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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

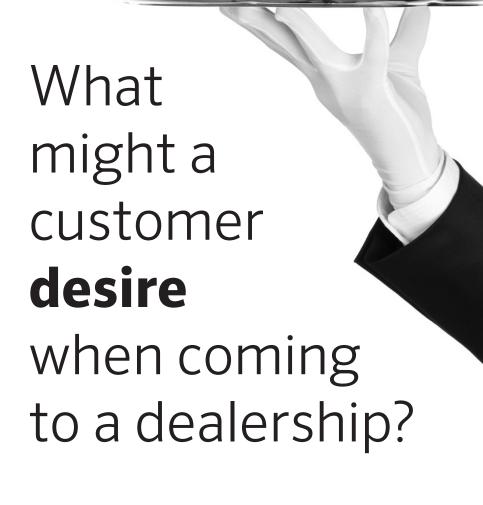
MULTI-POINT INSPECTION

- 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



1.	
4.	
5.	
6.	
7	

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?

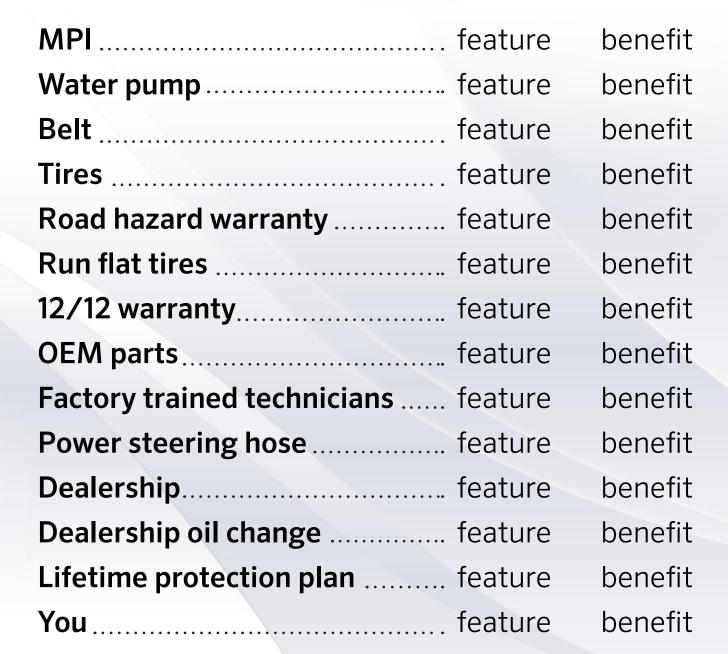
LEED VS WANT

Need -	
Example of a need:	
Want	
Example of a want:	
FEATURE vs	BENEFIT
Feature -	
Example of a feature:	
	A MADE
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

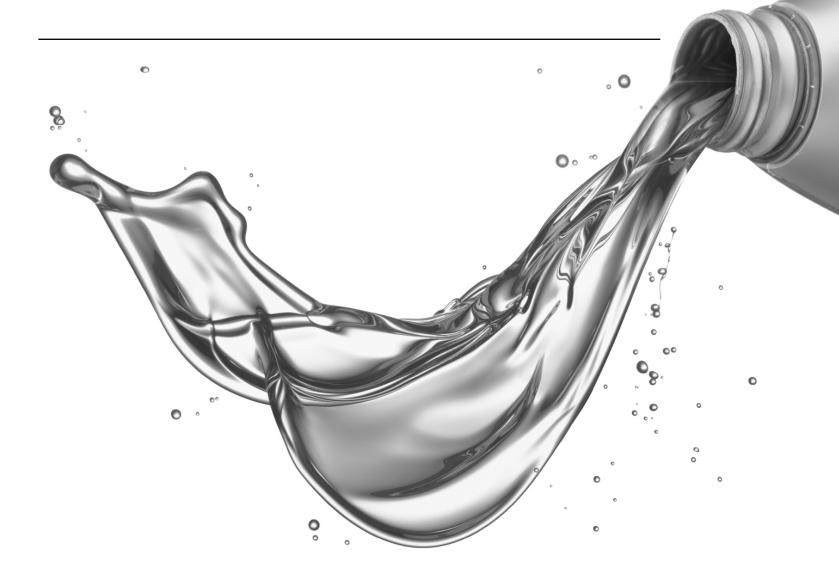
Road Hazard V	Warranty
	Run Flat Tires
12/12 Warrant	ty
Motorcraft FL-2051S BC3Z-6731-B Oil Filter Incommended by Ford Motor Compart for use in your Power Stroke Diseast cripin.	OEM Air Filter

Facto	ry Trained Technicians
	OEM Parts
Your	Dealership
	Oil Change at your dealerchin
	Oil Change at your dealership

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

Brake Fluid Exchange

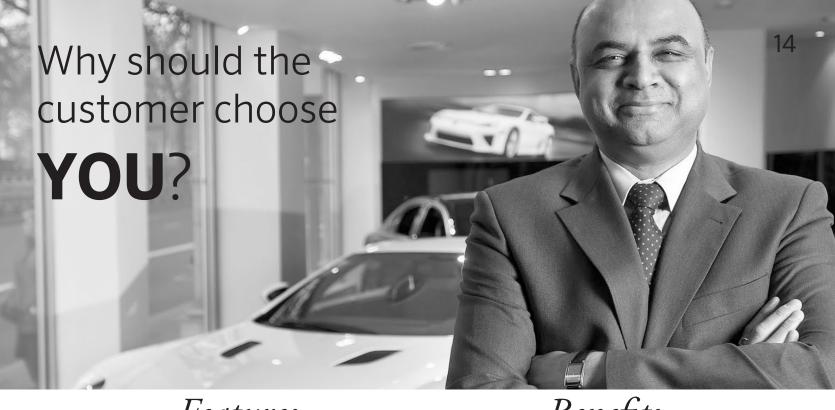
Rear Differential Service



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



Features	Benefits
Create a Power Track a	about your dealership.



Features	Benefits

Write a power statement about you!

IMPACT ITEMS

What are some key learning points from the class?

1	
2	
3	
4	
-	
5	
6	
_	
7	
8	
0	
9	
0	