2) Asking for the Business

Here are ways to ask for the business in an assumptive way:

- "*Do you feel you have all the information you need to make a purchase decision today?"*
- *"If I've answered all your questions, let's go ahead and start the paperwork?"*
- *"Which option looks more attractive to you, the lease payment or the finance payment?"* **(wait for an answer)** *"Great. Allow me to introduce you to our Financial Services Manager and we can start the paperwork."*
- "*I'd like to make sure you get the vehicle you want, when you want it — when is a good date for delivery*?"
- "*As we discussed, thLVPRGHO will provide you with performance, good mileage and safety — let's get you started with the paperwork*."
- "*You came in interested in the Santa Fe, we went for a test drive and we have come up with a price that fits your budget — is there anything else you need to know before we confirm our agreement*?"

3a) Responding to Customer Objections

Q

What are the typical objections you hear during the Gain Agreement step?

Q

How can you respond in a way that puts the Customer at ease?

Typical Objections during the Gain Agreement Step

Objection # 1: The price is too high

Ask: "*May I ask what you're comparing it to*?"

[**Customer Response:** "*I went to Honda, and the CR-V was less*."]

Fuel: "*I understand. You want to get the most car for the money and the best value you can*."
Respond: "*In fact, with this brand you're getting more car for the money Compared to the CR-V, our model delivers a smoother ride with more interior room and a better warranty* "

Objection # 2: I Need to Speak to my Wife/Husband

Ask: "*May I ask what questions you think they would have*?"

[**Customer Response:** "*I don't know… she'll probably have all kinds of questions*."]

Fuel: "I *understand. This is a major purchase and it's important that you and your spouse feel comfortable with it*."
Respond: "*Let's set up some time for the three of us to meet*."

Objection # 3: I Need to Think About It

Ask: **"***Are there any particular aspects of the vehicle you're thinking about?"*

[**Customer Response:** "*I'm just not sure about this brand brand — there were some quality issues a while back*."]

Fuel: "*I can understand why you want to be sure about the quality*."
Respond: "*We're so confident about the quality that we offer an industry-leading warranty on our vehicles*."

3b) Negotiating to Agreement

Following the sales process and keeping the focus on the Customer will help you close more deals. For many Customers, there is an expectation that negotiating is part of the process of purchasing a vehicle. Using the tips below will help you gain agreement and improve your gross.

DO	DON'T
▪ Be firm but fair ▪ Let the other person go first ▪ Make tiny concessions ▪ Use the Customer's name to maintain a personal connection ▪ Reinforce the competitive value that your brand offers ▪ Reduce the number of visits to the Sales Office as much as possible (Customers hate this, as it is perceived as wasting time and "childish") ▪ Provide rational reasons for why the deal is a good one ▪ Stay calm ▪ Always present both lease and purchase price options ▪ Project a professional image ▪ Take every opportunity through the process to close ▪ Give up terms before price and gross	▪ Negotiate too early by confusing a question or objection with a negotiating tactic ▪ Be aggressive ▪ Respond too emotionality ▪ Feel obliged to match a concession ▪ Feel obliged to make concessions, even if the Customer does ▪ Blame someone else at the dealership for not being able to lower the price ▪ Give signs of feeling frustrated or desperate ▪ Threaten the Customer with a higher price if they don't decide today ▪ Give away price and gross before the Customer demands it ▪ Blame the Sales Manager for the price or payment

