



SPECIAL POINTS OF INTEREST

- Improving new vehicle sales penetration
- Improving sales staff performance through process management
- Turning new customers into loyal customers

INSIDE THIS ISSUE:

- Efficient Solutions customer sales touch points 1
- S.P.A.C.E.D Selling on Benefits 2

WELCOME

Well, as quick as a flash the GFC (Global Financial Crisis) has become just a small spec in the rear vision mirror of life and now it is time to get the head back down and focus on growing and improving our businesses. One of the key areas where businesses often fail to focus on is in developing and working with clear process procedures. Today's customers expect high quality and consistency with the businesses they deal with and without clear operating guidelines in place this can become very difficult for a business to maintain. In this edition we will take a look at the importance establishing clear 'Non Negotiable' sales standards based on customer touch points for new vehicle sales consultants. We will also touch on how to identify and trigger the customer's 'Hot Buttons' when it come to buying a new car.

Customer Touch Points in Sales

Today's new car buyer is bombarded with product and technical information from the manufacturer, however these days the gap between brands on Quality, Durability & Reliability (QDR) is minimal. Generally product choice comes down to personal choice:

Does it suit my needs?

Does it look good?

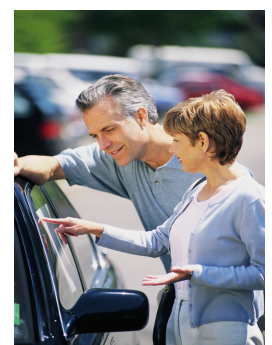
Is it value for money?

These three questions are generally determined by most customers before they even set foot into a Franchised car dealership via the internet and motoring magazines. So from a

dealers perspective once the customer has decided to visit the dealership the customers experience must sell the vehicle. From a sales consultation perspective this is where dealers can find the edge over their competition and it boils down to the fact that having the right people, in the right roles and having in place clearly established customer focused processes that are 'Non Negotiable' will ensure sales success time after time and more importantly build ongoing customer loyalty. Understanding and managing the steps in the sales process is paramount and here I would like

to touch on these seven key steps to sales success.

1. **Managing the inquiry**
2. **Initial Customer Contact**
3. **Vehicle Selection**
4. **The Test Drive**
5. **The Purchase Process**
6. **The Delivery**
7. **The Sales Follow Up**



The Seven Steps Sales Process will ensure your dealership is easy to do business with time and time again.

Six Step Sales Demonstration Process



1. Managing the Inquiry

'Internet/Phone inquiries'. The two goals of step one are

1. Tempt the customer to visit the dealership.
2. Secure an appointment with the customer.

The Dealerships internet site should be clear, non confusing, easy to navigate and provide adequate information about the dealership and all its services so as the customer can make an informed decision about your dealership. The ability to book an appointment, book a test drive, make a sales inquiry should be available. A system in the dealership should be in place to quickly respond to such inquiries as quickly and professionally as possible. The Dealership should maintain a 'Yellow Pages' advertisement which includes a dealership webpage

link and the dealers website should provide all dept. Operating hours and a location map.

Sales Telephone Inquiries should be received professionally by the Dealerships receptionist and recorded into the dealerships CRM program such as 'e-GoodManners' for managing and controlling the customer inquiries from start to finish.

The key goal of any inquiry process is to secure a customer appointment, having a system in which all customer inquiry is logged and track is paramount as well as ensuring all staff are well trained and use it religiously.

2. Initial Contact 'the welcome'

The purpose is to quickly develop a relationship to encourage the customer to continue with the sales process and to understand their needs.

To many customers, the thought of buying and negotiating the purchase of a new car is stressful. Making the customer feel relaxed and comfortable without the overpowering sales pressure they expect is one way to break down the barriers. Access to the dealership must also be considered as well as the amount of easily accessible customer parking makes the dealership sales process easier for the customer.

All customers must be greeted upon arrival in a professional manner with a warm friendly greeting, a smile and a handshake. Providing the customer with your name and business card is important as well as remembering to use their name throughout the sales process.

3. Vehicle Selection

There are three areas to look at here, firstly there's the customers Trade In appraisal, introducing the customer to the Sales Manager and of course vehicle selection and presentation.

Understand the customers needs, their likes and dislikes, their family needs, lifestyle and there vehicle expectations.

Using the following criteria will help S.P.A.C.E.D. Which stands for Safety, Performance, Appearance, Comfort, Economy & Durability by understanding the customers expectations with each of these will provide a good indication of the vehicle that is right for them.

Introducing the Sales Manager to the customer can sometime assist in making the customer feel comfortable and often makes them feel they are important to the Dealership.

The vehicle presentation is important in several ways, firstly having a showroom

is important, however ensuring there is adequate room on the showroom floor to open all doors and allow the customer easy access to the vehicle will allow for a much more thorough demonstration process to be undertaken. Following the tried and proven six step sales process will ensure the customer gets a good overview of the key aspect of the vehicle. Again focusing on the areas that push their buttons is important.

Identify the Features Advantages and Benefits of the those key features that are of particular interest to the customer look for the customers feedback and then offer the 'Test Drive'.

