* commitment most salespeople try to get by with "Well, what do you think -do you want to go inside and see what we can do (or see some figures)?" Would the sale be easier? Would you be better off with extra commitments *before* you negotiate?

☐ Yes, of course. ☐ Nah, it doesn't matter, all they care about is the best price - they'll either buy it or they won't.

Handling "Reflex" And "Buying" Objections

Your customers will be objecting to different things throughout the sale - from the time they hit the lot all the way through to the *next* vehicle you sell them. It's *normal* and the better you are at learning how to deal with their objections, the more successful you'll be selling cars.

1. Handling "Reflex" Objections

A reflex objection is just, something people say that they don't really mean, like "we're just looking" Or, when you ask a closing question and they say "well, we better hold off for awhile - we'll think this over and get back to you."

Tip: Never turn anything that has to do with either type of objection into a contest *or you lose*.

When you get a reflex objection make sure the first word out of your mouth is positive or you'll add resistance. "We're just looking" should be responded to with "**Great** (followed by an either/or question to maintain control) - Who's the lucky one - who gets the new car Bob, you or Betty?"

If you have good *rapport* with your customer, when you're closing and you get "we'd better hold off for awhile..." try "It sounds like you guys just did what everybody else does at about this point - you just got nervous. You like the car, it has everything you want, so let's go ahead and get this over with, so you can start enjoying it - seriously now - how were you going to register it, Bob or Robert?"

Tip: Bypass the objection if you don't want to talk about it now, especially price questions and objections.

2. Buying Objections

Trying to sum this up in a paragraph is kind of tough. Just remember these five steps...

- Respond positively - no challenges and no pressure.
- Clarify the objection - make sure you understand it.
- Rephrase the objection - make it easier to handle.
- Isolate it - eliminate any other objections.
- Close again** - ask for another commitment.

Learning To Close

- You'll find that closing the sale is easier if you take the time to build rapport before you start trying to *sell* them something.

- It's easier if you're prepared with your presentation, if you're prepared with your questions to investigate to find their driving needs, if you know how to get minor commitments throughout your presentation and how to control the sale with questions.

Let's assume you've done all of the above to make closing the sale easier. Let's assume that you've done a good job of staying off price on the lot and haven't thrown out any figures on discounts, trades or payments that have locked up the deal in any way.

Now, so that you don't open up price: as the reason for a commitment to purchase and so that you don't give them a heart attack ...instead of "if I could, would you?... for 30 days try..."

"Gosh, Bob, it sounds to me like we've found the perfect vehicle for your new business. Come on in and let's wrap this up - by the way, were you going to put it in the business name or register it in your name?"

Use Either/Or Questions To Close More Sales!

An *either/or* question is always easier for your customer to answer than a *yes* or *no* question. In the closing question we just covered, you never asked him to purchase the truck - which is what causes the discomfort. You only asked your customer how he wanted to register his new truck. And either answer on how it's registered means he's bought it and he never had to say "Yes, I'll buy it!" (And no heart attack!)

Now, let's look at 2 types of closing questions that use an *either or* question as the final closing question...

1) An Assumptive Close

This is just a two part closing question - an assumptive statement followed by a closing question.

The assumption: "It sounds to me like we've found the perfect vehicle for your new business..."

The closing question: "Come on, in and let's wrap this up....were you going to put it in the business name or register it in your own name?"

A few more...

"You two are going to love your new E350. come on in and let's wrap this up so you can start enjoying your new car... can I get you coffee or would you rather have something cold to drink while I take care of the paperwork?"

"This car is exactly what your daughter needs to get her back and forth to work and to finish her college courses, were you going to put her name on the title or just register it in your name?"

"This car is perfect for you folks... were you going to pay cash or did you plan to finance your new truck?"

2) A Summary Close

This is just like it sounds... you're going to summarize everything you've talked about with the customer in your presentation - before you ask that "assumptive" closing question we just talked about.

This may be three quick "yes" questions before you lead into your closing question, like "Boy, that sure drove nice, didn't it?" *Yeah, it did.* "And that had all the equipment you guys wanted, too, didn't it?" *Yes, it does.* "And it sounds like you like the panorama roof after all?" *Yeah, I'm surprised - but I do.* "Well Bob, it sounds to me like we've found the perfect car..."

Or you might even do another mini-walk around of the vehicle - taking the prospect back over the most important features, their advantages and the ben-

efits of those features. The purpose is to get more of those *minor commitments* before you ask your closing question.

An example of a longer summary close to get even more commitments...

"You said your daughter will be spending a lot of time travelling back and forth to school, didn't you, Bob?" *Yes, I did.*

"And safety was one of your main concerns, wasn't it?" *Yes - definitely.*

": "Since safety and dependability were two of your most important concerns, the safety features like the dual braking system, the disc brakes, the high mounted brake light, and especially the driver and passenger air bags are features you for sure wanted in your new car, aren't they? *Yes.*

"And your daughter preferred the 5 speed, didn't she?" *Yes.*

"I know she really likes the blue and even though you hadn't planned on it, she sure likes that sunroof, too, doesn't she?" *Yes.*

"You know Bob - it sounds to me like this pretty blue Malibu will be the perfect transportation car for Susie while she's finishing up her education and saving up for that Silverado she's dreaming of. Come on in and let's take care of the paperwork so that you guys can put all this shopping behind you and start enjoying your new car - were you going to register this in your name only or did you want Susie on the title, too?"

None of these questions forces them to say "Yes, Joe, I'll take it" and none refer to price, either. Most important, asking for the order with these questions means that you're closing on the *value* of the car, not on the *price*.

It's a shame to see so many salespeople do a good job building value in *owning the vehicle* with everything we've talked about and then turn it all around at the end by *changing the focus to price* with a price close.

Earlier I said "try it for 30 days", but there's a catch - you have to *learn it first* so spend the next 5 days, just practicing, drilling and rehearsing these closes in your training meetings.

The Commitment There is absolutely no law in the United States of America that forbids retail car and truck salespeople from asking the list price, or more, for their vehicles.

Pricing Strategy

Yet, even while I say this, there is some salesperson somewhere who is starting to deal and feels compelled to give his or her client an instant discount. Why? We don't want the customer mad at us. If we were to ask for the manufacturer's suggested retail price (MSRP), we think it would insult our customer. What rubbish. If you are not confident enough in your product and your sales ability to feel that your vehicle warrants the list price, then get another job. You are using a desk that could be filled by a real salesperson. Believe me, your customer expects you to ask for list price or more, so do it. In the case of the customer who has told you he wants the lowest price to begin with, that you only have one shot, that if you don't bring him the figure he wants to see, he'll leave just ask yourself this one question: "Who's in charge, you or your customer?" If you are in control, ask for the list price. If your customer is in charge, take that control back from him, turn your customer over to another salesperson, or start your deal back where the customer took control. If you graded yourself according to our Sales Process, you should know where you lost control of your sale. Re-group and re-do. Most salespeople feel that, if they give a discount, it will produce a faster commitment there by consummating the deal at a more rapid pace. Wrong. It doesn't happen that way. As soon as you begin to discount, your customer will expect even more discounts; any reduction you already have given will seem miniscule in proportion to the amount your client will now ask for. The way it works in actual practice is this: If you offer a one-hundred-dollar reduction, your customer will want a discount of five hundred dollars or more. If you offer five hundred, he will want one of at least a thousand, maybe two. It is much better to begin at list price and allow the customer to ask for the discount he feels you should give him. Usually your customers will feel uncomfortable asking for a very large discount on their own. They need you to initiate the discount process.

PRACTICE SCRIPTS

ISOLATING

Objection: We like the car but we wanted blue.

Response: So other than the color, is there any other reason we couldn't send you home in it now? REPHRASING
PRICE

Objection: We like the car but the price is too high.

Response: It sounds like you're like me and everybody else - it sounds like you're on a budget - am I right? Sure...
So if we sat down and fiddled with the figures and you felt that your budget could handle it, would there be
any other reason we couldn't send you home in it right now? CHECK WITH SOMEONE

Objection: I like the car but I need to check with my friend first because she buys more cars than I do. It sounds to
me like you just want to make sure that you're making a Response: good decision, is that right? CHECK
PRICES DOWN THE STREET Objection:

Objection: We like it, but I want check to see what the dealer down the street will . do?

Response: It sounds to me like you just want to make sure that you're getting a good deal, am I right? ... Sure ...
Bob, isn't a good deal a car you like, at a price you can afford from people who will take care of you after the
sale as well? ... Yeah ... (Rephrase Again) You know, Bob, if you're like me and everybody else, you're on a
budget, is that right?

PRACTICE SCRIPTS

BYPASSING

PRICE

Question: How much is it?

Response: (\$37,383) 37-3 ... by the way, who's the lucky one, who gets the car new Bob, you or Betty? Betty.

TRADE

Question: What's my trade worth?

Response: Beats me, we'll have my manager take a look at it as soon as he gets free - speaking of your trade, though, did you want another 5 speed or will an automatic work this time? Automatic. PAYMENTS

Question: What would payments run on this?

Response: Heck if I know -I can't even keep with all the cars and where they park them, much less what all the payments will run - speaking of pay- ments, though, they'll depend a lot on equipment - were you looking for something pretty basic this time or something with a little more equipment on it? COLOR

Question: I'm looking for a white Traverse - do you have one?

Response: I don't see one out front - of silver, blue or Black - what's your second favorite color? Silver.

EQUIPMENT

Question: Do you have one of these in a 5 speed?

Response: Not out front - they may be cleaning one up out back, though - who's the lucky one - who gets the new car, Bob - you or Betty? Betty.

PRACTICE SCRIPTS

ASSUMPTIVE STATEMENTS-

- 1) You're going to love your new Sierra
- 2) This Camaro will sure be fun on those winding mountain roads.
- 3) This Colorado will handle every job you have - and then some.

ASSUMPTIVE QUESTIONS...

- 1) Won't it be fun showing this new Traverse off to all of your friends?
- 2) This Tahoe will sure be fun on those winding mountain roads, won't it?
- 3) Since you're always carrying things - won't this Suburban be great?

ASSUMPTIVE CLOSES...

Closing On Registration...

- 1) You're going to love your new Camaro- how did you want it registered, Bob or Robert?
- 2) This Corvette will sure be fun on those winding mountain roads - Betty, were you going to let Bob be on the title or should we just put it in your name?
- 3) This Silverado will handle every job you have - and then some - now were we going to put this in your name or the company's name?

PRACTICE SCRIPTS

CREATING URGENCY

Practice these three...

1) The customer just asked ... "Do you have a white one of those?"

Gosh, if we're lucky.

2) You just asked if they were going to keep their car or if they were going to trade it. They said "We're going to trade it."...

Boy, we've sure been getting a lot of those in on trade lately. It's a good thing you're trading now before the value starts dropping.

3) After you have a commitment to purchase and you're just sitting them down to do the paperwork...

I'll go get the paperwork and I'll check to see if this particular vehicle is even available ... like I said - it's our most popular model.

Learn to use these three, too...

4) You and your customer are in your office doing the paperwork - the keys are on your desk when another salesperson asks...

Do you have the keys to that white one, I have a customer who wants to look at it..

5) I know you were planning on getting it next week, but with the sale is ending tonight, it's just a shame to miss out on the additional savings.

6) My manager called around town and we have a buyer for your car at the figure we discussed as long as we act now.

PRACTICE SCRIPTS

Close On The Terms...

- 1) You're going to love your Camaro - now did you want to find out more about our lease program - or did you just want to go ahead and finance it?
- 2) This Corvette is going to be great and you'll love it on those winding mountain roads. Did you want me to have them figure your trade into this or will you be keeping it?
- 3) This Sierra will be great for those big jobs and it'll save you a ton in maintenance. Did you want to extend the terms for a lower payment - or should I have them figure everything for a better rate and faster pay off?

Close On Equipment Installations...

- 1) You'll love your new Blazer and the new wheels to. Did you want to get that installed Monday, or would you rather have it put in next week?
- 2) This Tahoe will be great for those ski trips. Were we going to put the ski rack on or will you be getting that installed later?
- 3) Since you're always carrying valuable things with your Tahoe - that Alarm will sure come in handy. Were you going to include the Alarm in the financing or were you going to pay for it separately?

Close On General Information...

- 1) It sounds like we've found the perfect car - can I get you guys a cup of coffee or just something cold to drink while we wrap this up?
- 2) You guys are going to love your new Blazer - when you leave here with it, who will you show it off to first, your family or friends?
- 3) This Silverado will be perfect for your business - or you going to take it off road this weekend or just get it ready for work on Monday?