Desired Customer Self-Talk… *"This is the right thing to do – I'll buy it."*

Alderson Consulting Standard: Gaining Agreement

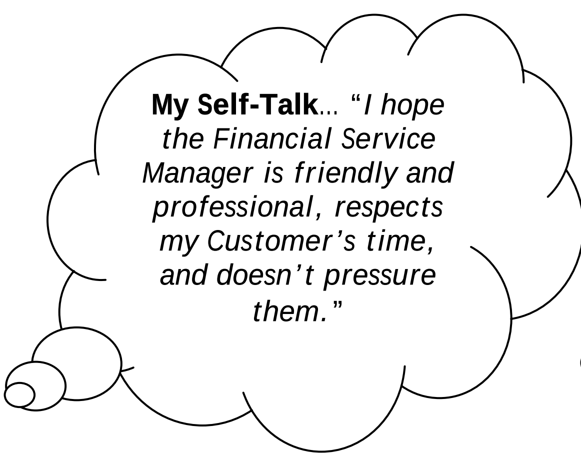
9. Every Customer who confirms vehicle selection will be given the opportunity to make a purchase decision.

Step 8: Financial Services Office

The eighth step of the selling process is to transition the Customer to the Financial Services (business) Office. As is the case with the Trade Appraisal and Gaining Agreement steps, the experience in the Financial Services Office has a huge impact on Customer Satisfaction…not only with "What" happens, but "How" it happens.

- Customers don't object to paying freight and pre-delivery expenses — they object to hearing about these charges for the first time in the Financial Services Office.
- Customers don't object to F&I products being presented to them — they object to having them automatically loaded into a payment.
- Customers don't object to dealer trades — they object to not being given realistic timelines for Delivery and not being kept informed as to the status of their vehicle.

The good news is that for all of the skepticism and concerns Customers may have about this step of the process, most of the problems that occur in the Financial Services Office are completely avoidable through proper communication and by following a few best practices. If the set up for the Financial Services Office is done well, the Customer's Self-talk will be neutral.



Positioning the Financial Services Office for Success with Customer Satisfaction

DO's	DON'Ts
▪ Maintain professionalism and respect for the Customer's time and priorities throughout the process	▪ Allow any purchasing Customer to leave the dealership without being introduced to a Financial Service Manager or Sales Manager
▪ Introduce every Customer to the Financial Service Manager and/or the products offered	▪ Assume the Customer understands the Financial Services Office process
▪ Introduce the Financial Services Office as soon as possible after reaching an agreement on the vehicle with the Customer	▪ Surprise a Financial Service Manager by having the Customer show up at their door
▪ Inform the Financial Service Manager that a Customer is waiting to meet them	▪ Give up a sense of ownership for Customer Satisfaction during the Financial Services Office step
▪ Take the Customer's driver's license and ownership to the Financial Service Manager to begin the paperwork	
▪ Provide the Financial Service Manager with relevant Customer information prior to meeting them	
▪ Briefly explain the Financial Services Office process to the Customer	
▪ Introduce the Customer to the Financial Service Manager at the Sales Consultant's desk	
▪ Help Customer to see the benefit to them in visiting the Financial Services Office	
▪ Remain available (whenever possible) to receive the Customer upon exiting the Financial Services Office	
▪ Ensure every Customer leaves with a Delivery Checklist of things to bring on delivery day	

Financial Services Office

10. Every Customer agreeing to purchase or lease a vehicle will be presented available products and services.

11. All Financial Services Customers will receive a Delivery Checklist.

Step 9: Delivery

The ninth step of the selling process is organizing the delivery of the new vehicle. Believe it or not, vehicle delivery is one of the biggest drivers of Sales Satisfaction…second only to the Customer's direct interaction with the Sales Consultant.

The vehicle delivery is not the end of the transaction with a Customer; but rather, the beginning of building retention and loyalty with you, your dealership and the Hyundai brand.

A professional delivery will lead to an enjoyable experience for your Customer and will also provide confirmation that they made the right purchase decision in purchasing from your dealership…and you.

Remember: This day is about your Customer getting their new vehicle, not about you selling one… share in their excitement.

The 10 Steps to Creating an Exceptional Delivery Experience

1. Coordinate delivery time between all parties
2. Ensure vehicle is in the condition promised/expected at the committed delivery time
3. Greet the Customer

Wow!