4. Test Drive: instil in the customer the feeling of 'Ownership'. The dealer should have a specific test drive process including route and a picturesque change over point. Often a dealership may have different routes based on the type of vehicle or the

Customers requirements. The Salesperson should take the initial drive from the dealership and use this opportunity to point out the key features and ride characteristics of the vehicle, a quiet scenic changeover point should be adopted where the salesperson can allow the customer to view the vehicle away from other distractions. At this point the salesperson allows the customer to return the vehicle to the dealership allowing the customer to experience the driving sensation with little interference. This is the point where the salesperson should ask some trial close questions. Whilst on the test drive the customers trade in should be valued by the valuator.



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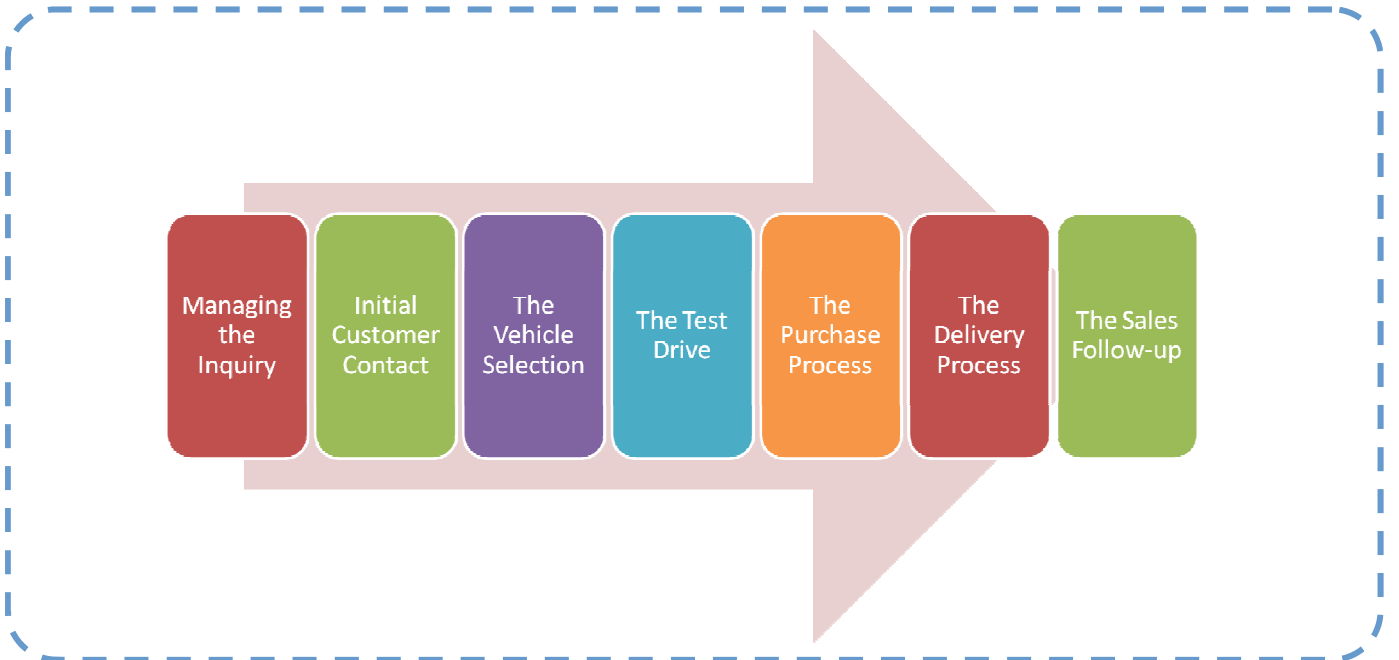
5. The Purchase: Assuming the trial close questions determined that the customer is ready to buy then the sales consultant raises the 'Offer to Purchase'. It is very important at this point in time that all paperwork an information is clear and transparent to the customer. The paperwork should clearly list out all the required charges and trade in valuation details. The offer to purchase should be printed out and the customer is explained all key areas of this document. It is important that at this point if the customer clearly understands the information that they asked for the sales and that a signature is received.

By now in the sales process you should have already determined the customers finance requirements. It is important that all customers requiring finance are introduced to your Business Manager/s. It is well understood that many new car customers are still unaware as to how competitive the rates are through the dealers own finance system. It is the sales consultants job to identify potential F&I customers and introduce them to you Business Manager as early as possible.

Once the sales negotiation is completed it is important to ensure all required paperwork has been explained and signed by all parties.

6. Delivery: it is important not to let the customers excitement diminish due to delays in new vehicle delivery, therefore it is extremely important that the customer is communicated with regularly regarding any delivery delays. Once vehicle has arrived and is being prepared for delivery the sales consultant or delivery coordinator should arrange an appropriate delivery appointment date and time, ensuring that the customer is fully aware of the time requirements to complete a proper new vehicle delivery process.

