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What are the *reasons*

a customer would say

NO to you?



SELLING OPPORTUNITIES

PRIMARY CONCERN

- captive sale based on need

POINT OF SALE

- based on process

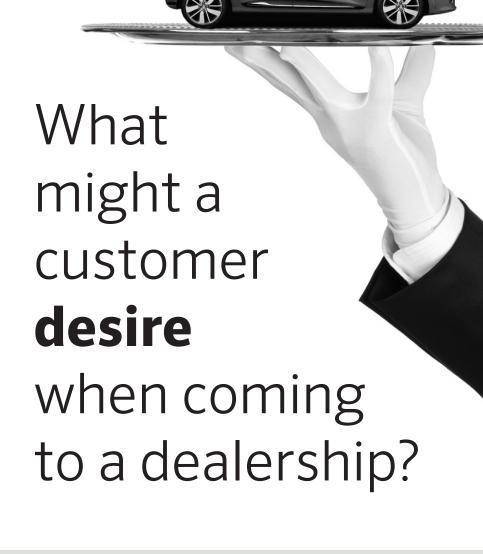
MULTI-POINT INSPECTION

- based on trust

TRUST:

- a) assured reliance on the character, ability, strength, or truth of someone or something
- b) one in which confidence is placed

Building Trust



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EMOTONAL BANK ACCOUNT

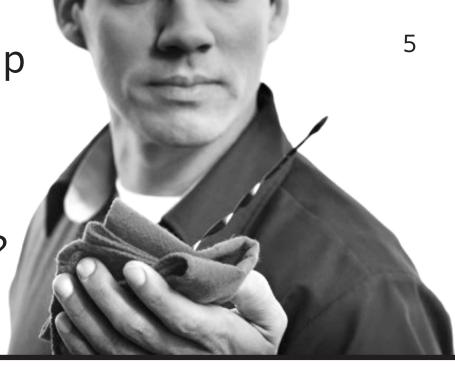
A sale is made when the value of something exceeds the cost. So the question becomes how do we add value throughout the entire customer process to insure that, when we ask for the sale, the value exceeds the cost of what we are trying to

sell. It's much like a balance scale. What is the connection between building trust and building value?

cost for a Value

transaction to be successful.

Example of coupon?



Do you offer multi-point inspection?

Does the customer buy everything from the MPI?

What do you call these people?

Who is responsible for this?

a) the customer b) service advisor

Why?

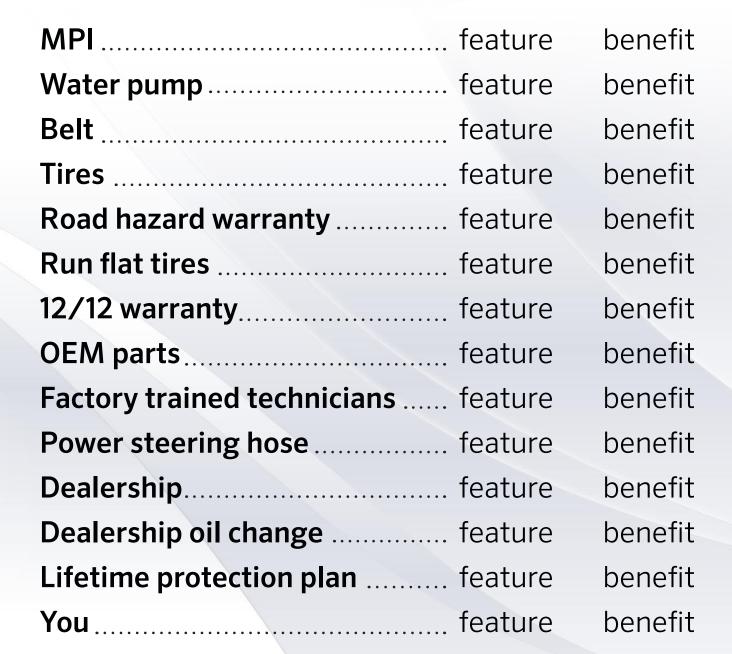
LEED VS WANT

Need -	
Example of a need:	
Want	
Example of a want:	
FEATURE vs	BENEFIT
Feature -	
Example of a feature:	
	A MAIL IN THE
Benefit -	
Example of a benefit:	

Feature or Benefit exercise

Are the items below a feature or benefit?







Feature vs Benefit

MPI	
	Water Pump
Belt	
	Tires

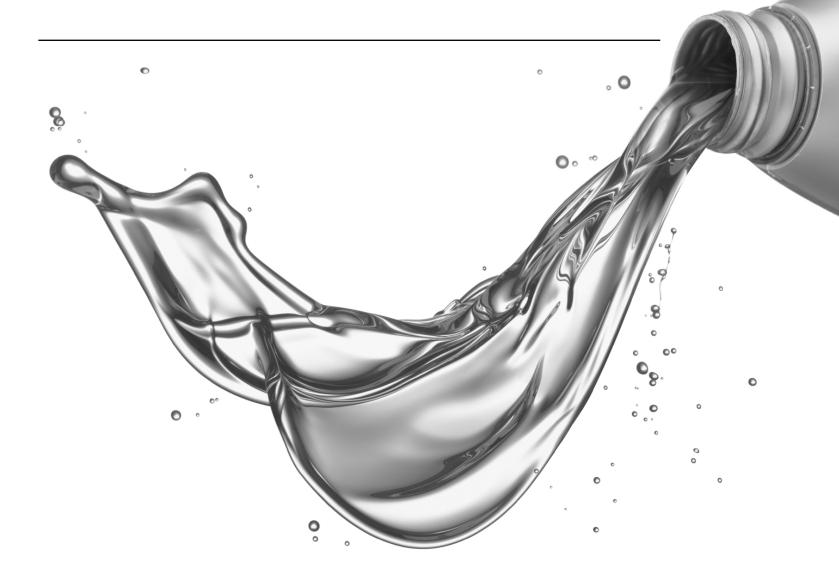
Road Hazard V	Varranty 9
	Run Flat Tires
12/12 Warranty	y
FL-2051S BC3Z-6731-B Oil Filter Indexemended by Ford Motor Compary for use in your Power Stocks Direct origin.	OEM Air Filter

Fact	tory Trained Technicians
	OEM Parts
You	r Dealership
1	Oil Change at your dealership

Lifetime Protection Plan
Transmission Fluid Exchange
Coolant Fluid Exchange
Fuel Injector Service - Throttle Body Service

Brake Fluid Exchange

Rear Differential Service



Let's create a list of your dealership features and benefits



Features	Benefits
Create a Dawer Treatre	
Create a Power Track a	ibout your dealership.



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Write a power statement about you!

IMPACT ITEMS

What are some key learning points from the class?

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