4. Preview their new vehicle
5. Complete all necessary paperwork
6. Tour the Service Department

Always

7. Schedule the Customer's first service appointment
8. Conduct detailed vehicle orientation
9. Explain to the Customer how the relationship with you and the dealership will continue
10. Provide the Customer with a warm send-off

Making the Delivery Experience Exceptional

The difference between a good delivery experience and an exceptional delivery experience is in how you conduct each step of the delivery process. Here are recommended best practices for conducting each step.

Delivery Step	Suggested Best Practices
1. Coordinate delivery time between all parties	▪ Schedule delivery time with the Customer, Sales Manager, Financial Service Manager and Service Dept.
2. Ensure vehicle is in the condition promised/expected at the committed delivery time	<u>Day before Delivery:</u> ▪ Check with the Financial Service Manager to ensure that paperwork is prepared and the Customer knows what they need to bring ▪ Check with the Service Dept. to ensure accessory installation and clean-up is scheduled <u>Two Hours before Delivery:</u> ▪ Verify that the Financial Service Manager is ready to accept the Customer ▪ Verify that accessory installation and clean-up will be performed on time ▪ Identify who will be responsible for final details (i.e., full tank of fuel, floor mats, attaching license plates, final vehicle check)
3. Greet the Customer	▪ Be in the showroom to greet the Customer enthusiastically ▪ Take the Customer to the delivery area
4. Preview their new vehicle	▪ Present the vehicle to the Customer ▪ Focus on aspects related to vehicle appearance (not functionality)

5. Complete all necessary paperwork	▪ If the Financial Service Manager is with another client, offer your Customer a refreshment and begin reviewing vehicle maintenance and warranty schedules ▪ When available, re-introduce the Financial Service Manager to your Customer
6. Tour the Service Department	▪ Introduce Customer to key service staff
7. Schedule the Customer's first service appointment	▪ See the next two pages
8. Conduct detailed vehicle orientation	▪ Conduct a thorough overview of vehicle features and functions including: ▪ Seat and steering wheel adjustments ▪ Rearview mirrors ▪ HVAC controls ▪ Stereo operation ▪ Other safety/comfort/convenience features
9. Explain to the Customer how the relationship with you and the dealership will continue	▪ Indicate that you will be following up within three business days to check-in and answer any questions ▪ Encourage the Customer to fill out the satisfaction survey they will receive by mail ▪ Indicate that the Customer will receive a reminder call for their first service appointment they just booked
10. Provide the Customer with a warm send-off	▪ Walk the Customer out to their vehicle ▪ Thank the Customer for their business ▪ Wish them safe and happy driving ▪ Remain visible to the Customer until they drive away

INTRODUCTION TO SERVICE/BOOKING THE 1ST APPOINTMENT PROCESS	
Objective:	To have 100% of the dealership's sales Customers (new and used) introduced to the Service department and to have their 1st service appointment booked at the time of the delivery