Prior to actual delivery the sales consultant/delivery coordinator should have adequate time to inspect the vehicle post pre delivery to ensure the vehicle is of Merchantable



To maximise dealer profit potential it is important at this time to run through all available accessories to customise their new vehicle. A good idea here is to identify what accessories if any were fitted to the customers trade. Clearly explain the features, advantages and benefits of the accessories and the added warranty offered when purchased with their new vehicle. Selling accessories not only customises their vehicle but it also provides great profit opportunity to the whole dealer from sales, service and parts.

Have in place accessory 'Fitted Price Guides' or have some accessories fitted to showroom vehicles with a clear 'all up 'Fitted Price' sticker on them.

A dealership portfolio should be given to the customer to hold all documents including a New vehicle brochure, accessory brochure, provide important dealership information and information about 'What to bring' when picking up their new vehicle.

It is also a nice touch that wherever possible that the Dealer Principal or a senior manager personally thanks the customer for their business. It is well documented that most customers that spend in excess of \$20,000 expect to be thanked by the business owner. Another nice touch is for the Sales Consultant to conduct a quick follow up call the following day to again congratulate them again on their purchase.

Quality and that all aftermarket and accessories are fitted and working correctly. A PD to Sales buy off form should be used and signed by both parties to accept the vehicle from PD.

A dedicated 'New Vehicle Delivery Area' should be provided and that a standard process adopted to complete the vehicle delivery process including the set up of any personalised settings on the vehicle, having a written delivery process will ensure consistency is maintained. It is important that the customer is familiar with all dealership departments and they are introduced to service and a tentative first service appointment is made. Service should provide the customer with a Service Information pamphlet.

Customer Touch Points in Sales

6. Delivery Ctnnd: Once the delivery process has been completed the customer should be informed about the manufacturers Customer Satisfaction follow up process and asked if there any reason that they could not answer 'Completely Satisfied'. Doing this will uncover any underlying customer concerns and provide you with the opportunity to address them straight away.

7. Follow Up: it is the goal of every sale to develop long term loyal customers, these loyal customers promote your Dealership to family and friends and are an asset to the business. To ensure your customers are satisfied with the whole sales and delivery process it is important for the dealership to conduct post sales follow up calls. Regular customer follow up should be undertaken by the sales consultant, these follow ups could be for a birthday , vehicle sales anniversary etc. Most dealership have in place a Customer Relationship Management Systems (CRM) which can be used to Schedule follow up reminders, it can also be used to include important information about the customer like their partners name, their music preferences, favourite footie team etc, this will assist in personalising the contact. And finally never be afraid to ask for referrals.

The Six Key Selling Points for New Car Sales

The ability to identify and understand what drives new car customers to buy certain cars has been the focus of many consultant and sales trainer for many years. The first and foremost step is to uncover the customers 'Hot Buttons' the key drivers to their intent to purchase. In general terms the following six selling points will assist sales staff in identifying these hot buttons and hopefully help close the deal.

S.P.A.C.E.D.

1. Safety
2. Performance
3. Appearance
4. Comfort
5. Economy
6. Durability

S.P.A.C.E.D The Six Key Selling Points for New Vehicle Sales Consultants	
SAFETY	<ul style="list-style-type: none"> • Understand the customers safety expectations and requirements, travel, family etc. • Explain each safety system on the vehicle and any optional safety packs. • Clarify the safety feature and point out the benefits to the customer. • Compare products safety feature to competitor's products.
PERFORMANCE	<ul style="list-style-type: none"> • Identify the customer's performance requirements and expectations. • Highlight the vehicles performance characteristics and how they compare to the competition. • Emphasize the performance benefits to the customer. • Ensure test drive route provides the opportunity to test vehicles performance and handling.
APPEARANCE	<ul style="list-style-type: none"> • As part of your six position sell, step back with the customer and point out the unique styling of the vehicle, this includes passive safety and aerodynamics. • Take the opportunity during road test changeover to reaffirm the vehicles styling at a scenic location.
COMFORT	<ul style="list-style-type: none"> • Demonstrate the seating comfort of all seats to the customer; explain/demonstrate all seat and steering adjustments available. • Confirm customer comfort with the vehicle. • Demonstrate and explain any electronic seating controls and memory settings, point out the benefits to the customer.
ECONOMY	<ul style="list-style-type: none"> • Identify the importance to the customer of vehicle fuel economy. • Point out the fuel rating sticker on the vehicles windscreen and what the ratings mean. • Explain the key engine design characteristics that help achieve fuel economy and performance. • Explain how the vehicles aerodynamics assists with reducing fuel usage and how this will benefit the customer.
DURABILITY	<ul style="list-style-type: none"> • Explain the steps taking by the manufacturer to ensure quality, durability and reliability. • Point out the benefits of strong resale value this provides. • Explain the importance of following the manufacturer's maintenance service requirements. • Explain the correct fuel type. • Point out any Roadside Assistance Program available.

Our Mission Statement

"Efficient Solutions will provide clear and accurate operational improvement ideas and concepts that will better the performance of our customers day to day business operations. Our focus is to ensure our customers are fully skilled so they can provide the best customer process and service experience possible, this will ensure their business growth and our future success".

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