OREL HERSHISER CHEVROLET SALESPERSON'S HANDOUT:

"I WANT TO THINK ABOUT IT"

- 1) I UNDERSTAND, BUT LET ME ASK YOU SOMETHING. ON A SCALE OF 1-10, WITH 10 MEANING YOU WERE ABOUT TO DRIVE THE CAR HOME TODAY AND 1 MEANING YOU WOULDN'T TAKE IT IF IT WERE FREE - WHERE DO YOU STAND?" (NO MATTER WHAT THE ANSWER, REPLY) "WHAT WOULD IT TAKE TO GET YOU TO A 10?"
- 2) "I UNDERSTAND, BUT YOU KNOW FOLKS, I'M A CONSUMER OF GOODS MYSELF AND I'VE OCCASIONALLY MADE THAT SAME COMMENT. I'VE FOUND THAT IT USUALLY MEANS 1 OF 2 THINGS: A) YOU DON'T WANT TO HURT THE SALESPERSON'S FEELINGS B) THERE'S STILL A CONCERN THAT HASN'T BEEN ADDRESSED PLEASE TELL ME WHICH ONE IT IS FOR YOU.
- .3) "NO PROBLEM FOLKS, DO YOU NEED A COUPLE OF DAYS OR MAYBE A WEEK TO THINK ABOUT IT?" (WAIT FOR RESPONSE) "YOU SEE NO MATTER HOW LONG YOU THINK ABOUT IT, WHETHER IT'S DAYS, WEEKS OR MONTHS IT USUALLY COMES DOWN TO THREE QUESTIONS:

A) IS THE VEHICLE AFFORDABLE? B) IS THIS THE TYPE OF VEHICLE I WANT TO DRIVE? C) ARE THESE THE TYPE OF PEOPLE I WANT TO DO BUSINESS WITH? "WHY DON'T YOU PUT THE CAR SHOPPING ORDEAL BEHIND YOU AND START ENJOYING YOUR NEW CAR TODAY, FAIR ENOUGH?"
- 4) "I UNDERSTAND, THIS IS AN IMPORTANT DECISION. BUT IF YOU DON'T MIND ME ASKING - WHAT EXACTLY DO YOU NEED TO THINK ABOUT? IS IT THE CAR? IS THERE SOMETHING YOU'RE UNCOMFORTABLE WITH ABOUT THE CAR? (NO) IS IT ME? HAVE I DONE SOMETHING TO OFFEND YOU IN ANY WAY? (NO) IS IT POSSIBLY THE PRICE?' MORE OFTEN THAN NOT IT WILL BE ONE OF THESE AND PROBABLY THE PRICE. BY ISOLATING THE REAL CONCERN, PERHAPS YOU CAN DEAL WITH IT.
- 5) "FOLKS, PUT ASIDE MAKING A DECISION FOR JUST A MOMENT!" (THEN SUMMARIZE ALL THE GOOD POINTS)

The Orel Hershiser Chevrolet Method Of Selling Cars

Closing On "I'll Think It Over..."

Call their bluff...

"We're going to grab a bite to eat and come back later."

Salesperson: So you do want to get the car then?

Customer: Sure.

Salesperson: Great - would you do me a favor? (Pull out \$5 from your pocket real quick and don't stop talking.) I haven't had a chance to get out of here for lunch, would you just bring me back a hamburger or any kind of sandwich (hand them the money) and while you're gone I'll get the car cleaned up and the paperwork started. (Now you'll find the objection.)

"We're going run a couple errands and come back later."

Salesperson: So you do want to get the car then?

Customer: Sure.

Salesperson: Since you're that interested and are going to get it anyway, let's go ahead and make out an order form and I'll get a deposit so that we can hold the car for you. Plus, when you come back in I can have the paperwork completed and you can be in and out in just a few minutes. (Now you'll find the objection.)

Close on logic.

"We're going to hold off for 3 months and save up another \$2000 down .

Salesperson: So you do want the car then and you'd get it now if it weren't for that?

Customer: Sure - we just need more down to lower our payments, plus our car is fine and not giving us any problems right now.

Salesperson: I understand - let me ask you a question though. Quite a few people feel the same way you do about saving up some extra cash and they forget one thing.

Customer: What's that?

Salesperson: (Get a pen and paper and use the "New Car vs. Trade In" close.)

If you were me..

"We like it but we're going to hold off for awhile."

Salesperson: That's fine, but Bob, I need you to help me a

Customer: second if you would. Sure.

Salesperson: If you were me and had a great product that you knew was perfect for your customer, you knew it would give them years of service and not only save them money now but hundreds of dollars in the future on maintenance, too, but you just couldn't get through to them and you can't even find out why - what would you do?

Closing on some common objections...

I want to think it over!

The problem with "I'll think it over is that it isn't really an objection...it's just a cover up for something else. Either find out what the objection is...or try to close the sale!

- "Great - let's talk it out...sometimes two heads are better than one. What was it you wanted to think over...was it the color...was it the style...was it the equipment...you know Bill, this car has everything you said you wanted in a new vehicle - the color, the style, the performance and best of all the dependability you said you needed most. Come on inside and let's take care of the paperwork so you can start enjoying your new car...I'll get us a cup of fresh hot coffee or would you prefer something ice cold to drink?"
- "I understand how you feel because the first couple of times that I got a car I felt the same way too, until I finally realized that I had spent a lot of time just like you have - thinking about it before I ever looked at the first car. I also realized that the more I thought about it, the harder it got to make a decision at all - even though I was doing what I'd already decided was best. You know, the car we've found has everything you've been looking for in a new car - and it fits your budget perfectly. Come on in and let's wrap this up so that you can start enjoying your new car this afternoon...were you going to register this in your name alone or did you want someone else on the title?"
- "Great, you two talk about it for a minute and I'll go get us another cup of hot coffee and see if I can get a little more for your trade."
- "That's great! I know you wouldn't take the time to think it over unless you were serious, would you? Yes, we're serious. You really will spend some time thinking about this, won't you? Yes, we just want to think it over. You're not just saying this to get off the lot are you? A lady did that last week and we had to call the police. No - we're going to talk about it and come back tomorrow. Before you leave, do me just one favor...just to clarify my thinking...exactly what was it you wanted to think over...was it the color...was it something I said, I hope I didn't offend you folks in any way...or was it because you wanted a four door and we only had a two door? That's it.. we really wanted a four door. Then, am I correct in assuming that if this car had four doors - you'd take it right now?" Yes
- "Why? You said you've already spent several days deciding on the color and equipment and your budget and this car fits them all. You know, the sooner you make that final commitment...the sooner you can put all this shopping behind you and start enjoying your new car. Come on inside and let's wrap this up...how did you want it registered...in one name or two?"

The Orel Hershiser Chevrolet Method Of Selling Cars

Closing On...

"I want to talk to my wife / husband."

Salesperson: (Isolate) So other than your wife not being here to give her approval, is there any other reason for not taking the car home today?

Customer: No, if she were here, I'd take it now.

Salesperson: Bob, if you're like my wife and I - we usually sit around the kitchen table and figure out what we want as far as color and equipment and then we figure out a budget. Is that kinda how it works at your house, too?

Customer: Yeah, it is.

Salesperson: Then you've already decided on color, equipment and budget. So let me ask you this - since the car has all the equipment you're looking for - since it's the color you both wanted - if we can keep this within the budget you've both already agreed on - wouldn't it be kinda fun to surprise her with it?

Customer: Yeah - but we always make decisions together.

Salesperson: (Close) Bob, you've already made the decisions together - so do something fun this time and surprise her with a new car for the family. Come on and let's get this over with so you two can take your new car on that trip to the mountains tomorrow. How do you want it registered - in just your name or do you want her name on the title, too? or

Salesperson: (Isolate) So other than your wife not being here, is there anything else holding you back?

Customer: No, if she was here, I'd take it now.

Salesperson: (Close) Gosh that's great - I'll get the car cleaned up and we can go ahead and take care of the paperwork, did you want her on the title or were you going to put it in just your name? or

Salesperson: You know she'll probably want to get an economy model over the performance model you picked. You said you will be driving the car most of the time, and that you wanted the extra horsepower, didn't you? Yes. It's your car - don't worry so much, she'll enjoy it too. (Ask closing question) or

Salesperson: You and your husband have already spent time going over equipment and budgets and this is the car you like, isn't it? Yes. You know, Betty, you're like my wife - you have your own career, you work hard and you make your own choices. This is the car you want, it's in line with your budget - besides that, you've earned it - so reward yourself for once. In fact, let's take care of the paperwork and wrap this up so you can start enjoying your new car - were you going to register it in just your name or did you want Bob on the title, too? Note: As a last resort, go show the car (Always try to close first).

The Orel Hershiser Chevrolet Method Of Selling Cars

Closing On.

"I've got a better deal down the street."

Salesperson: (Isolate) Bob, other than the dealer having a better price, is there anything else holding you back from getting your new car now?

Customer: No, of course not - we're ready to buy a car right now. We just want to know that we got the best deal.

Salesperson: (Clarify) Bob, no matter what you spend for a car, there's always a better deal down the street. In fact, wouldn't you agree that a good deal is finding the car you like, at a price you can afford, from a salesperson and a dealership who'll take care of you after the sale as well?

Customer: Yes

Salesperson: (Close again.) or

Salesperson: (Isolate) Bob, other than the dealer having a better price, is there anything else holding you back from getting your new car today?

Customer: No, of course not - we're ready to buy a car right now. We just want to know that we got the best deal.

Salesperson: Bob, most of our customers feel that after they make a purchase - that for the next 4 or 5 years good service will be most important - is it safe to say that that's about how you feel, too?

Customer: Sure - but they said they'd sell me the car for just a \$100 over what they paid.

Salesperson: Well Bob, if they say they aren't making any money on the sale do you really think they'll be able to service you properly down the road? You're right, we are a little higher, but when it comes to service before and after the sale, we know we can't be beat. In fact, the reason our customers come back again and again is because (benefit your dealership offers like free oil change, VIP service, discount on parts, loaner cars, etc.). (Close) Let's go ahead and wrap this up...

or

Salesperson: (Group Close: Dealer or GM, Service Manager and Salesperson) Bob, we want to earn your business now and in the future, (pause) (Dealer) do you promise to take care of Bob, after the sale? Yes! (GSM) do you promise to handle any situation Bob might have? Yes! (Service Manager) do you promise to handle all of Bob's service needs? Yes! Bob, there's no doubt that some other dealership might beat the price by a few dollars, but nobody can beat the service and commitment we make to our customers after the sale as well...(close again.)

Closing on some common objections...

I can get it somewhere else for less!

This is not the easiest to overcome but if you'll remember two things it'll help:

1. If they really could have bought it for less somewhere else and if they really wanted to buy it there from the other salesperson...in most cases they'd be driving it already.
2. There's a 93% probability that the other salesperson took shortcuts at every step of the Sale and only tried to close them on price. If you'll get control and start from the beginning it's a heck of a lot easier to overcome this objection.

I saw an ad in the paper...

- Bill -you understand advertising don't you ? I don't doubt that you saw a single stripped down advertised special in the paper yesterday. And I know that if you'd been there when they opened the doors yesterday morning you'd never have had ^ the chance to take a look at it Or make sure it was the right color and had the right equipment, in fact, you'd have been lucky to buy it before somebody else got a quick receipt for their cash. Price leaders in any model move faster than most people are willing to. Let's don't worry about the price right now...first let's find a car you like with the right equipment that will fit all of your driving needs...by the way...who's the lucky one, Bill...who gets the new car, you or Mary?"

The salesman down the street said...

- "Great, let me have the signed buyers order his manager gave to you and I'll have my boss take a look at it ____ If it's legit...we'll get to work and try to beat the price."
- "Bill, you've bought many cars before and I think you're too intelligent to believe that any businessman would discount the price that much on his most popular and most difficult to get model. It's unfortunate that so many people in sales will send a customer out shopping for days trying to beat that unbeatable deal and then insult their intelligence when they come back by telling them that they made a mistake or the deal is off or the car they were talking about is sold." "I know price is important...it's important to everyone, but the most important thing to do is to find a car that fits you and your family's driving needs. We'll get back to price in a minute...by the way...I didn't even ask - who's the lucky one...who gets the new car Bill, you or Mary?" The most important thing you're trying to do is to get some control. Then you can take everything back to step one and follow all the steps to the sale.

The Orel Hershiser Chevrolet

Method Of Selling Cars

Closing On...

"I like it, but I need to shop your price."

Salesperson: (Confirm) So you do like the car?

Customer: Sure we do.

Salesperson: (Rephrase) It sounds to me like you want to make sure you're making the best decision, am I right?

Customer: Yeah, that's really it.

Salesperson: (Isolate) If there was one thing holding you back, what would that be?

Customer: Like I said - I want to make sure I don't pay too much.

Salesperson: (Rephrase) So you're looking for a "good deal"?

Customer: Absolutely - who isn't?

Salesperson: (Rephrase) Bob - isn't a "good deal" a car you like, at a price you can afford, from people who'll take care of you after the sale as well?

Customer: Sure, that's important, too - but what can you guys sell it to me for?

Salesperson: (Bypass And Isolate) I guess we could go in and play around with some numbers, but let me ask you a question. If you felt comfortable with the figures and felt like you were getting that "good deal", is there any other reason we couldn't send you home in the car right now?

Customer: No, not really - but if it's more than I can buy it for somewhere else, I'm not going to take it.

Salesperson: (Clarify) So are you saying you'd cut my throat to save 10 bucks?

Customer: No, of course not - not for 10 dollars.

Salesperson: (Now he's agreed to pay you more than he can buy it for somewhere else. The only question now is how much more. Maintain control.) (Close) Great, come on in and we'll wrap this up - Bob, if you would, lean in there and tell me exactly how many miles are on your car.

Customer: 79,134.

Salesperson: (Close Again) I don't remember, were you going to put this in your name or the company name?

Customer: Mine.

Salesperson: (Close Again) And for registration - what's the correct spelling of your last name?

Customer: SMYTH

Closing On...

It's the wrong color (or equipment)."

Salesperson: (Isolate) So, other than the color, is there any other reason we couldn't send you home in your new car right now?

Customer: No, if it was red, we'd take it right now.

Salesperson: (Close) Mr. Smith, will your decision to purchase be based on the safety, economy and dependability of the vehicle for you and your family or whether the exterior color is blue or silver? or

Salesperson: (Isolate) So, other than the color, is there any other reason we couldn't send you home in your new car right now?

Customer: No, if it was red, we'd take it right now.

Salesperson: You do like the tan interior, don't you?

Customer: Yeah, sure - it's our favorite.

Salesperson: You know, Bob, you'll be seeing the interior more than the exterior. Plus since this midnight blue is a limited edition color, you're not going to see this on every car on the road like you will with the red. Besides that, 3 weeks from now you won't really care what color it is so let's go ahead and wrap this up so you can start enjoying your new car... (close) Did you want me to add the CD player or do you want to take it just like it is?

Customer: Add the CD. or

Salesperson: (Isolate) So, other than the color, is there any other reason we couldn't send you home in your new car right now?

Customer: No, if it was red, we'd take it right now.

Salesperson: (Rephrase) Red is the most popular color, and our most popular colors are the hardest to get and always sell for more (supply and demand). Plus since we have to locate and then go to the expense to get it here, if you don't mind spending a little extra, I can have it for you by tomorrow. However, if we find a car in stock, like the blue you said was your second favorite color, I can save you some time and money and in the end - isn't the money really more important than the color?

Customer: Yeah, but I wanted red.

Salesperson: (Close) Bob, is your decision to purchase going to be based on the safety, economy and dependability of the vehicle for you and your family and how it fits your budget or on the exterior color?

Closing on some common objections...

"It's the wrong color - equipment - model!"

In case you didn't know...as soon as you say the words "we can order or locate you one", you just took away all the urgency for them to make a decision...today/

Don't send them shopping for a salesman...SELL FROM STOCK.

- "Bill, will your decision to purchase be based on the safety, performance and dependability of the car for you and your family - or the exterior color?"
- "Mary, because of the time you spend driving to work you've told me that safety and dependability are critical. Isn't it true that a safe-dependable car is more important to you than whether or not it has a Panarama roof?" You Know Mr. Smith - cars are made to get us to our destination and you've told me that basic transportation was what you wanted and needed most. Sure the red is a pretty color.. that's why it's so popular...and...why it's the hardest color for us to get. I know you like blue because your shirt, pants and hat are blue. If we can come to a figure that's agreeable to you on the blue car that we drove - can we go ahead and wrap this up right now and send you home in the most economical and dependable transportation car around? In fact, come on in and I'll get us a hot cup of coffee or would you prefer something cold to drink while I take care of the paperwork?"
- "Of course you wish the car was black, it's always been our most popular color...and I wish I'd win the Reader's Digest Sweepstakes. But, if the car was black you'd have to pay more and if I did win the Sweepstakes I'd have to pay all those taxes. Come on inside and let's wrap this up so you can get to the beach and start enjoying your beautiful midnight blue S550...how do you want it registered, one name or two?"
- "Before you go - help me think this out...I'm a little confused. You said you needed seatbelts for 6 so you could buckle everyone up...you said it had to hold all your camping gear so you could take a vacation next week...you said you wanted the Sport model...you said you had to have an automatic.. you said it had to fit your budget...and you said it was for the whole family. And your wife and kids are so excited about taking this silver one home and packing it for vacation that they can hardly see straight and now you're saying that just because it isn't the blue that you wanted that it won't work. It is for the whole family, isn't it? (Yes) Then shouldn't the whole family be included in the decision?...Ah come on Bill, you like it, too...let's go wrap this up so you can start packing for the vacation...did you want this registered in one name or two?"

The Orel Hershiser Chevrolet

Method Of Selling Cars

Closing On...

"It's too much money - or - more than I can afford."

. The Maintenance close.

I hardly ever hear anybody use the "maintenance close". This maintenance close is another very effective method of finding the extra money in a budget.

How do you use it? It's easy - as long as you investigated properly and listened for clues.

For instance:

Earlier as you were asking them about their trade on the write-up...

Salesperson: Have you done anything to your car in the last twelve months to increase its value?

Customer: Oh yeah - a ton. Now it's a good car, mind you - I just like to keep it in real good shape.

Salesperson: What kind of work have you done to it?

Customer: Well back in February, we put 4 new tires on it - and then in May we had the air conditioner redone to get it ready for summer. Then after our vacation we put a new transmission in it - plus they changed the windshield washer fluid just last week.

Salesperson: Well, you sure take care of your car. What do you figure you spent on it altogether?

Customer: Oh, with the washer fluid about \$1,800.

Now as you're closing - you're \$80.00 a month apart again...

Salesperson: Bob, we're within 80 bucks of sending you home in a new car - if I can find an extra 40 a month in your budget and give you 20 bucks back in change - can we go ahead and wrap this up?

Customer: Yeah - sure - but good luck!

Salesperson: You said earlier that you'd spent around \$1,800 just this year in maintenance on the car you're driving now, didn't you?

Customer: Yeah, I did - but I didn't have to.

Salesperson: I understand and I just thought of something. Follow my thinking here for just a minute (Magic Pen time again). In the last twelve months you've spent \$1,800 keeping your car in tip top shape right? (Nod)
Now with a new car - even though you're a perfectionist, there just isn't anything you can spend money on, is there?

Customer: No, I guess there isn't.

Salesperson: Now some basic math tells us that you're spending about \$150 a month overall in maintaining the car you have now, which you won't have to spend on the new one.

Salesperson: (Stand up - smile - stick out your hand and say...) Well, Bob - my math isn't that good, but I can sure see an extra \$40 a month laying around that you weren't expecting. Congratulations - I'll get the car cleaned up while you write me a check for \$500. Just make it out to ABC Motors - by the way, I forgot - were we registering this Bob or Robert? Customer: Robert!

The Orel Hershiser Chevrolet Method Of Selling Cars

Closing On

"We're going to shop around - we've got plenty of time."

Time is Money Close

Any time that you're working with a "Professional" - someone like yourself who doesn't have a paycheck unless they do something (doctors - attorneys - plumbers - electricians - salespeople -etc.), and they talk about shopping for a better price - remind them about 'Time Is Money'. There's one thing about a real professional - they respect other professionals. Now, it's true that they often seem intimidating because you know they have the money or the credit to buy the car, if they want to. One of the biggest tips I could give you about working with them is to forget all that highbrow stuff - find some common ground so that you can kid around with them and close and close and close again.

Customer: I like it, but I'm going to shop around and see how much I can save.

Salesperson: Since we all pay the same, how much do you think you can save? Well, I read the paper and see ads for a lot less than you're quoting Customer- me on this car. You understand advertising don't you! I'm not saying they don't have Sales person: the car - or that it isn't hundreds less than this one. Most people don't realize that it's usually either old inventory - an off color or it could even have some minor lot damage. So, in real life - how much are you really trying to save - a hundred -

Customer: hundred fifty or what? At least a couple hundred lower than what you're talking about.

Salesperson: Bob, when you got your degree (state license) - didn't you have to learn some math somewhere along the line, too?

Customer: Sure - what's your point?

Salesperson: Well - it's a fact that as a professional - to you time is money. And I guess I'm confused because you say you want to save a couple of hundred bucks - yet it'll take you several hours to even find out if someone else has the car and then even more time to find out if you can save the money. Basic math tells us that if you make \$100 an hour and you spend any more than two more hours looking for cars - you've already started losing money - which is the exact opposite of what you just told me you were trying to do. Bob, if you're serious about saving money - quit kidding around here and clean out the glove box quick while I take down the mileage and serial number on your trade.

Customer: You're trying to sell me this car!

Salesperson: Whoa, Bob - you could have been a detective, too! But even if you were, time would still be money.
Seriously now, how were you going to register this - Bob or Robert?

The Orel Hershiser Chevrolet Method Of Selling Cars

Closing On

"We're going to hold off and save up for more down payment."

Ours goes up - yours goes down. Simple math - simple logic. You wait - the car costs you even more. Not only does it make sense - it's true. If you're working with a customer who's concerned about money (and almost all are) and who gives you the "We're going to hold off for a month or two" objection, get out your pen and paper, give them the pen and have them do the math. There's more impact when they write down how much they lose than when you do it. And then close again!

Situation: You're working with a customer who's concerned about money, has a trade and gives you the "We're going to hold off for a month or two" objection.

Salesperson: So you do like the car then?

Customer: Yeah, of course we do - we're just going to hold off awhile and get our finances in better shape.

Salesperson: Bob, I'm confused - help me for a second before you guys leave.

Customer: Sure - what's up?

Salesperson: You guys said you're on a budget and I assume that means money's tight and you want to make sure you don't spend any more than you have to, am I right?

Customer: Yes, that's why we need to wait 2 or 3 months - so we'll have more money.

Salesperson: Bob, let me ask you a question. You're selling us your car when you get the new one - and my question is - will your car go up or down in value in the next two months?

Customer: Well - down, I guess. I hadn't thought of that.

Salesperson: And our new cars - as a rule, do ours go up or down?

Customer: Up - always.

Salesperson: Bob, it sounds to me like you want to make sure your budget can stand the new payment, but the longer you wait, the worse it gets. If we could come up with a way to work this into your budget now - would there be anything else holding you back from getting the car that you guys have said is perfect?

Customer: No, I don't think so. What do you figure it Will run us each month?

Salesperson: Let's go inside and see - can I get you a cup of coffee or something cold to drink while we take care of the paperwork and wrap this up? Learn how to turn every objection into an opportunity to close the sale - and you'll get rich!

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PRACTICE SCRIPTS

SUMMARY CLOSES...

1) Question: The 1500 sure drives nice, doesn't it?

Question: And it has the equipment you wanted, too, doesn't it? Close: Well it sure sounds to me like we've found the perfect car, did you want to register it Bob or Robert? 2) Question: This Camaro will sure be fun on those winding mountain roads, won't it? Question: And didn't you say that you're going to be heading back up to the mountains next week? Close: Great - let's get you out of here so that you can pack this thing up - did you want to try to get those ski racks installed today or did you want to bring it back in on Thursday? 3) Question: That bed will sure hold a lot, won't it?

Question: And that means you can carry even more stuff, doesn't it? Close: Well let's get you out of here so you can start making money with your new Tacoma - were we going to register your new truck in your name or the company name?

SOLD LINE CLOSE (ASSUMPTIVE).

1st Close: Bob, go ahead and park in the "Sold Line" and I'll pull the keys so that nobody else can drive your new truck.

2nd Close: And how were we going to register this - Bob or Robert?

3rd Close: Come on in and we'll take care of the paperwork - can I get you guys a cup of coffee or would you rather have something cold to drink while we wrap this up?

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Timing is extremely critical in the asking of your next question. This question must be asked before you return to your dealership, but it should not be asked any further than half a mile from your establishment.

The Trial Close

The question you are about to ask is quite possibly the strongest trial close you will ever use. However, to implement this or any other close, you must first ensure that your customer has been properly introduced to the product. In other words, if you have not covered your previous Eight steps on the road to a close, neither this question nor any other will be of much use.

What is this trial close?

Mr. Jones, (use your customer's first name whenever possible), I've noticed how much you and your wife (use her first name, also) seem to be enjoying this vehicle. Let me ask you a question: When we get back to the dealership, if we can work out all of the details to your satisfaction, would you take this car (truck) home today?

If we can work out all of the details to your satisfaction? How much stronger a close could you ask for? This question can encompass and smother any possible lingering doubt your customer may have. Make certain you emphasize: all of the details to your own satisfaction.

Be sure you ask this question exactly the way I have written it down. You do not want to infuse it with any mention of finance, buying, owning, selling, payments, down payments, trades, payoffs, or any number of other items you may think fit the situation. This question includes all of these items and much more, simply by its mention of "all of the details."

Should your customer elect to say no and mind you, I say, should they say no, merely ask the question of infinity: Why? Ask "why" not only without hesitation, but create a sound of complete bafflement, along with a sense of urgency, by the tone of your voice.

By posing the "why" question to your clients, you strip away any chance of their making a debate out of their purchase. If your customer has come this far into the purchase of the vehicle and now is unsure, then something is bothering the customers. Find out what it is. If your customer is unwilling to give you specifics, then ask for them yourself.

For example, ask your customer if the vehicle is what he or she is looking for. Is it equipped like you want your new vehicle to be equipped? Does it ride like you want your new vehicle to ride? Is it the right color? Did I say or do something that made you change your mind? Ask as many questions as you can think of. Remember that it can't be a question of monetary details. By posing your trial close question, you have already suggested that you will work all of them out to his or her satisfaction. With your "why" question, you can uncover whatever problems there may be and correct them, before you move any further along the road to a close. More times than not, however, if you have properly navigated down your road to a close, the answer you will receive from your prospects will be an affirmative not a negative.

Your Assumptive-Close Technique

Once you receive a positive response, have your customer pull the vehicle into the service drive at your dealership. At this point get your customers out of the vehicle and introduce them to the service advisor, service director or manager, or service writer. When you introduce your clients to one of these service people, do so in this fashion: "Mr. and Mrs. Jones, I would like you to meet Dave. He is our top service writer. Dave, this is Mr. and Mrs. Jones. They just told me that, if we can work out all of the details to their satisfaction, they are going to take this new car home today. I want them to know you, so they will know who they should speak to when they bring their new vehicle back in for any required or routine maintenance." This assumptive close technique along with your previous trial close and the fact that you have just properly implemented six steps on the road to a close will make your job ahead little more than a cakewalk. Once you have had your customers meet the service personnel, get your customers back in the vehicle. Have whoever the main purchaser is drive the vehicle, and you reclaim your position in the back seat. Then instruct the driver to take the vehicle to one of two positions: THE SOLD LINE (If you do not have one at your dealership, make one up. Your customer doesn't know the difference.)

The Orel Hershiser Chevrolet Method Of Selling Cars

Pre-Presentation Steps

Step # 2 _Greet__

The Customer Properly

Enthusiasm, confidence and a smile, with the right greeting, will put you on the right road to make a sale.

A) Do you want to create objections early on in your presentation?

☐ Yeah, I love a challenge! ☐ No, of course not!

B) "Can I help you?"

If you greet someone with "How can I help (assist/service) you folks?", will the response from the customer, 90% of the time, be... ☐ Positive ☐ Negative

C) "Bad Luck" Greetings Include - "Help" - "Assist" - "Service".

Bad luck greetings generate the conditioned response "we're just looking" and a buying objection you'll have to overcome later.

D) "Good Luck" Greetings Include The Word "Welcome!"

Good luck greetings avoid the negative and get your sale started with a positive response from the customer.

Examples of "Good Luck" greetings...

☐ "Welcome to Orel Hershiser Chevrolet ...

my name is Joe and you're....?" ☐ "You sure picked a nice day to look at cars - pretty out isn't it?" Yeah, it sure is!
"Welcome to Caposo Buick GMC...my name is Joe and you're....?"

Don't mess up your positive greeting by adding the word "help"!

☐ "Welcome to Orel Hershiser Chevrolet ...my name is Joe - how can I help you folks?"

E) To greet people properly...

"Smile!"

Welcome The customer to your dealership.

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Pre-Presentation Steps

Step #3 Build With RAPPORT Your Customer

Rapport: "A relationship, especially one of mutual trust and harmony."

A) Building rapport just means finding the COMMON ground.

B) Why is building rapport so important before you make a presentation?

Because _ 71 _ % of the people said they bought because they Liked, Trusted and Respected their salesperson.

C) Some easy things to talk about to help you build rapport:

- Work • Family
- Hobbies • Sports
- The Weather/Season • Special Events (County Fair)
- Pets • Favorite Restaurant

D) Some easy clues to generating a conversation:

- Golf Clubs • License Plate Frames
- Trailer Hitches • Bumper Stickers
- Unique Car They're Driving • Ski Racks - Bike Racks
- Hats / T-Shirts With Slogans • They're Wearing A Uniform

E) The types of questions you use to build rapport:

- Who • What • When • Where • Why • How • Which

F) Building Rapport is as simple as ABC!

A

ASK _____ questions - people love to talk.

B

BUILD a relationship - make a friend.

C

CONTROL T he conversation-keep it on track.

Caution: No sex, religion or politics - even if you think they'll share the same views. These topics have toooooo many negative possibilities.

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Pre-Presentation Steps

Step #4 INVESTIGATE Wants And Needs.

A) 4 reasons you need to investigate before you make a presentation:

1. You need the information to be able to make a FA.B. Presentation .
2. As you gather information, you'll find clues to help you build VALUE
3. The more you know about the customer, the easier it will be to CLOSE the sale later.
4. To help you hold more GROSS

B) What do you need to know to help you sell the vehicle?

Everything!!!

C) To investigate...

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

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

Convert - what they say into "Benefits" you can cover later.

Focus - focus - focus - remember to keep the sale on track!

Tip: You build rapport and investigate at the same time.

Caution: This isn't an interrogation. Use conversational type questioning.

The Orel Hershiser Chevrolet Method Of Selling Cars

Presentation Steps

YOU AND THE VEHICLE

ARE ON STAGE

Step #1 - A Controlled Walk Around Presentation.

Controlled

1. The key word in this step is the word

If you can't control your presentation - you'll have a tough time closing the sale.

If you're up front talking about the engine and Betty wanders around back and says "what's this?" - you don't drop the hood and go to the back of the car. Instead you say "Betty, I'm glad you asked me that -I want to cover it and something else back there in just a minute - if you would though - come up here for a second, there's something I want to show you first."

2. Three things are going to be determined by your presentation:

The # of sales you make, the gross you hold and the commission you earn.

3. To sell more cars, give a presentation that will BUILD a sale:

B Brief -12 to 15 minutes.

U Uninterrupted _____ And Controlled

I Interesting And Informative

L Lead To The Benefits They Want Or Need

D Develop The Urgency & Desire To Own NOW !

4. Two keys to an effective walk around presentation:

a) An effective investigation so you know what to cover.

b) Lots of product knowledge so that you can convert features into the advantages and benefits your customer cares about. '

c) Focus on the 20 % of the features your customer is most interested in.

5. Start your presentation on the LOWEST expensive model.

Price objections are less likely to occur if you show your customer vehicles of the same model that are less expensive and / or more expensive. This will give them a better understanding of your pricing.

The Orel Hershiser Chevrolet Method Of Selling Cars

Presentation Steps

100%

Step #2 Give A Great Demonstration

What does "demonstrate" mean?

"To display, operate and DEMONSTRATE how a product works."

If you aren't in the car, you can't explain or demonstrate the vehicle. Cars don't sell themselves, that's why your dealer hires "salespeople" to demonstrate and present (show and tell).

2. Why is a demonstration so important? This is where the customer takes MENTAL ownership of the vehicle.

There will be no sale on paper until the customer has taken mental ownership of the vehicle. The demonstration is the highest emotional point in your presentation and where the customer's other senses help you sell. You can tell them how well the car handles or how quiet it is in your presentation - but in your demonstration you can show them how well it handles and they can feel it and they can hear how quiet it is on the road.

3. Which customers should get a demonstration of the product? EVERY customer should get a demonstration!

4. How long should a demonstration last? As long as it TAKES !

5. When do you demonstrate the vehicle? You can demonstrate the vehicle before or after you make your presentation.

The Orel Hershiser Chevrolet Method Of Selling Cars

Presentation Steps

What should you cover in your walk-around?

Check your manufacturer's recommended procedure for more information.

Remember that your walk-around presentation needs to focus on the features, advantages and benefits that are most important to your customer. Of course, you will still present other general features of your product. Just don't focus your presentation on those other general features.

Check your manufacturer's recommended procedure for more information on presenting the "general" features of your product.

1) Front of the car. • General information - make, model, etc. • Cover 3 Features - Advantages - Benefits - That They Care About •

2) Under the hood.

• Open hood • General information - engine size - ease of maintenance - etc. • Cover 3 Features - Advantages - Benefits - That They Care About 3) Drivers side - drivers door • Sticker - Standard Features - Options - Etc. • All Controls • Customer Adjust All Seats, Mirrors, Etc. • Cover 3 Features - Advantages - Benefits - That They Care About 4) Right rear of the car • Visibility - Fuel Access - Safety (Bumpers - Lights etc.) - Suspension • Cover 3 Features - Advantages - Benefits - That They Care About 4b) Trunk • Size - Spare - Insulation - Speakers - Tool Box - Etc. • Cover 3 Specific Features - Advantages - Benefits 5) Passenger side of the car • Tires - Wheels - Aerodynamics - Brakes - Safety • Cover 3 Features - Advantages - Benefits - That They Care About 6) Interior Passenger side door • Access - Mirror - Headroom - Legroom - Air Bags - etc. • Cover 3 Features - Advantages - Benefits - That They Care About

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Presentation Steps

Step #3 Your Service Walk

1. What is a Service Walk?

What is most important to your customer after the sale? That's right, the service department. So use the service department to help you build value.

- Introduce them to your service department personnel.

Show them the awards on the wall your technicians have earned.

- Explain the hours and how to schedule appointments.

2. When should you do a service walk?

Service after the sale is a pre-sale decision, not an after-thought. Most salespeople wait until it's too late to help them make a sale - they do this after the sale. Do it first and increase your chances of making the sale.

You can do it at any time, maybe when you are walking to the back lot or when you are in the showroom building rapport. You can also do it after the demonstration drive before you sit down to work the numbers - just about anytime. Work it into your presentation...

"Bob, let me show you something we're real proud of here at Rotolo Chevrolet

3. How long should it last? As long as it takes - which is probably only five or ten minutes. The point is to be sure you take enough time with your customers to get them comfortable with your dealership as the place to not only buy their car but to bring it in for normal service and repairs.

4. Make Friends! Introduce them to some of the people who work in the service department. Tell them a quick story about one or two of the employees who have been there for a while and do a great job.

Remember: You have to sell yourself , the product and your dealership !

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Presentation Steps

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Step #4 Prove It With Your Evidence Manual

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1. What is an evidence manual? It's a collection of proof of what you've been telling and showing them.
2. Why do you need it? People doubt what they hear but believe what they see!

evidence manual

3. What is in an ? Information on three important areas...

YOU Your DEALERSHIP Your PRODUCT .

Examples of information in your evidence manual... • Newspaper articles on your product, the dealership or yourself. • Diplomas or awards you or the dealership have received. • Pictures: of everyone in the dealership - of you and your family - groups you belong to - etc. • Lists of groups or associations you or your dealership sponsors or helps to support. • Feature articles from automotive publications on the different vehicles you sell. • Letters from happy customers about you, service, or the dealership.

- Anything that establishes something good about you , the dealership or your product.

4. How do you make one? • Get a 3 ring binder (a new one, not one left over from your daughter's 5th grade science class). • Get clear plastic page holders for the pictures, articles and letters you'll include. • Continually upgrade and add information. • Divide it into sections on you , the dealership and the product .
5. When do you use it? Before, during or after your presentation. • Any time that you need to build more value. • Use it when you have to leave the customer alone. • Use it to slow them down if they're trying to leave. • Use it inside to help you close the sale. TIP: To get more testimonials... "Folks, other people have the same kinds of questions that you had and would sure appreciate knowing how you felt! Would you do me a favor and just jot that down?" (Hand them a pen and paper.)

A Very Quick Recap On Selling...

1. Your First Impression

If you were asleep in class the day this step was explained, let me remind you that you only get one chance to make a good first impression! If you blow it - you're done and you've probably lost the sale no matter how much more time you spend with the customer and no matter how cheap you offer it to them.

Talk about this in your next training meeting and you guys figure out what's "wrong" and what would be "best" in how you approach someone to give yourself the best chance of making a great first impression. Right now - 72% of the time salespeople do not approach the prospect properly and promptly. That means most sales are lost before they even get started. **Fix it!**

2. Your Greeting...

To greet a customer properly and move to the next step (rapport), you must leave out "how can I help you" in every form. Instead ask a question that they will respond to like "I'm Joe and you're _____?" *Bob and Betty.* And then continue by asking another question that leads them through the steps- Great, Betty - who's the lucky one, who's the new vehicle for, you or Bob? *It's for me.*

3. Build Rapport...

What could you say to Betty's response above that would help you start to build rapport with these customers?

How about "Congratulations, is this for a special occasion, anniversary, birthday, something like that or just because you deserve it?" *Oh, nothing special, I just drive to LA every day and my old car is wearing out.*

What could you ask next?

- Oh really, where do you work?

At ABC Plumbing.

"You're kidding, I buy all my plumbing supplies there." ... or ...

"Is that the one on Rosecrans or over on Broadway?" ... or...

"My cousin used to work there..."

- You must have to fight that freeway traffic every day, huh?

Yeah, it's terrible some days.

"I know, I use to work in"

"Do you ride with somebody and at least get to ride in the carpool lane?"

"Where in LA do you work?"

Your homework on this one...

In your next training meeting, go around the room **investigating** and from each answer, the next person comes up with a **rapport building** question.

Quit trying to trip each other up. That's kid stuff - work is adult stuff and if you learn how to do this, you'll get to make adult wages, too. Make it fun!

4. Investigate (Wants & Needs)

Ditch the price talk and quit worrying about how much they want to spend, what their payment range is, how much down they have and what they want for their trade. If you focus on **wants and needs** instead and ask the right questions, don't worry, you'll land them on the right vehicle almost all the time.

Besides, when's the best time to talk about "how much" it all is, before you make friends and get them excited or after they like you and really, really want this new vehicle?

Remember to keep things on track with either / or questions. Practice, drill and rehearse this step. It's a key step in the selling process!

5. Your Presentation Steps...

First of all, there is no specific sequence to follow. Normally, I'll always end with my demonstration drive so that I can use my "summary" close coining back to the dealership and then use the "sold line" close once we're on the lot so that I can set up my 6 other closing questions.

Here are a few quick tips on each...

Presentations: I like to give my walk around presentation while I'm on my demonstration. It's perfect when you pull over to let them drive the first time. Just say "before you drive, let me show you a few things about the new _____."

If you'll do this, you'll have zero distractions. No phone calls, no other customers interrupting you, no other salespeople trying to show the same car, etc.

6. Demonstrations: You have to go or it's no deal. **You drive first.** While you're driving, you cover the features, advantages and benefits *that they care about.* Find a nice quiet place to trade drivers. **Be quiet while they drive** until you get close to the dealership and start closing lightly (summary close works great here).

7. Service Walk: One of the most important, most skipped steps of the process. They're buying your dealership, too, not just the vehicle. Introduce them to everyone you can and make them feel at home (it helps if they like Service, too).

8. Evidence Manual: The other step salespeople almost always skip. Actually, most don't even know what it is.

It's a collection of **proof** of what you've been telling and showing your customer. Letters from happy customers, articles from Car and Driver, Motor Trend, Consumer Guide about your product, pictures of you and your family, a bio on the great things your dealerships do around town for the community and other stuff that helps them *like* or see the *value* in buying from you at your dealership. Eight easy steps and if you do it right you end up with a sale *most* of the time. Do it wrong and you lose. Either way, it will take you the same amount of time.

WHEN AND HOW TO TURN YOUR CUSTOMER

THE FIRST STEP TO AN EFFECTIVE TURN IS THAT ALL SALESPEROPLE AND MANAGERS MUST BELIEVE THAT TURNS WORKS

EVERY CUSTOMER THAT YOU CAN NOT PROCEED WITH ALL THE STEPS OF THE SALE, YOU MUST TURN THE CLIENT

NO EXCEPTIONS !

TO INITIATE THE TURN, YOU MUST BE POLITE AND FIRMLY SAY TO THE CLIENT, WAIT RIGHT HERE!, THEN SAY " I HAVE AN IDEA " TURN AND MOVE QUICKLY TOWARDS THE SHOWROOM TO SELECT A SALESPERSON TO TURN TO. SEEK YOUR MANAGERS GUIDANCE.

YOU NEVER GIVE ANY NEGATIVE INFORMATION WHY YOU ARE TURNING THE CLIENT TO THE SALESPERSON YOU ARE TURNING TO.

TELL THE TURN SALESPERSON YOU HAVE A PERFECT MATCH FOR THEM AND YOU THINK THEY CAN MAKE THIS DEAL....

INTRODUCE THE TURN PERSON TO YOUR CLIENT AND SAY....I THINK_____HAS AN IDEA !!!

EXCUSE YOURSELF AND MAKE SURE YOU COVER THE SALESPERSON YOU TURNED TO - ON THE POINT.

REMEMBER, YOU TURN WHEN YOU CAN NOT PROCEED OR COMPLETE ANY OF THE STEPS OF THE SALE

BE SELECTIVE ON CHOOSING THE SALESPERSON TO TURN TO. WHEN YOU SPEND TIME WITH CLIENTS, YOU SHOULD KNOW A PARTICULAR SALESPERSON ON YOUR TEAM THAT WILL BE THE CLOSEST MATCH FOR YOUR CLIENT.

HOW TO TAKE A TURN

AS A PROFESSIONAL SALESPERSON YOU SHOULD GLADLY WELCOME ALL TURNS AT ANY TIME. THE ARE SIMPLY ADDITIONAL OPPORTUNITIES FOR MORE SALES, MORE COMMISSIONS, AND MORE BONUSES. YOU ARE HERE FOR THIS ONE PURPOSE, AND THAT'S TO SELL EVERYONE YOU ARE IN CONTACT WITH.

TURNS ARE NOT DONE JUST BECAUSE IT'S STORE POLICY, TURNS ARE MADE SO WE MAXIMIZE EVERY OPORTUNITY TO SELL EVERY CLIENT NO EXCEPTIONS!

IF THE TURN PERSON DOES NOT MAKE A DEAL, PUT THEM IN YOUR CRM AND FOLLOW UP ON THEM CONSISTENTLY

TAKE ALL TURNS WITH A POSITIVE ATTITUDE

WHEN GIVEN A TURN, YOU DO NOT WANT TO KNOW WHY THE CLIENT IS BEING TURNED. SIMPLY TAKE THE TURN WITH A FRIENDLY GREETING AND ASK QUESTIONS AS IF YOU ARE WORKING THROUGH ALL THE STEPS OF THE SALE

HAVE THEY FOUND A CAR THEY LIKE ?

IF NOT, LET'S START OVER FROM THE RAPPORT AND INVESTIGATING STEPS

IF YOU ARE GETTING POSITIVE RESPONSES TO YOUR QUESTIONS, JUST KEEP MOVING THROUGH THE STEPS OF THE SALE

ALWAYS REMEMBER, IT IS THE JOB DESCRIPTION OF A PROFESSIONAL SALESPERSON TO OVERCOME ALL OBJECTIONS SO WE CAN PROCEED WITH THE SALE. IF THEY DIDN'T SAY NO, WE WOULDN'T NEED SALESPEOPLE. WE WOULD TELL OUR CLIENTS TO TAKE A NUMBER AND WE WILL BE RIGHT WITH THEM. BUT THEY DO SAY NO...THAT'S WHERE YOU DO YOUR BEST SELLING...NOT WHERE YOU GIVE UP!!

THE SALESPERSON WHO GREETED THE CLIENT TAKES THE SALE AS FAR AS THEY CAN WITHOUT SKIPPING A STEP. IF THEY CAN NOT OVERCOME AN OBJECTION, TURN THE CLIENT TO THE SALESPERSON YOU FEEL WOULD WORK THE BEST WITH THAT CLIENT. IF THE TURN PERSON CAN NOT OVERCOME THE OBJECTION, THEY MUST NOW HAVE THE SALES MANAGER ON SHIFT TAKE THE LAST TURN....NO EXCEPTIONS!!!

WHEN WE WORK OUR CLIENTS WITH THIS CONSISTENCY, WE WILL CAPTURE MANY MORE SALES. NEVER QUALIFY THE CLIENT ON THE LOT.... YOU ARE NOT A MIND READERS. ALWAYS WORK THE CLIENT TO THE FULLEST. IF WE DO THIS, WE WILL DOUBLE THE SALES IN THE DEALERSHIP.

MAKE SURE YOU FOLLOW UP CONSISTENTLY UNTIL YOU SELL YOUR CLIENT A VEHICLE

MANAGEMENT T.O & FOLLOW-UP

We are all aware that you cannot close every buyer on their first visit to the showroom for any number of reasons. However, when you have exhausted all of your efforts to close your buyer you...

DO NOT LET THEM WALK WITHOUT TALKING TO MANAGEMENT

Frequently, another person, a new face, or just another approach is what it takes to close the sale. For this reason, before they leave the dealership, you must T.O. (turn over) them to management.

It may not be possible for you to be compatible with every buyer. Therefore, when you realize that you and your buyer are not compatible for any reason, excuse yourself and go to management for assistance. Based on the information you supply management, they may T.O. the buyer to another salesperson or personally become involved with the buyer at that point. When you have become more experience in interviewing a buyer (Step II.), you will sometimes realize early that another member of your sales team or management will be in a better position to close the buyer.

DO NOT BE RELUCTANT TO T.O. YOU ARE BEING REALISTIC, NOT WEAK.

After management's involvement you may still have a buyer who decides not to purchase at that time. When this occurs, it is important for you to avoid being discouraged and realize that YOU NOW HAVE THE BEST PROSPECT AVAILABLE FOR A FUTURE SALE. WHY?

- A. 58% of buyers will purchase a vehicle within 72 hours
- B. In a recent national survey, it was determined that 75% of the buyers shopped two or more dealers. Therefore, in today's market, professional follow-up could be one of your major closing tools.
- C. Your buyer has already made many of the major buying decisions by visiting your dealership.

1. THEY ARE CONSIDERING YOUR MAKE VEHICLE
2. THEY ARE ALREADY CONSIDERING YOUR DEALERSHIP
3. THEY HAVE ALREADY CONSIDERED YOU

Immediately following your buyer's departure from the dealership, you must record your effort with your buyer on a:

Log slip

The Lot Traffic Log

Input into Dealer CRM

which is maintained by your sales management.....

This "Up Sheet" will include pertinent information regarding your buyer and your experiences leading to a successful or unsuccessful sale of the vehicle.

The log sheet normally includes:

Customer information • Vehicle selected by buyer • Trade-in information • Source • E-mail • Type of buyer, i.e., cash, payment, etc. • Verification of a demonstration drive.

Salesperson • Turn to • Which Manager took the turn.

EVIDENCE MANUAL

NOW THAT YOU HAVE JUST COMPLETED MOST OF THE STEPS OF

THE SALE WITH YOUR CLIENT (WITHOUT TAKING SHORTCUTS) BUILT RAPPORT (SOLD YOURSELF) ASKED THE RIGHT QUESTIONS TO LAND THEM ON THE RIGHT VEHICLE (INVESTIGATE) SOLD THE EXCITEMENT OF OWNING THE VEHICLE WITH AN EFFECTIVE PRESENTATION AND DEMONSTRATION AND SOLD THE DEALERSHIP BY COMPLETING THE SERVICE WALK. THE CLOSE OF THE SALE WILL MOST LIKELY COME EASY BY NOW (VERBAL COMMITMENT) TIME TO BRING YOUR CUSTOMER INSIDE TO START YOUR WRITE UP. FIRST YOU SIT THEM DOWN, GET THEM A HOT CUP OF COFFEE OR A ICE COLD DRINK. BEFORE YOU LEAVE THEM TO GET YOUR PAPERWORK, PRESENT THEM WITH YOUR EVIDENCE MANUAL. POINT OUT TO YOUR CLIENT THE ARTICLES FROM AUTO MAGAZINES THAT YOU QUOTED FROM DURING YOUR PRESENTATION. HAVE THE PICTURES OF YOUR FAMILY YOU TALKED TO THEM ABOUT WHEN BUILDING RAPPORT, INFORMATION ABOUT YOUR INTERESTS OR LETTERS THAT WERE WRITTEN TO YOU FROM HAPPY CUSTOMERS. USE THE MANUAL TO SHOW PROOF OR EVIDENCE OF MANY OF THE THINGS YOU DISCUSSED DURING YOUR PRESENTATION PROOF ABOUT

YOU

THE DEALERSHIP

THE VEHICLE

THIS IS A GREAT WAY TO CONFIRM THE TRUST YOU HAVE BEEN BUILDING WITH THEM THE LOT, BUT THIS IS ONLY EFFECTIVE WHEN YOU DO NOT TAKE SHORT CUTS. START WORKING ON YOUR EVIDENCE MANUAL IMMEDIATELY! GET CREATIVE WITH IT. IMPROVE ON IT AS MUCH AS YOU CAN. USE EVERY TOOL YOU CAN TO WIN YOUR CLIENT OVER .

SECTION 17

YOUR ROAD MAP TO GROSS

WALK THE TRADE-IN: DE-VALUE THE TRADE WITHOUT SAYING A WORD...

GET NUMBERS OFF BOTH TRADE-IN AND VEHICLE YOU

ARE SELLING WITH YOUR CLIENTS, BEFORE YOU

BRING THEM INSIDE

BRING YOUR CLIENT IN AND HAVE THEM SEATED IN A

BOTH

OFFER YOUR CLIENTS A HOT CUP OF COFFEE OR AN ICE

COLD DRINK

PROCEED TO SALES OFFICE FOR YOUR PAPERWORK AND

GET A STARTING FIGURE ON THE TRADE

THREE HIT SYSTEM

CONFIRM COMMITMENT

LOG WRITE-UP AT SALES DESK WITH KEYS, PINK AND

REGISTRATION TO TRADE

**BE QUIET IN THE WHEN YOUR MANAGER IS IN THE OFFICE
CLOSING YOUR CLIENT DO NOT TALK !!!**

**WHEN THE MANAGER LEAVES THE BOOTH.....TALK TO
YOUR CLIENTS ABOUT EVERYTHING BUT THE CAR DEAL!!**

TWO FRIENDS

Each day has the same number of hours. Each hour has the same number of minutes. Each minute has the same number of seconds. That's not ever going to change.

What changes is how we use these hours, minutes and seconds. Time is worth nothing in itself. It is what we do with time that counts.

If the use of your time lately hasn't been as productive as you would have liked, then doing better may be as close as a pen and a piece of paper. In winning the time game these are two of the best friends you can have. Matters of importance are given purpose and direction when written down in black and white.

The significance of prioritizing activities on paper is summarized by these words of a Chinese Proverb: "The strongest memory is weaker than the palest pen."

While there is a physical gain — energy is concentrated and effort is maximized — in writing down your priorities, the real gain is mental. You become more concrete and specific in deciding what is of basic importance to you.

Another striking feature of writing down your priorities, is that they can be placed before you to see them, study them and refer back to them. This enables you to check where you are at any point in time. But best of all, when your priorities are on paper you have made a commitment to yourself — a commitment to get on with doing your best.

There is always enough time to do what you want to do, what you need to do, what you should do. All it takes is a few minutes with your two friends — pen and paper — to figure out the answer to two questions: "What should I be doing?" What is the best way to do it?" It makes little difference when you do it — morning or evening — the important thing is to do it. The time committed to these two friends is minimal, but the results can be substantial.

NEW/USED	YEAR	MAKE	CYL.	DIESEL	GAS	OTHER	BODY STYLE	MODEL	ODOMETER
N	85	FORD	6		X				
APPROX. DEL. DATE		COLOR	TRIM	TIRES	TRANS	KEY NO.	NET WGT.	L.H. NO.	
		WHITE						NEW	

A		SALE PRICE	
ACCESSORIES		\$31,511 XX	
MOTOR VEHICLE & ACCESSORIES		3400	
DEPARTMENTAL FEE (NOT A GOVERNMENTAL FEE)		\$1911 XX	
SALES TAX			
SMOG CERTIFICATE			
LICENSE FEE			
TOTAL		\$	

B		TRADE-IN	
MAKE	CYL.	DIESEL	GAS
FORD	6		X
MODEL	ODOMETER READING	VEHICLE IDENTIFICATION NUMBER	
EXPLORE	15,411	A677889944111	
COLOR	TRIM	TIRES	TRANS
	3 HTS		
KEY NO.	LIC. NO.	R.O.S. NO.	
	PB1234	SEPT 95	
PAYOFF	SPOKE TO		
\$11,000	GOOD TILL		
ADDRESS	HOW PAID		
TRADE-IN ALLOWANCE			
~~\$13,700~~ ~~\$13,800~~ ~~\$13,900~~ ~~\$16,000~~			

C		PAYMENTS	
CASH	3 HTS	3 HTS	
DEPOSIT	DOWN PAYMENT		
\$10,500	\$2,000 OFFER	\$375 OFFER	
\$10,400			
\$10,300			

SALESMAN: 200 PRINT NAME:

SECTION 18

DELIVERY PROCESS

THE SALE

ALL THE DETAILS OF THE TRANSACTION WILL BE FULLY DISCLOSED BY OUR FINANCE MANAGER. THIS INCLUDES ANY AFTERMARKET PRODUCTS AND WARRANTIES SOLD BY THE SALES AND FINANCE DEPARTMENT NO EXCEPTIONS

THE DELIVERY PROCEDURE

WHEN A SALE IS AGREED UPON, THE SALES MANAGER WILL GET THE OWNERS MANUAL AND WARRANTY BOOKS FOR THE SALESPERSON TO GO OVER (IN DETAIL) WITH OUR CLIENTS

OUR CLIENT WILL ALSO BE ASKED TO ANSWER A SATISFACTION SURVEY IN WRITING. (SEE DOCUMENT A). OUR GOAL IS TO TREAT EVERY CUSTOMER WITH THE RESPECT AND PROFESSIONALISM THEY DESERVE, WHEN PURCHASING OR LEASING A VEHICLE FROM CALSTAR MOTORS

OUR SALESPERSON WILL ESCORT OUR CLIENTS TO FINANCE AND ALWAYS INTRODUCE THEM TO THE FINANCE MANAGER

WHILE THE CUSTOMER IS IN FINANCE, THE SALESPERSON WILL HAVE THE VEHICLE CLEANED AND READY FOR THE FINAL DELIVERY. THE VEHICLE WILL BE BROUGHT TO THE DESIGNATED DELIVERY AREA AT COMPLETION OF CLEANING

THE FINANCE MANAGER WILL PAGE THE SALES REPRESENTATIVE TO FINANCE UPON COMPLETION OF THE PAPERWORK. THE FINANCE MANAGER WILL ALSO HAND THE SALESPERSON A CLIPBOARD WITH A DELIVERY CHECKLIST AND THE REPORT OF SALE ATTACHED.

OUR SALESPERSON WILL ESCORT OUR CLIENT OUT OF THE FINANCE DEPARTMENT TO THE SHOWROOM FLOOR WHERE THEY WILL MEET THE SALES MANAGER. AT THIS TIME THE MANAGER WILL ADDRESS HOW OUR SALES DEPARTMENT TREATED OUR CLIENT. THE MANAGER WILL COVER THE SURVEY THEY WILL BE RECEIVING AND HOW IMPORTANT IT IS TO US THAT ALL OUR CLIENTS LEAVE THE DEALERSHIP VERY SATISFIED.

THE SALESPERSON WILL PROCEED TO DELIVER THE NEW OR CERTIFIED PRE- OWNED VEHICLE TO THE CLIENT SO THEY LEAVE WITH A COMFORT LEVEL KNOWING HOW EVERYTHIG WORKS ON THE NEW VEHICLE.

A FOLLOW UP CALL WILL BE DONE THE NEXT DAY BY THE DELIVEING SALES- PERSON TO MAKE SURE EVERYTHING IS FINE AND TO SEE IF THE CLIENT HAD ANY ADDITIONAL QUESTIONS.

A THANK YOU LETTER WILL BE MAILED OUT THE DAY AFTER THE DELIVERY BY THE SALES CONSULTANT

SECTION 19

ASKING FOR THE REFERRAL

Orel Hershiser Chevrolet

YOUR FIRST FOLLOW UP CALL AFTER DELIVERY

Focus of this 1st call:

1. Answer Questions
2. Build After Sale Rapport
3. Ask For Referrals

The steps to this call...

1. Confirm
2. Tell Them Who You Are
3. See If It's OK To Talk
4. Tell Them Why You're Calling
5. Answer Any Questions
6. Ask For Referrals
7. Congratulations

An example of this call...

Salesperson: Hi - is this Bob?

Customer: Yes, it is.

Salesperson: Bob, this is Joe down at the dealership...do you have a second?

Customer: Sure!

Salesperson: Nothing's wrong, I just wanted to make sure you figured out how to use that cruise control (or other equipment they weren't familiar with) on the way home.

Customer: Yeah, we did, but we did have a question on adjusting the front and rear speakers on the radio.

Salesperson: Sure - you just push the tuning knob in and then turn for front to rear - and use the volume knob for left to right.... Are there any other questions I can answer or did you figure everything else out?

Customer: No, we're OK on all the other stuff - but thanks for asking. Bob, I have

Salesperson: one more quick question while I have you on the phone.... I didn't even ask before; how many other drivers do you guys have in the family?

Customer: Two.

Salesperson: And how many other vehicles do ya'll have?

Customer: Two.

Salesperson: And Bob, of the other drivers in your family, who's next in line for a new or used vehicle?

Customer: Oh, I guess that would be my son, Bobby Jr.

Salesperson: And will that be pretty soon or down the road a bit?

Customer: Probably in a couple weeks - we told him we'd help him get one as soon as he got out of school if he got good grades.

Salesperson: Great, and he must be excited, huh?

Customer: Yeah he is.

Salesperson: Are you leaning toward a new car or will you go with something with a few miles on it? (Continue to investigate.)

Salesperson: Bob, I've gotta get going - I'll give your son a call in a few days. Most important and the reason I called - again, I just wanted to congratulate you and Betty on your new car - you guys have earned it!

Customer: Thanks - and I appreciate the call.

TWO TIPS

■ **And Then Some.** If you're really looking for the *secret* to success in sales, at least part of the secret is to...

Do everything you tell your customer you'll do...*and then some.*

Too many salespeople who really do want to be real successful still think that they can get to the top just doing the bare minimums - *if that!*

Your customers hear a lot of promises and "I'll take care of you" when they're looking for cars. They've also left a lot of messages that weren't returned and watched their salesperson take a hike as soon as they came in with a problem. Be bold...do it right!

■ **Profit From Your Failures.** Instead of being down and wallowing in it, get up, dust yourself off and take a good look at the hole you just fell in so you'll recognize it sooner the next time.

We *all* make mistakes. The key to success is to learn from them so that we don't keep making the same old mistakes over and over again.

And remember that failing at something doesn't mean you're down and *out*, just down...and how long you're down depends completely on you.

Today may have been a bummer, but tomorrow is up to you.

Taking "Ups" vs. Asking For Referrals

There's an important decision you have to make in your career in sales so why not make it *today*...

Will you take "ups" the rest of your career and depend on the weather, the market and a good ad to generate enough customers for you to talk to so you can earn an *average income*...

or

...will you learn to start working with repeat customers, be-backs and referrals so you can have the stability in sales that ups won't provide - and so you can earn a *professional income*?

Every one of you reading this *can* learn to wean yourself from ups. In fact, most of you are only a word or two off when it comes to asking for the order and just a few words away from being able to overcome objections and close the sale. And while some salespeople never take an up and sell strictly from referrals, in real life -most of you are just a few words away from asking for a referral...and actually getting one.

Unfortunately...there are four problems most of us run into when it comes to learning how to get a referral:

- 1) We're never taught to get referrals.
- 2) We're taught the wrong way and we just keep on asking the same old ineffective questions.
- 3) We're afraid to try what we've been taught so we never really know if a technique works or not. And to

cover up our fears we come up with some dumb excuse like..."I'd rather take ups...who cares about getting referrals?"

- 4) We try to ask, but because we're uncomfortable or because we don't think it'll work, we ask without the conviction and sincerity it takes to get the job done.

Getting referrals was one subject I was never very good at. I don't mean that I never got a referral from a customer...of course I did. I just mean that for all the asking I did, my actual returns were the pits.

It took me years, and I finally did find a way that works, but I went through 3 learning stages to get there:

- When I first got in the car business, my manager taught me the simplest and *least* effective way to ever ask for a referral. After each sale he told me to go back to my customer and say... "Do you know anybody else who wants to buy a car?"...and **99%** of them said "NO".

And you know how that goes - after awhile you just quit asking them -why bother if everybody is going to say "no" anyway?

- A few years later, I listened to a sales tape and the speaker said that when you're asking for referrals, don't just say "Who do you know that wants to buy a car?" He said that question was too broad...he said to narrow their thinking down a little with something more like..."Bill, who on your team in

Referrals

the bowling league has mentioned that they might be in the market for a new or used car or truck soon?"

So I got excited about that and changed my words and narrowed their thinking down...and it worked a lot better than before...but I still wasn't getting rich off referrals.

• Then I heard about the 5 card referral system. You know, you get five 3x5 cards and after the sale you hand them to your customer and say "Bill, I make most of my sales from referrals from friends and other clients like yourself. All my other customers give me an average of 5 names, addresses and phone numbers of people they know who are in the market or who will be in the market soon for a new or used car or truck. I've got to take care of the paperwork and while I'm gone...please take a few minutes and fill in these 5 cards for me. If you need to look up an address here's the phone book or you can use my phone to call information if you need to."

But...to be honest with you, I just never could get into the five card referral program, although I'll have to admit that there are a lot of salespeople using it who have become very successful because of it. I just was personally never very comfortable because I felt like I was putting my customers on the spot. And since/was uncomfortable, it didn't work for me.

Then finally I found a very easy way to get a referral. And it's the most effective technique I've ever used. We talk about it in my sales training classes and I've watched salespeople

get names of serious prospects before they've even left the hotel after class. And it's worked every time I've asked a stranger in the hall for a referral when I wanted to show someone how easy it is.

• If you're serious about getting out of the ups habit and serious about your career in sales...then memorize these 4 questions and ask every person you meet for a referral.

Here's how a typical conversation with someone will sound...

1) Bill, can I ask you a quick question?
Sure. How many drivers are there in your family? Three.

2) How many vehicles are there in the family? Three.

3) Of the drivers in your family, who's next inline for a new car or truck?

a. Oh, my daughter I guess. or..

b. Nobody right now.

Oh, I didn't mean right now...I meant down the road...

Oh, my daughter, I guess.

4) Why do you say that...is she having problems with the car she has now or is it just time to get another one?

Well, hers is about done. She's had it since college and with her new promotion at work it's time for her to get a newer and more reliable car pretty soon.

Now just keep asking probing ques-

tions so you can find out as much as possible about her buying motives and the type of vehicle she's looking for before you contact her. And your last question for her dad is...

What's her number?

And next, of course, is your call to his daughter. It's just as easy...and there's no pressure here either, on you or the customer..."Hi Mary, my name is Joe Verde. I work at the dealership where your dad just got his new car. And while we were talking that day, we were tossing around ideas of other people who might be in the market for a car before too long and your name popped up."

I can tell you from experience...if you're using a technique similar to the ones that I was using before and aren't having any luck...drop it and memorize these four questions instead, *word for word.*

And even if what you're using works for you, you can still use this method, too, and get even more referrals. The real nice thing about these four questions is that there's no pressure. You aren't putting a customer on the spot and saying "Bill, give me a referral." You're just carrying on a conversation about cars, people and who's in the market.

Remember - it's ups and average wages . -----or referrals and big bucks.
The choice is yours because if you'll learn these four easy questions, you'll get referrals.

REFERRALS FROM A SATISFIED BUYER

Buyer _____ Salesperson _____

I have previously purchased a vehicle from this dealership . . . Yes ____ No ____

I learned about the dealership through:

TV ☐ Radio ☐ Newspaper ☐ Other ☐ _____

I called the dealership before I came in . . . Yes ____ No ____

I walked into this dealership with no previous contact . . . Yes ____ No ____

THESE PEOPLE MAY BE INTERESTED IN ANOTHER VEHICLE NOW OR SOMETIME IN THE FUTURE:

1.

Name _____

Address _____

City / State / Zip _____

Telephone _____

Driving Now _____

2.

Name _____

Address _____

City / State / Zip _____

Telephone _____

Driving Now _____

3.

Name _____

Address _____

City / State / Zip _____

Telephone _____

Driving Now _____

4.

Name _____

Address _____

City / State / Zip _____

Telephone _____

Driving Now _____

THIS PERSON MAY BE A PROSPECT FOR MY TRADE-IN:

Name _____

Address _____

City / State / Zip _____

Telephone _____

Driving Now _____

NEW AND USED CAR & TRUCK PROSPECTS

CUSTOMER _____ SALESPERSON _____

☐ I HAVE PREVIOUSLY PURCHASED A VEHICLE AT THIS DEALERSHIP?

☐ I WAS REFERRED TO THIS DEALERSHIP BY _____

☐ I WALKED INTO THIS DEALERSHIP WITH NO PREVIOUS CONTACT.

☐ I CALLED THE DEALERSHIP BEFORE I CAME IN.

☐ OTHER: _____

ONCE AGAIN, THANK YOU VERY MUCH. BY THE WAY, THERE IS ONE LAST THING THAT ALL OF MY CUSTOMERS ALWAYS DO FOR ME BEFORE THEY LEAVE. WHAT I NEED ARE 3 PROSPECTS. THEY DO NOT HAVE TO BE IMMEDIATE PROSPECTS, JUST 3 OF THE BEST THAT COME TO MIND. PERHAPS A FRIEND, RELATIVE, NEIGHBOR, OR SOMEONE YOU WORK WITH THAT ONE OF THESE DAYS JUST MIGHT BE THINKING OF A NEW OR USED CAR OR TRUCK. I WILL CERTAINLY TREAT THEM WITH THE RESPECT AND DIGNITY THAT I SHOWED YOU.

1.

Name _____

Address _____

City / State / Zip _____

Telephone H _____ W _____

2.

Name _____

Address _____

City / State / Zip _____

Telephone H _____ W _____

3.

Name _____

Address _____

City / State / Zip _____

Telephone H _____ W _____

ONE OF THE BEST PROSPECTS FOR MY TRADE-IN:

4.

Name _____

Address _____

City / State / Zip _____

Telephone H _____ W _____

SECTION 20

MORE TIPS ON SELLING

10 Biggest Mistakes Salespeople Make On The Lot With Their Customers

1. THEY PREQUALIFY
2. DON'T BUILD RAPPORT
3. HAVE NO CONTROL
4. POOR PRESENTATION & DEMONSTRATION
5. THEY TALK PRICE
6. DON'T INVESTIGATE
7. ASSUME TOO MUCH
8. THEY DON'T CLARIFY
9. SELLING ISN'T FUN
10. THEY RUSH CUSTOMERS

The Orel Hershiser Chevrolet Method Of Selling Cars

Mistakes and problems are great because they offer opportunities for more sales. Fix these and sell more cars!

10 Biggest Mistakes Salespeople Make With Their Customers On The Lot

1. Most salespeople _____ their customers.

If you talk dollars on the lot to determine which car to put the customer on-YOU LOSE! If you try to decide *if they* can buy before you give them a presentation, demonstration and write them up - YOU LOSE!

The secret to more sales is to investigate to find wants and needs - build rapport - show the customer how the vehicle will handle their needs and then ask for the order and write them up. If salespeople don't prequalify, and write them up, will they write up someone on too much car? *Absolutely!* Will they write up more people? *Absolutely!* So even though some are on too much car and some may have bad credit - does writing up more customers mean more sales for your dealership? *Absolutely!*

2. Most salespeople don't take the time to build _____.

7 1% of the customers bought because they found a salesperson they liked, yet 85% of the salespeople head straight to a car and start trying to sell it - before they build rapport and make friends with the customer.

There's a lot of tension and resistance when you're buying expensive products - especially when your previous buying experiences haven't been that much fun. Building rapport (finding the common ground) gets rid of the tension and resistance. It's a lot easier to sell a friend something than it is to sell to a stranger who doesn't like you, know you or trust you.

3. Most salespeople don't _____ the sales process.

Have you heard the old saying "If you can't control it, you can't close it"? Somebody has to be in charge and when it's the customer - YOU LOSE!

Professional selling means leading the customer through the selling process and keeping the conversation and the selling process on track. If your salespeople aren't in control, they can't lead - they can only follow. We control by having the right knowledge, self-confidence and by knowing how to ask the right questions.

4. Most don't give everyone good _____ & _____.

Back to shortcuts again. We've all sold a car to that 1%er who didn't need a presentation or didn't need to drive it - and they keep hoping the next customer will buy without them having to do anything this time, too!

A dealer in our 2-Day Team Leadership workshop said that they time their salespeople when they're with a customer. When the salesperson is with a customer *on the lot* building value for 90 minutes - they have a 74% closing ratio (Average is 12% to 15%). Anything less and the closing ratio drops like a rock.

5. Most salespeople spend more time talking _____ than they do building value.

You can't talk about price, trade, rates, payments, discounts, etc. and build value at the same time. It's either price *or* value. If it's "price" on the lot - the gross is low if you sell it. If it's "value" instead - the gross is good when you sell it. Either way-it's *your choice* - more sales or fewer sales, high gross or low gross.

6. Most salespeople do a very poor job of _____.

The key to selling is knowing what and why the person wants or needs the product.

This step is to gather the information you need to make a value building presentation. It's also where you find clues to help you build rapport and where you learn things that will help you close the sale later.

No investigation = NO SALE!

7. Most salespeople _____ too much!

The situation: A customer and her husband walk on the lot with their 3 kids and say "We want to look at the new Miata."

The salesperson: "Assumes" they want to buy a Miata and heads straight for the car without ever investigating - without ever even asking "Will this be the only car for the family - or do you folks have another vehicle, too?" No, this is our only car.

This equals: No sale! Wrong car - wrong presentation - 25% of the time!

8. Most salespeople don't take the time to _____ what the customer says.

The customer: "I'm looking for a car with *performance*."

The salesperson: Nails them to the seat demonstrating 0-60 performance in 4.7 seconds and top end handling at 120 on those winding mountain roads.

When you pull over to trade drivers, with white knuckles the customer says: "I guess I should have been more specific-the car is for my mom and she's 78. She can't drive a 5-speed, so she needs an automatic and just wants something with enough power to get on the freeway."

9. Most lose their enthusiasm and selling isn't _____ for them anymore.

The sale is made when you take your enthusiasm and give it to your customer and when selling isn't fun anymore - there can't be much enthusiasm left in your presentation.

10 Biggest Mistakes...Continued

Tip: To put the fun back into selling and get them out of the rut and keep out of the huddle - start training them, start holding one-on-ones every day, find their goals and become their coach instead of their BOSS.

10. Most salespeople try to their customers.

There is no shortcut to a sale - only to lost sales and small vouchers. You can't rush most people through the process and end up with a sale.

With most people, it takes about 90 minutes to 2 hours to go through the basic steps - building value, rapport and closing the sale step by step.

Tip for managers: Quit telling your salespeople "Hurry up - you've been with those people 20 minutes - are they buyers or not? We've got people all over the lot."

Do this: Make a list of your salespeople and rate each from 1 to 10 in the mistakes we just covered. Then don't yell at them - work with them to correct' their mistakes and you'll sell more cars.

How To Sell More Cars This Month

Salespeople think they're stuck with the \$\$\$ they're making because of things they can't control, like the market. Or they believe they already do everything right and how can you do more when you're already perfect? But if you want it, there's always an opportunity for more success. Here are some ideas for those of you who want to sell more cars this month.

20 HOT TIPS ON SELLING

Tip This Month: How To Get Lucky

Follow these simple rules every day.

- Look like you know what you're talking about.
- Act like you know what you're talking about.
- Leave everything but selling on the other side of the curb when you come to work.
- Build rapport with your customers and investigate to find their wants and needs.
- Give every customer a presentation and a demonstration ride.
- Write up everyone you can.
- * Follow up every customer: those that bought and those that didn't buy-yet.
- As soon as you get to work, **Go to work!**

Speaking of luck, at a golf tournament Gary Player, the golf pro, was told by a spectator how lucky he was to have made a really hard shot. Player replied, "It's funny, the more I practice, the luckier I get."

Improving your sales is kinda like swinging at a golf ball - the more you practice the kinds of things I listed above, the luckier ***you'll*** get, too.

Most salespeople don't spend much time thinking about how they could make more sales. In fact, the opposite is usually true - they spend their time talking about why it isn't their fault that they aren't selling more cars and making more money.

If you're looking for a new idea on what you could do, here are 20 thoughts to get you started. You'll be surprised that in many cases, just the thought is all you need.

♦ To get an order you have to ask.

Too many times our customers convince us they aren't buying anything. And too many times we're afraid to ask for the order because we're pretty sure they'll say "No". Everybody's buying and when they do, some salesperson will get a voucher so remember to ask for the order every time with every customer.

♦ People aren't buying price.

Sure price is important. It's just *never* the most important decision they make. Focus on finding their buying motives, the reasons they purchase. Then, give them a presentation on the features and advantages of those features that satisfy their buying wants and needs.

♦ People like to *own* cars, but they don't much like *buying* them.

Quit using the words "buy", "sell" and "sold" when you're talking to your customers. Instead of "Is this the car you want to buy?"...try "Is this the car you'd like to own?" It sounds better, and customers feel more comfortable.

♦ Win the argument, lose the sale.

You can't win by arguing with a customer. Instead learn to use Ben Franklin's old selling technique: Feel - Felt - Found.

Example: (Price Objection.) "Bob, I understand how you *feel* when you say the price is high. In fact, I *felt* the same way, too, when I started selling cars until I *found* out that practically all of the increases we've had over the last few years were to make improvements. Let me show you some of the improvements on the new _____."

♦ Learn to say "I don't know."

The more experience some salespeople get, the more sales they lose because they think they should know what a trade is worth or how to figure payments on the lot. They're afraid their customers will think they're stupid if they don't know all this.

20 Hot Tips - (continued).

Three quick tips...

- 1) Realize that you don't know.
- 2) Realize it's not your job to know.
- 3) Learn to "By-Pass" questions and objections, especially on price, trade, down, rates and payments.

Example: "What kind of rates do you have?" "Heck if I know - I have enough trouble just keeping up with the options and equipment on all these cars, much less the rates. We have a business manager though who deals with 7 different lenders, and if you're looking for a good rate, we've sure got it. By the way, I forgot to ask, were you looking for another 5 speed or would you prefer an automatic?"

♦ Make a commitment:

- a. Quit tiptoeing around about learning how to do your job and about committing yourself to sales in the car business. Jump in all the way and you'll sell a lot more cars.
- b. Set realistic, monthly goals instead of spewing out all those highballs and then having to make a list later to explain why you don't reach your goals. Set a goal, figure out how to reach it, make a commitment - then do what it takes.

♦ A "Similar Situation" close.

People like knowing they aren't alone in a particular situation and tend to do what other people do. When you have a customer who's having a tough time deciding, remind him of another customer you had with the same problem... "You know Bob, there was a fellow in here just the other day in a situation just like you're in... here's what he did."

♦ The "Higher Authority" close.

People also tend to want to do and to be like someone in authority, like their boss or someone they respect or look up to like a professional athlete or movie star.

Example: Tiger Woods selling golf clubs. What golfer wouldn't want to do what Tiger can on the course.

Try "Bob, a manager in another department at your plant, just got one of these and he loves it. Why don't you give it a try, yourself?"

♦ Why not try a Ford this time?

"Why Not Try It" is a close that makes it seem like they're *trying* this car for the next 4 years rather than buying.

♦ A pre-close.

A "Pre-Close" is a statement you make that will build their emotions before you ask the closing question.

Example: "Bob, cars these days are much more than just transportation. And especially because of the time you spend in your car, it makes sense to go ahead and get the car that you've always wanted and that you'll really enjoy driving for 3 or 4 years. Come on in and let's wrap this up and get your outta here so you can start enjoying your new car ... were you going to put this in the company's name this time or in your name?"

♦ Is this for a special occasion?

As you investigate, ask "Are you getting a new car for a special occasion, anniversary, birthday - something like that or just because you deserve a new one?"

You'll find people are seldom willing to give up a car they've told you they *deserve* just because the payment is \$20 more than they planned.:

♦ Sell what it does, not what it is.

People don't care about fuel injection and how it works - they care about the performance or mileage they'll get. *Sell the sizzle, not the steak.*

♦ Sell what they want.

What you May like doesn't matter if it isn't part of the package that *they* want. You can love the safety features of the car all the way to the poor house in sales if that's all you talk about to a customer who wants to know more about *performance* instead.

♦ Enthusiasm sells!

The sale is made when you transfer your enthusiasm to your customer. Get back the enthusiasm you had when you first started selling cars, because that's what people buy.

♦ Be there or miss out.

Stay away from the other salespeople when you're on the lot. That way you won't have to race from the pack to greet a customer. Walk the lot instead and you'll be right there when a customer pulls up or walks on the lot.

♦ Your body language.

When they say "the price is too high", they'll notice how you react as much as they'll listen to your answer.

Learn to control your body language and learn the right words and you'll sell more cars and have more fun.

♦ Dress "professionally neutral".

You can't go wrong with dark blue, dark gray, a white long sleeve shirt, basic business tie and shined shoes.

♦ 5 keys to professional selling.

Honesty, integrity, dependability, professionalism and the selling skills to get the job done. Write out your definition of each one.

♦ Build rapport.

Easy sales are made to people who like and trust you. Before you start *selling*, make friends because 71% of the people said they bought because they *liked* their salesperson.

- ♦ Take each tip that you feel will help you make more sales. On a 3x5 card, write a plan of action for each idea. Then carry that card with you and read it several times a day.

LITTLE THINGS MAKE YOU BIG

If I have learned anything over these years, it is there is little difference between the top performance and the average performance in any endeavor. While the differences are small, the consequences are big.

Quite often the little difference that makes the big difference is the attitude the top performers take toward the little things. They learn to do a lot of little things that often seem very unimportant — things that the average performers would not think worth doing.

They think about how to do things better — not much better, just a little better. They learn more about how to do their job — not much more, just a little more. They take a little different approach to life — not much different, just a little different.

Substantial progress in any field is impossible in the absence of doing the little things. In everyday work life, little things often turn out to be bigger than they first seemed. The more attentive we are to the little things, the less we are at the mercy of fate.

Being attentive to little things is truly a state of mind. It is a kind of engraved attitude that being a winner is nothing more than doing a lot of little things well. It is having the belief that big results, more often than not, come in a sustained, persistent effort in the areas others feel are unimportant.

It will be your feelings toward the little things that will have as much to do with your success, as anything. Take the steps today to improve your performance in this area. It all begins with the Attitude that you are not too big to do the little things that will make you big.

Seems like just the other day I was writing about getting ready for '98, and now here it is February 2008, already.

Time just keeps ticking away, doesn't it? And every day this year you'll have to make decisions on how successful you'll be in sales.

In our workshops, we get a few *Professional Seminar Attendees* who hear what it takes to improve but *don't use it*. Unfortunately, there are also a lot of *Professional Newsletter Readers* out there, too - who read about, but never use most of this information.

And I need to get your attention here, because if you haven't noticed, success doesn't just pop up one day...it takes work. And the people who make it to the top in sales are the ones who take the time to learn and develop the habit of following the basics of selling, and who continually learn more about selling, customers and their products.

It's already February, and you've got a decision to make this year...will you dig in, use the information in here - and hit the big time *or* just stay the same?

And if you don't get better this year either, you'll just have to keep making excuses for all those lost sales and all that money you didn't get to take home because j'ou weren't ready to choose success over poor selling skills, poor work habits and average attitudes.

Why not go for it all this year by following the basics and going to work to work - everyday - with a smile.

Remember the basics? Let's briefly go over them and hit the highlights of what you need to start working on today to make this your best year ever.

The Easy Way: Steve's Shortcuts To More Sales This Year

Although the word "basics" sounds so simple...these basic steps of selling are how you go about building the value in your customer's mind of owning your product and buying from you *today*. They're easy steps to take...and each step leads you closer to the sale.

Why? Each step you take moves you closer to the sale because you're building more value. And each step you *skip* moves you away from the sale because you didn't build value.

Making people prove they're buyers *today* before you go to the trouble to build value by following the basics is backwards. It's following the basics that builds the value in their minds that *turns them into buyers today*.

Let's take this one step at a time...

- **First Impressions** - Everything starts here because you make a first impression on your customers that will last forever. If it's a good one, you take a step closer to the sale.

What do they base their first impressions on? Your approach, how you look, how you act and what you say. So - look, act and sound like a pro instead of an average salesperson and you've taken the first step toward the sale.

- **Building Rapport** - When they were surveyed after they bought, 85% of our customers said that their salesperson didn't build some rapport with them before they started trying to sell them the car.

Building rapport just means finding some common ground and making your customers feel more at ease before you make your presentation.

- **Qualify - *The only step you should skip*** - Why? Because qualifying means finding out if they have the *desire* and *ability* to purchase. Every body you'll meet has the *desire*, the *ability* is something that's determined by management and banks.

If you don't believe they all can and will buy, get their names and phone numbers, and call them back next week. You'll find out that some other salesperson got the commission you could have had. Quit talking dollars on the lot and learn to investigate instead.

- **Investigate** - This is the important subject you need to learn more about because this is how you find out what your customers want and need their new vehicle for.

And once you've found their hot buttons, you'll know exactly which features to cover in your presentation.

- **Your Presentation** - First give them a *walk around* covering the features, advantages and benefits you found they're looking for. Then a good *demonstration* that shows off the features, advantages and benefits you covered in your walk around. Top it off with your *service walk* and *evidence manual* - the proof of everything you've been telling and showing them.

- **Your Paperwork** - This is what makes or breaks your deal. Get good, complete, neat credit information on every customer you talk to and do a write-up that helps you close the sale.

- **Your Delivery** - Not the last step of the sale - *the first step to the next sale* with your customers.

They're going to keep buying cars and if you want to become their salesperson in the car business, you can't shortcut this step, either.

It's time to realize you aren't taking the steps of the basics just because your manager or dealer may be looking over your shoulder or because it'll help your CSI scores.

It's time to wake up and understand that you're doing it for *you*. And as a salesperson, to "sell", you have to build the value in your customer's mind of owning our product. You need to take each step of the basics, because it's these steps that build the value that leads to the sale and a commission.

"Steve, I want to sell more cars this year, but where should I start?"

That's what this whole issue is about. But because you asked, you've already started getting ready. You're doing something most people haven't done yet, you're thinking about how you can control your sales and income this year.

But that's just the first step...there's more, so let's outline what you can do:

1) Think about 2008 and make some basic decisions on what *you* want to happen and how much effort you're willing to invest to control your year.

2) Turn those thoughts into realistic and achievable goals. Actually increasing your sales or income by even 20% this year really is better than talking about how you could double your sales *if you wanted to*.

Be very *specific* with your goal..."I will deliver 15 new and used cars and trucks every month by Dec. 2008."

Next, *write* your goal down and then *review* it several times a day.

3) No matter what sales goals you set, you'll have to realize that to reach them, you need to follow the basics with every customer you talk to. Each time you skip a step - you skip building more value and in the long run that means lost sales and income.

And if you want to reach your goal, you can't afford to lose sales you could have made just because you wanted to take a shortcut.

4) Make one of your goals to *learn how to stay off price* on the lot. Why? Because every time you bring up the price, trade, payments, discounts, rebates or let your customers talk about money issues *before* you've sold the vehicle, you lose value.

You can't negotiate price on the lot and build value at the same time - it just doesn't work that way.

Remember - You sell on your feet and you talk price in your seat.

5) Start a follow-up program. If you do, in a *very short* time, you can wean yourself from relying on ups to sell cars. Start *now* and develop a follow-up program for your sold and unsold customers. Don't wait until the end of the year and then look back and say "Gee, I wish I'd done my follow-up."

Besides not having to rely on the market for your success, when you're dealing with repeat and referral customers - the grind is gone from selling, the sale is easy to make...and best of all, your vouchers are much higher.

Remember last year - those days when there wasn't enough floor traffic because of the weather or whatever? Do your follow-up and you'll always have someone on your lot talking to you about getting a new vehicle.

6) Go to work to work this year. Almost all of you reading this can double or triple your sales this year *and work fewer hours* doing it...*if* you'll get serious. You can earn \$100,000 a year working a single shift or you can earn \$30,000 a year working bell to bell...it's your choice.

You need to develop the habit of working at work, instead of just hanging around visiting and looking out the window waiting for an up.

7) Learn more about selling, success, your product and people. In fact, memorize these 7 words...

***When you learn more,
You earn more.***

Take the time this year to spend 30 minutes a day reading a book or listening to a tape on success or selling. Then spend 15 minutes a day reviewing your product. A year from now, you'll understand how little you really knew when you started.

Since you really can do anything you want to do in sales, why not make this your best year ever!

If You're Not Selling "Enough" Cars, What's Up? Who's To Blame?

This is real important because this turns into a habit real quick that's not only tough to shake - it'll keep you down under in every single area of your life and not just selling cars.

Justifying a sale you lost at the last minute because the grinder uncle showed up right before they were going into the business office is one thing. Trying to justify a career as an under-achiever because of the market, weather, economy or your customers is something else entirely.

The only reason you aren't the number one salesperson in the district, region or USA is because there's someone else holding down the spot. That salesperson isn't any smarter than you are, they don't have any special abilities that you don't have and you can out-sell them as soon as you realize that the only thing that holds you back is YOU.

We've talked around this subject before and believe me when I say that I completely understand how you feel. When I first started selling cars I felt exactly the same way most of you feel when your bank account isn't bulging at the seams.

I understand because I also had a list of *whys* when it came to *why* I kept missing sales and *why* I always ended up with only 6 or 8 or 10 deals a month and *why* my bank balance was zip.

See if some of the reasons that I had justified and told myself were holding me back aren't some of the same things you say are holding you back...

- Not enough ups. I always thought it was the dealer's responsibility to supply me with customers - an unlimited supply. I never realized that the most productive person to sell was a customer that / brought in to the dealership - not a walk-in prospect.

- The market was slow. Well, if the market's down 30%, then it's easy to see why my sales were down - right?

Blaming
Next page

Blaming

(Continued from page 187)

Wrong - because if it's down 30% that means 70% of the people were still buying and if I'd have worked 30% harder, I'd have stayed on target. And that wouldn't have been too tough, really, because I wasted 3/4 of my day "visiting" with the other salespeople instead of going to work to work.

- **Too much competition.** "Business ain't like it used to be" is what we used to keep repeating. And we were right - kinda. It was true that there was more competition year after year but what we'd never admit was that there were also *more buyers, year after year*. Turn pro and you'll never have to worry about competition because you won't have any competitors anyway.

- **Stand-bys.** These were the daily justifications I could always fall back on in a pinch: price - my back went out on me - I caught a cold - the weather turned bad - a full moon was out last night - my mother-in-law moved in - my used car manager cost me a deal by trying to steal their trade - we don't get the "right" cars - they cut back on advertising. I think you know the rest.

It wasn't until I started reading more and learning more about success and my career in sales that I realized I could do anything I wanted to, if I would just accept *all* of the responsibility for *my life and my own career*.

And once I tossed my list - I finally started making the big bucks. Why don't you try it? Accepting responsibility isn't so bad - besides, you're the one who will benefit the most.

Who said you needed to put in any extra time to sell more cars? *Not me!*

An Easy To Follow Success Schedule.....

**"I just don't want to work 24 hours a day.
To do all the things you talk about,
I'd never get to see my family...
I'd be working all the time!"**

I'm just suggesting that you get more effective while you're on shift - go to work to work, instead of just hanging around the showroom floor waiting for customers.

Most people reading this talk to about 3 or 4 walk-in customers on an 8 to 10 hour shift. From experience, I know that you only spend about 10 minutes with one of those customers, about 25 minutes with one of the others and an hour and a half with the third one. That means that most salespeople reading this only *work* about 2 hours a day - the other 6 to 8 hours of their shift they just kinda hang loose *waiting*.

You don't need to work double shifts if you'll quit screwing around on the shift you're already scheduled to work.

If you aren't talking to customers on the lot, you should be doing something to help you sell a car in the future.

Doing follow-up, calling prospects, checking the inventory, learning more about the product, selling and overcoming objections, talking to service customers, planning and doing your mail-outs are some of the things you could be doing so that you can sell more cars.

Let's look at the first part of your selling day and see what changes you could make if you really wanted to start selling more cars and earning more money in commissions...

- **Up by 6 every day.** To get up early you need to get to bed *early*. I just

read a sleep study which said that when you don't get a good night's sleep - you

aren't as effective the next day. In sales, being tired will kill your paycheck because everything that happens depends *on you*.

- **Exercise every day.** You don't have to pump heavy iron, but you do need to get your brain working before you get to work. Just taking an early walk helps. Studies have shown that *exercise improves performance!*

- **Listen to my tape** "Go To Work To Work" on your way to work. Sure you can listen to the radio instead...you just won't make any extra sales that day because the shock jocks aren't going to teach you how to sell.

- **Get to work 15 to 30 minutes early.** This is the only extra time you've been asked to put in. Get there early so you can check the inventory, talk to the early customers and grab an extra voucher or two a month.

And believe me, I understand how you feel about this because I used to party hard and stay up all night, too. I never did any exercise, I wouldn't even consider going to work early and I grumbled about earning only \$1,500 a month selling cars.

When I started following this schedule, I started earning \$2,500 a week instead. I had a choice to make back then, and now you do, too. Keep doing it your way and get what you get or change and improve. Either way - it's you who gets to decide!

Glossary / Index

Key sales terminology used throughout this manual, with the section where each term is developed most fully.

Build Rapport

Establishing genuine, relaxed friendship and trust with a customer before selling begins, so they feel comfortable enough to share needs and buy from you. See STOP 2 and the Building Rapport / Relationship section. *(See: Building Rapport / Relationship.)*

Close the Sale

The stage where the salesperson secures the customer's verbal commitment to purchase and moves to a full, committed write-up. Part of the Steps of the Sale. *(See: The Orel Hershiser Chevrolet Method.)*

Correct Greeting

The prompt, professional, enthusiastic first contact with a customer that sets a positive tone for the entire encounter. Part of First Impression. *(See: First Impression.)*

Delivery Process

The final step of the sale in which the vehicle is delivered to the customer; a high-value opportunity to reinforce satisfaction and ask for referrals. *(See: Delivery Process.)*

Demo Drive

The Effective Demo Drive — a structured, no-exceptions test drive that lets the customer experience the vehicle and builds emotional ownership before negotiation. *(See: Effective Demo Drive.)*

Evidence Manual

A salesperson's organized proof book of testimonials, facts, and documentation used to support value and overcome objections while staying off price. *(See: Stay Off Price.)*

First Impression

The critical first few seconds of an encounter, estimated to determine more than 90 percent of lost sales when handled poorly; must be effervescent and positive. *(See: First Impression.)*

Follow-Up

The disciplined practice of contacting prospects and past customers on a schedule (scripts and daily contact minimums) to generate repeat and referral business. *(See: Prospecting and Follow-Up.)*

Handling Objections

Techniques for acknowledging and resolving customer concerns without dropping into price, keeping momentum toward the close. *(See: Stay Off Price.)*

Investigate

Determining the customer's true wants and needs through questions before presenting a vehicle, so the presentation is tailored and relevant. (See: *The Orel Hershiser Chevrolet Method.*)

Land on a Vehicle

Guiding the customer to select a specific vehicle that fits their investigated needs, setting up a focused product presentation and demo drive. (See: *The Orel Hershiser Chevrolet Method.*)

Negotiation

The give-and-take on figures leading to a committed write-up, conducted only after value has been established and while staying off price as long as possible. (See: *Your Road Map to Gross.*)

Phone Pops

Incoming sales phone calls (and the daily count of them); handled with memorized scripts whose goal is to set an appointment rather than quote price. (See: *Incoming Sales Calls Procedure and Scripts.*)

Positive Attitude

The contagious enthusiasm and optimism a superstar salesperson maintains; considered a core quality that customers mirror back. (See: *Use the Word Great!*)

Product Knowledge

Thorough command of vehicle features, advantages, and benefits, reinforced by Chevrolet certification and product films, enabling a confident presentation. (See: *Product Knowledge.*)

Prospecting

Actively generating new potential customers from your sphere of influence and referrals rather than waiting for lot traffic; tracked daily. (See: *Prospecting and Follow-Up.*)

Referral

A prospect's name obtained from a satisfied customer or contact; the highest-quality, lowest-cost lead source, requested at delivery and follow-up. (See: *Asking for the Referral.*)

Service Walk

Walking the customer through the dealership's service department to build confidence in ongoing ownership support and long-term relationship. (See: *The Orel Hershiser Chevrolet Method.*)

Stay Off Price

The principle of keeping the conversation on value, needs, and product rather than price for as long as possible, to protect gross and control the sale. (See: *Stay Off Price.*)

Steps of the Sale

The ordered sequence from first impression through delivery that structures every customer interaction at Orel Hershiser Chevrolet. (See: *The Orel Hershiser Chevrolet Method.*)

Trade-In Allowance

The value credited to a customer for their current vehicle; managed as part of negotiation and the road map to gross. (See: *Your Road Map to Gross.*)

Verbal Commitment

The customer's spoken agreement to buy, obtained at the close and immediately confirmed with a full, committed write-up. (See: *The Orel Hershiser Chevrolet Method.*)

Write-Up

Documenting the agreed deal completely and committedly (To the Write-Up), transitioning the verbal commitment into a working purchase agreement. (See: *To the Write-Up.*)