	RESPONSIBILITY	TASK	VALUE TO CUSTOMER
This process is one part of the overall Customer vehicle delivery process			
1	**Sales Consultant**	Review the Owner's Manual and the Maintenance Schedule with your Customer, highlighting the vehicle's maintenance requirements and applicable warranties.	*An understanding of expectation they can have from the brandand your dealership*
2	**Sales Consultant**	Lead the Customer on a tour of the Service department and show them the Service parking area, the early drop box location, the Service entrance, the Service waiting area, and the washrooms.	*Familiarization with the dealership's layout, and knowing where to go for their first service visit*
3	**Sales Consultant**	Reinforce the need for and value of scheduled maintenance. Make the Customer aware of the implications if they fail to maintain their vehicle.	*An understanding of their responsibilities, and the benefits of having a well maintained vehicle*
4	**Sales Consultant** **Service Advisor** **Sales Consultant**	Does your delivery take place during the Service department's normal operating hours? **IF NO:** • Give your Customer a Service Advisor's business card and explain that they are their contact person for all their vehicle maintenance needs. • Schedule your Customer's first maintenance appointment at the appropriate interval by writing it into the Service department's after-hours appointment calendar. **IF YES:** • Introduce your Customer to the Service counter personnel (the Service Advisors and the Appointment Coordinators). • Welcome the Customer and congratulate them on their new vehicle. • Schedule your Customer's first maintenance appointment at the appropriate interval with the Service department, following the appointment procedure.	*Knowing where to go for help* *Acquaintance with additional people who can help them with their vehicle needs* *Feeling valued* *Convenience*
5	**Sales Consultant / Service Advisor /Appointment Coordinator**	Record the 1st scheduled maintenance appointment date in the dealership's appointment system and in the Customer's Service Record.	*Convenience, protection for their vehicle's value, and saving of time and aggravation of breakdowns due to a lack of proper (dealership) maintenance*
6	**Sales Consultant**	Lead your Customer back to their vehicle and place an appointment reminder sticker on upper left-hand corner of the windshield with the mileage and the date of the appointment filled in.	*A convenient reminder*
7	**Sales Consultant**	Remind the Customer to always bring in their Service Record at the appointed time to have the maintenance completion updated.	*Their own record of maintenance*
8	**Sales Consultant**	Lead the Customer to the Parts department for a short tour and introduce the Parts personnel. Inform your Customer that this is where they can purchase accessories.	*Awareness of the different services and products available at the dealership*
9	**Sales Consultant**	If applicable, lead the Customer to the Body Shop department and explain the procedure in case of an accident.	*Peace of mind in case of an accident*
10	**Sales Consultant**	Continue with the delivery process.	*Feeling valued*
11	**Service Advisor /Appointment Coordinator**	One to two weeks before their 1st maintenance appointment, call the Customer to remind them of their maintenance appointment. Re-schedule the appointment to another convenient time, if necessary.	*A convenient reminder*

PROCESS BEST PRACTICES	
PROCESS STEP	BEST PRACTICE
• **Explanation of the document and manual**	• **Give all Service Advisors and Appointment Coordinators their own copy of the Service Record, and request that they keep it in a** visible **place at their desk. Highlight the important points for quick reference.** • **Personalize the Owner's Manual and Service Record with your Customer's information.**
• **Service, Parts, and Body Shop tour**	• **Introduce each departmental manager and have them give your Customer an inexpensive gift from their department (touch-up paint from the Body Shop, an accessories catalogue from Parts, a key chain from Service, etc.)** • **Show your Customer a portfolio (with pictures), or a video, to help showcase the different departments within the dealership.**
• **Appointment Reminder Sticker**	• **Involve your Customer in the delivery process – for example, hand them the appointment reminder sticker and ask them to place it in the top left-hand corner of the windshield.**

MEASUREMENT
• **Sales Experience Survey Results** • **1st Appointment Log** • **The number of 1st scheduled maintenance appointments vs. the number of vehicles delivered** • **Track and measure the number of first appointments kept**

TIPS
• At the time of the sale, set realistic expectations with your Customer for the length of time it takes to deliver a vehicle properly. Determine their expectations first, then gently correct their perception, and agree on a time frame. Find out whether more than one person will attend the delivery, and add 20 minutes per driver (as an average) when more than one person plans to attend. • Have your Customer open their Owner's Manual and Service Record, and review the warranty and maintenance schedule, asking them if they have any questions. • Explain the benefits of factory-trained Service technicians and the competitive price of your Service Department.

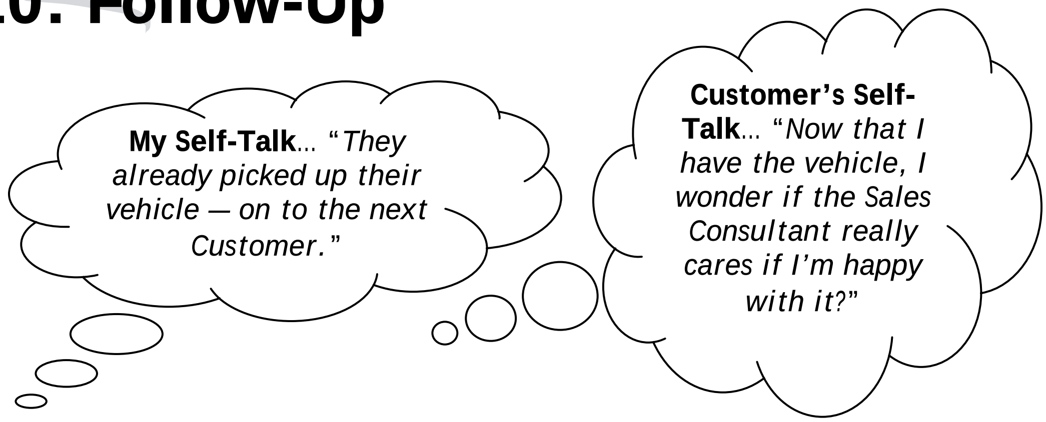
Delivery

12. Your vehicles will be Delivered to the Customer at the time promised and in the condition expected, and will be accompanied by a copy of a Delivery Certificate. A copy of the Certificate will be put in the Customer File/Deal File.

13. All Customers will have their first service appointment scheduled at time of Delivery.

14. All Customers will be introduced to the Service Department at time of Delivery.

Step 10: Follow-Up



The tenth and final step of the selling process is following up. And we follow up with both buyers and non-buyers.

In the case of buyers, this is likely the last opportunity we have to reinforce their decision to purchase a vehicle from us. It’s also an ideal time to ask them for a referral.

In the case of non-buyers, following-up after they leave the dealership gives us another opportunity to get them back to the dealership so we can try to win their business.

Does it really matter if we follow-up? After all, we’ve already sold a vehicle. And in the case of non-buyers, is someone really going to come back to the dealership and buy once they’ve left?

As a matter of fact, following up may be the most important step, because it for every one buyer, you may gain referrals that can turn into additional buyers. And following up with non-buyers gives us “one more kick at the can” — and even if they remain unsold, the insight we can gain into their reasons for not purchasing a vehicle are invaluable.

Either way, following up separates the stars from the rest of the pack.

Reflecting on the Follow-Up

Q

What are the barriers that sometimes hold us back from following up with buyers?

Q

What are the barriers that may prevent us from following up with non-buyers?

Q

Why must we do it?

Conducting the Follow-up

Here are specific things you can say during your follow-up calls in order to move the sales process forward and position yourself for repeat/referral business:

Buyers	Non-Buyers
▪ *"How do you like your new vehicle?"* ▪ *"Just a reminder that the Customer Survey will be arriving by email soon. We would really appreciate you taking a few moments to complete it so we learn more about how to make the shopping experience an even better one for Customers like you."* ▪ *"Do you have a friend or family member who might also be interested in the great value that our brand provides?"*	▪ *"Can I ask where you are in the process of making a decision to purchase a new vehicle?"* ▪ *"Have you made a purchase as yet?* ▪ *"Can I ask what other vehicles you are considering?"* ▪ *"Is there anything holding you back from purchasing the vehicle we looked at?* ▪ *"When are you available to come back in — I'd be happy to answer any additional questions you may have or help you in any way to make your purchase decision."*

15. All Customers, both buyers and non-buyers, visiting our dealership will receive follow-up from the dealership.

Buyers:

Buyers will be followed-up 24 hours after taking Delivery.

Non-Buyers:

Non-buyers will be followed-up no more than 48 hours after visiting our dealership.

Personal Commitments

Given what you've learned in this program, what will you:

Stop

Start

Continue

… doing to drive results by applying the Alderson Consulting 10 Steps to Sales Success?

Notes:

Notes: