

# Beyond the Walkaround

The **WORKBOOK**

**HAMILTON**

Training in Sales and Excellence



# Beyond the Walkaround

## The Workbook

Consultant: \_\_\_\_\_

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City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_



***“Come to work with the knowledge that you are among  
the best in the world at what you do.  
If you cannot - study, read, and practice until you can.”***

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# INTRODUCTION

Beyond the Walkaround opens up, interestingly enough, by describing a walkaround. While the book indicates that there is so much more than product knowledge and presentation, it is made clear that these things, done properly and skillfully, are able to eliminate the shopping list and make closing the car deal a far simpler matter. Truthfully, though, the walkaround is the very first skill that should be mastered and a consultant should not feel confident on the showroom floor until it is so. So make it a priority before diving deeply into this book.

1. What key components with respect to product knowledge should you not just memorize, but learn to present skillfully?
  - A. S \_\_\_\_\_
  - B. F \_\_\_\_\_
  - C. A \_\_\_\_\_
  - D. B \_\_\_\_\_
2. “I became less r \_\_\_\_\_, created more e \_\_\_\_\_, had more e \_\_\_\_\_ in my voice, and was far more sensitive to t \_\_\_\_\_ the event for the customer.
3. If we do not find a way to give quality walkarounds each and every time, with each and every customer, it can cost us car deals and/ or gross.
  - A. True
  - B. False
4. Though this book is not specifically a road-to-the-sale endeavor, it is stated early that, prior to a world-class presentation, the consultant should attempt the following:

“Attempt to bring the guest \_\_\_\_\_ the store, build some \_\_\_\_\_ and \_\_\_\_\_, and then conduct a quality i \_\_\_\_\_/needs assessment...”

**5. Please remember the following:**

**“A magnificent \_\_\_\_\_ can take a customer out of the market.”**

**6. What happens naturally as you respond to concerns or attempt to move on and close a sale?**

- A. You irritate the customer**
- B. Isolation of the concern or objection**
- C. A sense of loss**
- D. Chances of selling the vehicle diminish**

**7. It is a goal with all counters to have the customer respond with either an “\_\_\_\_\_,” from which you may close, or a “\_\_\_\_\_ \_\_\_\_\_?” that would allow for further explanation and justification.**

**8. We must find a way to ASK FOR THE SALE EVERY TIME A CUSTOMER VISITS OUR STORE.**

- A. True**
- B. False**

***Note: As the Introduction is concluded, it is important to understand that Beyond the Walkaround has some different themes, but the main idea is for the sales consultant to come away with the ability to move the sale forward. Just as important is the skill of being able to stay in the deal for a longer period of time. This will allow for greater volume and gross profit.***



**Considering that one of the main themes presented in Beyond the Walkaround is that of Countering, Transitioning and Closing, we must take some time to ponder the objections and concerns we will be facing. As a preliminary exercise, please take some time and write down your top three in each of the following categories. You might be surprised that you run into them a bit later...\***

**PRICE:**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**TRADE:**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**PAYMENT:**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**INTEREST RATE/BANK OR CREDIT UNION:**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**\*If you happen to think of a couple (and you might) that we do not , please e-mail me at [rob@beyondthewalkaround.com](mailto:rob@beyondthewalkaround.com).**

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# **CREATE THE ENVIRONMENT/ SET THE TONE**

The opening chapter of Beyond the Walkaround begins by letting you, the professional salesperson, know that this program was designed with you in mind. There is a full understanding of what your many responsibilities are and how you must face certain difficulties everyday. In this section you will be introduced to The Technique and the simple secret of the car business.

We will discuss how the little things mean a lot when it comes to the comfort level of our guests, how the things of which we are not aware are those that will hurt us most. We remind ourselves of why people buy or do not buy; and we talk about how important creating an environment of comfort is to this end.

1. What three items mentioned have made the consultants job just a little more difficult?

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2. Although volumes might be written on the subject, what the “simple secret” of the car business (sales in general)

Keep your customers (guests) \_\_\_\_\_.

Keep the employees (consultants) \_\_\_\_\_.

3. What happens naturally as you respond to concerns or attempt to move on or close the sale?

- a. Isolation of concern
- b. Discomfort
- c. Irritation
- d. Understanding

4. The overall goal of The Technique is to have the guest respond with either an “\_\_\_\_\_ or a \_\_\_\_\_?” or, of course, something similar.

5. List a few criticisms of word tracks

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6. Why is it important to create a proper environment in our stores?

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7. What book was written by Dennis Snow?

- a. Get ‘er Done!
- b. The ABC’s of Disney
- c. Rugrats R Us
- d. Unleashing Excellence

List traits that describe the type of character you would like to portray at work.

8. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. Why is creating comfort the most important thing we can initially accomplish when we greet a guest?

\_\_\_\_\_ people spend thousands of dollars;

\_\_\_\_\_ people tend to wait.

10. If we fail to build the following, we tend to lose business:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Exercise**

*Over the next week, please take time to list anything you notice that might make a guest uncomfortable. It can be anything from horseplay to yelling across the showroom or just saying “No!” Discuss these things with your team and come up with ideas or a process that could correct these actions.*

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**Although this is not a Road to the Sale program per se, most would agree that the welcome is perhaps the most important stop on this road. This section of the chapter talks about why it is vital to be completely prepared to wait on every guest and what questions to ask in order to correctly qualify the customer.**

## **SET THE TONE:**

- 1. What do we tend to naturally form at times that must be avoided because it can create discomfort?**

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- 2. Name three things that help us create comfort in our customer.**

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- 3. We should develop the habit of \_\_\_\_\_ and \_\_\_\_\_ at every customer we see or pass.**

- 4. What statement begins to make the customer comfortable by putting them at ease and expressing that we are grateful that they took time out of their busy day to visit our store?**

“ \_\_\_\_\_

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\_\_\_\_\_”

**5. What two sets questions, asked separately, help us to qualify our customers properly for our teammates?**

“ \_\_\_\_\_?”  
“ \_\_\_\_\_?”  
“ \_\_\_\_\_?”  
“ \_\_\_\_\_?”

**6. What was mentioned in the first section that is mentioned again in this one?**

“Don’t take anything \_\_\_\_\_!”

**7. Why can the initial act of empathy be dangerous?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8. What does the response “Just looking” represent and what does it really mean?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**9. How should we respond when a customer says “Just looking?”**

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**10. Describe the “Columbo.”**

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## **WORD TRACKS**

1. “Good Morning (afternoon, evening)! Welcome to \_\_\_\_\_. My name is \_\_\_\_\_, and you are?”
2. “Have you been waited on?”
3. “Pleasure to meet you. Thank you for choosing to spend some time with us today.”
4. “Well, \_\_\_\_\_, have you been here before. Have you purchased a vehicle (bought a car) here before?”
5. “What brings you in today? Were you referred by a friend or family member?”
6. “Are you familiar with us? Our philosophy?”
7. “What would you like to accomplish today?”



**What if the customer does not wish to shake your hand or give you their name? You simply continue with a portion of your Welcome word track.**

- 8. “Thank you for choosing to spend some time with us today. Please relax and make yourself at home. What can I help you accomplish today?”**

### **Key Discussion Points:**

- ♦ As counter-productive as “coffee clutches” or huddles are, why do we find ourselves creating them? How can we eliminate this practice?**
- ♦ Are we always prepared to wait on our customers or to take a phone call? What must we do to see that we are?**
- ♦ When was the last time you pre-qualified someone and allowed, or offered to let, another salesperson to wait on that customer? Did you tell yourself it would never happen again? Has it?**
- ♦ How do we maintain the singular focus to try and try again before giving up and handing off a business card and letting our customer go?**
- ♦ The importance of confident employees and comfortable customers**
- ♦ Why are consistently used word tracks so vital?**
- ♦ Do we always close or only when our customer seems receptive?**
- ♦ How will things of which we are not aware hurt us most?**
- ♦ When do we take the path of least resistance and how can we avoid this?**

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# PREPARING FOR PURCHASE CONSULTATION

This section is devoted to the practice of building as much value as possible without going to price immediately. We will learn five statements that will help us stay off of price all the while building up the comfort level of your customer as well as their respective confidences in you. We will learn set-up or transitional phrases which will help us set up the closing of the sale perhaps, or at least the next stage on the road to the sale.

## FIVE STATEMENTS

1. "We have found that this particular vehicle, with this equipment has been selling very well for very close to this figure."
2. "We will not lose a deal over dollars. Your referrals and repeat business are very important to us."
3. "We will happily provide you with a wonderful price for this unit. *Let us make certain\** it is, in fact, one you would like to own."
4. "At Our Dealership, we make it simple and easy for everyone, and you always get more than what you pay for!"

And an additional option for new car facilities...

5. "Please keep in mind that the great incentives and reduced profit margins are designed to keep the selling price at or very close to MSRP, particularly on this model that has become a customer favorite here."

## SET-UP OR TRANSITIONAL PHRASES

1. "Understanding this (that) . . ."
2. "Knowing this (that). . ."
3. "Now that this is clear . . ."

**\*Slight change from book...**

4. **“Considering all of this . . .”**
5. **“Taking this into account. . .”**
6. **“Keeping this in mind . . .”**

## **CLOSING QUESTIONS**

1. **“Shall we (Why don’t we, Let’s) continue with the paperwork?”**
2. **“Shall we continue with the process?”**
3. **“Shall I put your name on the vehicle then?”**
4. **“How will you be registering your vehicle today?”**
5. **“Will you title this vehicle in one name or both?”**
6. **“Can you pick the vehicle up (take delivery of your car) at 4:15 or would 4:45 be better?”**
7. **“Shall I have the vehicle cleaned-up for immediate delivery if possible?”**
8. **“Shall I have the Paint Protectant applied today before you take delivery or would you prefer to take your new car now and bring it back next week?”**

## **KEY DISCUSSION POINTS:**

- ♦ **What can we do to help condition ourselves to maximize our gross on every deal, although it might fight our nature to follow the path of least resistance?**
- ♦ **Why is it vital to counter immediately, intelligently, and confidently?**
- ♦ **The concept of positive value statements peppered through-out the presentation is a proven gross builder. Please take time and create your own and share them with the sales team.**

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# FEIGNED INDIFFERENCE AND THE TECHNIQUE

**This section introduces two of the most powerful parts of this program. With Feigned Indifference and The Technique, all of the ideas, other concepts, and word tracks we have learned become more powerful than ever. SEE PAGE 26 FOR A CHART OF THE TECHNIQUE.**

**1. Define the following:**

**Feign**

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**Indifference**

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**Feigned Indifference**

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- 2. Even though Feigned Indifference is used to lower the defenses of our customers, what must we not lose sight of: It is our objective to \_\_\_\_\_ and \_\_\_\_\_ every customer a vehicle as \_\_\_\_\_ as possible.”**

- 3. The attribute of Feigned Indifference originates in what three ways?**

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**4. Leonard Schmidt was Feigned Indifference personified, and though he didn't take anything personally, gave the impression he was no threat, and seemed unconcerned as to whether his guest bought that day or not, what did he always do:**

- a. Never let his managers know where he was in the process.**
- b. Made his customers believe he didn't care about them.**
- c. Ignored customer concerns.**
- d. Always asked for the business.**

**5. Name a couple of examples of how a bit of indifference might creep into the persona of a sales person.**

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**6. The Technique is simply a \_\_\_\_\_ for \_\_\_\_\_  
\_\_\_\_\_ and/or \_\_\_\_\_ and \_\_\_\_\_ on them  
quickly.**

**7. What do retreat or pull-back phrases do, and why are they important?**

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**8. List a few retreat phrases:**

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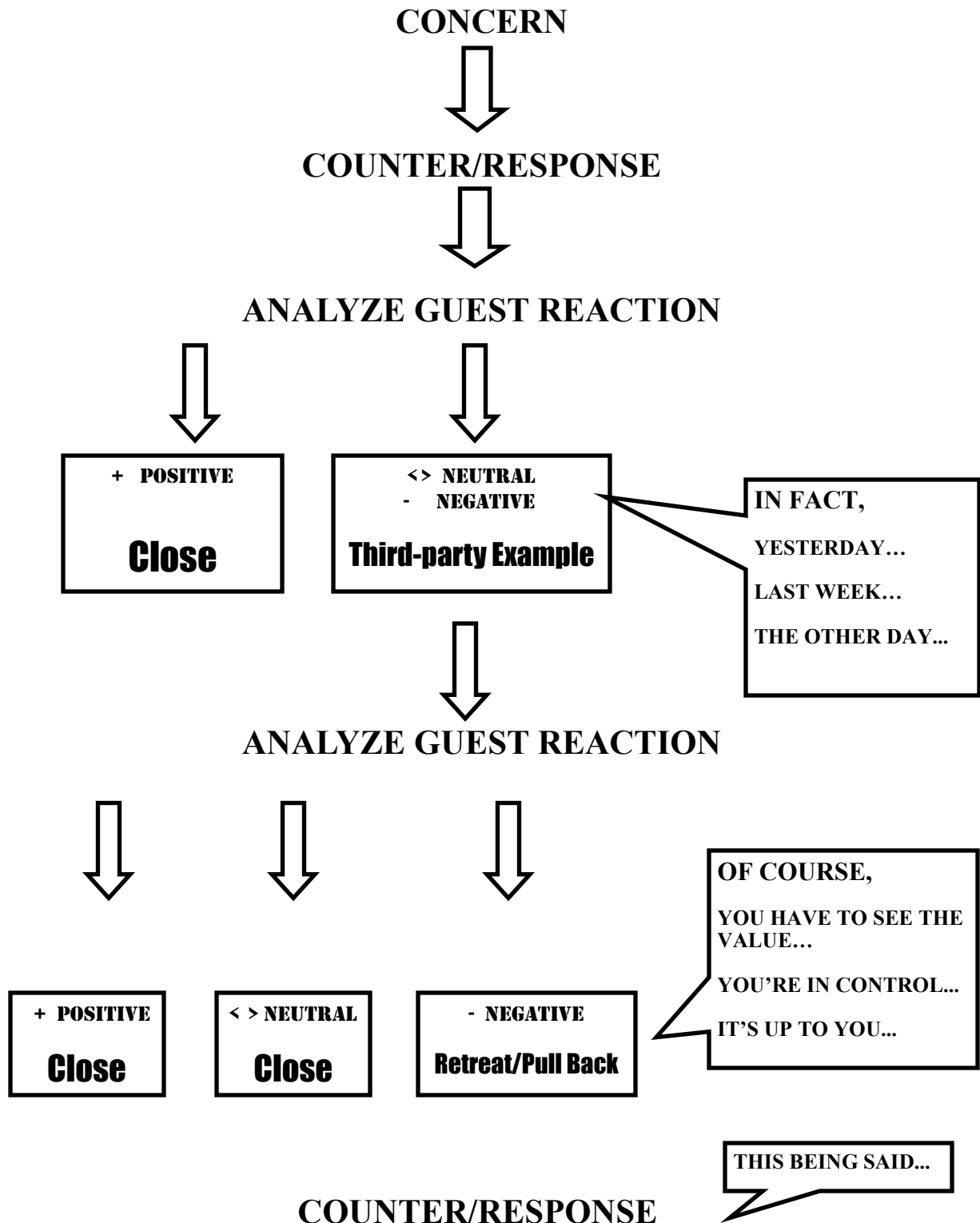
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**KEY DISCUSSION POINTS:**

- ♦ **The concept of Feigned Indifference is certainly against our nature. Why can it be so valuable? How can we make sure we maintain it?**
  
- ♦ **How can we use everything (the five statements in Setting Up the Negotiation, set-up or transitional phrases, closing questions or statements, and feigned indifference) within the Technique?**
  
- ♦ **It has been mentioned that product knowledge can be used with the Technique. Explain how.**

# THE TECHNIQUE



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# **ADDRESSING PRICE CONCERNS (NEW AND USED)**

**In this, the longest chapter of this book, we will address many price concerns. As in the Setting Up the Negotiation section, these ideas form a foundation. Once mastered, a skilled consultant will be able to pull any of these word tracks from memory and be able to counter virtually any kind of price concern. Further, with the use of the transitional phrases and closing questions/statements introduced last section, that consultant will be able to close upon these concerns.**

- 1. What are some visible signs we must avoid that could signal to the guest that we have taken a price or philosophy concern personally?**

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- 2. Why is the “other than...” method a bit dangerous at times?**

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- 3. When might a version of “other than” be effective?**

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4. What is your immediate, confident response to “The price is too high” or “This is too much money?”
- a. “Let’s look at another vehicle!”
  - b. “Not a problem, I have other models with higher miles.”
  - c. “So? Don’t buy it then!”
  - d. “When you say the price is too high, do you mean too high for the vehicle or more than you wanted to spend?”

6. What is the point of the incentive scenario?

- a. There really is no point – it’s gobbledygook!
- b. There really is no better time to buy than now!
- c. Buying early in the model year is best
- d. Buying at the end of the model year is best.

7. Please fill in the five responses for “Dealer XYZ will give me \$500 off for just walking in the door. Why won’t you?”

“We believe that if a vehicle is \_\_\_\_\_, no \_\_\_\_\_ should be \_\_\_\_\_.”

“Either they, themselves, believe the \_\_\_\_\_ is too \_\_\_\_\_, or the vehicle is not \_\_\_\_\_ somehow.”

“Unfortunately, it seems that they are \_\_\_\_\_ with the \_\_\_\_\_ of their \_\_\_\_\_ for some reason.”

“Please don’t \_\_\_\_\_ a \_\_\_\_\_ to \_\_\_\_\_ you from a \_\_\_\_\_.”

**8. If you are presenting a pre-owned vehicle and your guest says “I can buy the same car down the street for \$1,000 less.” What should your immediate response be?**

- a. “It could not possibly have been a car like this.”**
- b. “All the reasons another dealership would sell a vehicle like this for less have already been addressed by us.**
- c. Begin interrogation the guest about equipment, mileage, etc.**
- d. “Let me talk to my manager.”**
- e. All of the above.**

**9. Isolate the guests concern that it is simply more than they would like to spend for a vehicle:**

**“Are you concerned more about \_\_\_\_\_ or \_\_\_\_\_  
\_\_\_\_\_?”**

**10. Similar to the prior concern what if the guest asks you to discount the vehicle? “That’s more than I wanted to spend. If you take \$\_\_\_\_\_ off, we’ll take it.”**

**“Please understand that we \_\_\_\_\_ you and your desire to spend your \_\_\_\_\_ - \_\_\_\_\_ with us. I will tell you, though, that many of our guests have found it \_\_\_\_\_ to find a little more money in their budget \_\_\_\_\_ rather than discover in a year to two, \_\_\_\_\_, that they \_\_\_\_\_ and then have it cost them \_\_\_\_\_ to trade out of the unit. Please \_\_\_\_\_ what you \_\_\_\_\_ this time.”**

**11. Are there situations where you simply cannot explain away a price difference?**

- a. Yes**
- b. No**

**12. If so, what is your next course of action?**

- a. Tell your guest to “take it or leave it”**
- b. Make up something**
- c. Consult your team leader**
- d. Take it personally**

**13. What is a great counter for a guest who is shopping you pre-owned vehicle against an independent dealership (one with no new car franchise)? “So and so has Gold-Check Certified Used Vehicles (or whatever it might be)**

**“Yes, and we are happy that they are making the attempt to \_\_\_\_\_ the \_\_\_\_\_ of their vehicles. But, independents (or other manufacturers, for that matter) might not be \_\_\_\_\_ to be quite as thorough as \_\_\_\_\_. We are not saying that they would sell an \_\_\_\_\_ Vehicle or one in \_\_\_\_\_ of \_\_\_\_\_, but there is nothing to prevent it. Further, the independent used car dealerships have no \_\_\_\_\_ to answer to.”**



**14. What (among other things) can private owners not provide for your guests that you can?**

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**15. Please fill in the valuable counter to “I never pay full sticker!”  
“You’re asking too much,” or “the price is too high”:**

**“Well, John, we post all of our \_\_\_\_\_ on our \_\_\_\_\_.  
We have had people drive 100 \_\_\_\_\_ and \_\_\_\_\_ to take  
\_\_\_\_\_ of a \_\_\_\_\_. I know that they had  
to drive by \_\_\_\_\_ of similar \_\_\_\_\_ to  
get here. People like \_\_\_\_\_ wouldn’t do that if we asked  
\_\_\_\_\_ for our cars.”**

## **WORD TRACKS**

**“When you say the price is too high, do you mean it is too high for the  
\_\_\_\_\_ or it’s more than you would like to \_\_\_\_\_ today?”**

**If they respond “This is too much for the vehicle,” you should say  
something similar to the following:**

**For New:**

**“I know how you feel. It seems everything is going up. But not necessarily with us. In fact, Your Manufacturer’s \_\_\_\_\_ pricing helps keep the newest advances in \_\_\_\_\_ and \_\_\_\_\_ affordable for most everyone. Isn’t that nice (Pretty neat, huh?)?”**

**Now, it is understood that the pricing of new vehicles has, in fact increased rather than decreased. The value, however, as always, is superior. If the next step or deal is not closed, you can follow with this:**

**“It is interesting, too, that in \_\_\_\_\_ to similar vehicles on the market and because of our great factory pricing, our products generally come in lower than the other makes.”**

**Another way to handle the price is too high for the new vehicle is to counter with this...**

**“Well, the prices haven’t gone up as much as people might think. You’d be surprised to know that the new \_\_\_\_\_, for instance, with all of its features is priced less than a \_\_\_\_\_ was in 2003! Here let me show you. . . \_\_\_\_\_ for \_\_\_\_\_, value for value, you still get more vehicle than you did years ago!”**

**Back to the “This is too much money” objection. And, remember, this can be effective with both new and used. What if the customer says that it’s more than he wanted to spend? We can counter effectively like this...**

**“John, when you say it’s more than you wanted to spend, do you plan to \_\_\_\_\_ or \_\_\_\_\_?”**

Another dealership of your manufacturer might be advertising a discount on a model or models that yours is not. It might not be exactly the same unit from an equipment standpoint, or it might be a unit produced prior to a price increase, or they're just emptying their guns on a loss leader. We should still attempt to counter this before going to management. It will save us gross in the future.

"All \_\_\_\_\_s are priced the same from the \_\_\_\_\_ with the very same mark-up, so I am unable to say exactly what the difference might be other than color, equipment, or miles – if it was a \_\_\_\_\_, I do have those for you. For us, these vehicle are selling very well at the figure I will present to you. In the meantime, I would be happy to have my manager research the vehicle you saw. Do you remember where you saw it? What color was it? And what was the price?"

"Well, you will be pleased to know that the majority of our vehicles are priced either at or below what \_\_\_\_\_ vehicles with similar \_\_\_\_\_ and \_\_\_\_\_ sell for in this market. This provides everyone the same opportunity and value. We believe that everyone is \_\_\_\_\_ and we treat them that way. Let me to show you why this vehicle is worth the money."

"Dealer XYZ will give me \$500-\$1,000 off for just walking in the door. Will you offer this too?"

"If a vehicle is priced \_\_\_\_\_, no \_\_\_\_\_ should be necessary."

"Either they, themselves, believe the price is too high or the vehicle is not \_\_\_\_\_ somehow."

"Unfortunately, it seems that they are \_\_\_\_\_ with the \_\_\_\_\_ of their vehicle for some reason."

"Please don't allow a \_\_\_\_\_ to prevent you from saving money."

"I understand, but the vehicle is simply \_\_\_\_\_ it"

"That's more than I wanted to spend. If you take \$\_\_\_\_\_ off, we'll take it."

While this is an offer and a somewhat positive situation, they are obviously either not 100% sold or they are just trying us on. You have to reinforce the vehicles value. If they press or seem dissatisfied, say this (you will recognize it from a similar version just a short while ago:

**“Please understand that we \_\_\_\_\_ you and your desire to spend your hard-earned money with us. I will tell you, though, that many of our customers have found it less difficult to find a little \_\_\_\_\_ money in their \_\_\_\_\_ now rather than discover in a year or two, or less, that they settled and then have it cost them \_\_\_\_\_ to trade out of the unit. If you can – please buy the vehicle you want to this time.”**

**A concern that is one we’ll hear more often than we should, because, quite frankly, it’s rather silly, is the following:**

**“I’ll just go to the big city (whatever it might be).” The understanding is, of course, that the larger dealerships are able to sell for less because of the volume they do. Your response is simply this:**

**“If it were truly a better deal to go to the city, I would think the \_\_\_\_\_ would have gotten out. And, if so, how is it that we do such a \_\_\_\_\_ here. In fact, if it were true, how would anyone in this town sell \_\_\_\_\_ cars at all?”**

**And just as ridiculous is the opposite philosophy: “I’ll just go to the smaller town and buy. They have lower overhead and don’t have the expenses.” Your response is a quick one:**

**“Haven’t you considered that because of their \_\_\_\_\_ volume, these dealerships must strive for \_\_\_\_\_ profits just to pay the bills? And, if it were the case that they sell for \_\_\_\_\_, don’t you think that \_\_\_\_\_ would have gotten out? Why would we do the great business we do?”**

**“I can buy the same car down the street for \$1000 less.”**

**“All the \_\_\_\_\_ another dealership would sell a vehicle like this for less have already been \_\_\_\_\_ by us.”**

**“Well, whether it be \_\_\_\_\_ or \_\_\_\_\_, I couldn’t say. But clearly, it’s one of these things.”**

**“After all, I would not want to see you have to put \_\_\_\_\_ of \_\_\_\_\_ in basic \_\_\_\_\_ into your vehicle within the first 30 days or so. That would take a lot away from the \_\_\_\_\_, and we want you completely satisfied.”**

**“Please understand that I do not make my living selling a \_\_\_\_\_ car. I need you to be able to \_\_\_\_\_ your \_\_\_\_\_, your \_\_\_\_\_, and I need you to want to buy from me again. Your whole \_\_\_\_\_ is important.”**

**What about a customer who is shopping you against a private owner?**

**“First and foremost, if it were truly the best way to purchase a pre-owned unit, there would be little need for retail used car sales. Also, the classified sections of the newspapers would have long ago been as thick as \_\_\_\_\_, but they aren’t, are they?”**

**“And, of course, John you would carry all of the \_\_\_\_\_. The private owner can’t provide you with an \_\_\_\_\_ or \_\_\_\_\_ vehicle; they can’t provide \_\_\_\_\_ options or \_\_\_\_\_ options, and the only person to go to if anything goes wrong is back to the seller – and their resources and desires are limited. That is why people buy from us.”**

**“According to what I have read (looked at), all of your prices are way too high.”**

**“I understand, John. When you say ‘all of our vehicles,’ do you mean ‘all’ or just the one you are comparing? And when you say ‘looked at,’ do you mean other \_\_\_\_\_, \_\_\_\_\_, or the \_\_\_\_\_?”**

**“The internet. Mostly Kelley Blue Book and Edmund’s. They both said the car should sell for less.”**

**“That doesn’t surprise me, would you like to know why?”**

**If “No,” you ask “Why would you say this?” or “Why not?”**

**If “Yes. . .”**

**“Kelley and Edmund’s are sources, much like Black Book or NADA. If all the sources were \_\_\_\_\_, they wouldn’t \_\_\_\_\_ as much as they do, and they do, don’t they?”**

**“Yeah, they do. But still, they all say you’re priced too high.”**

**“This really is a unique situation. But understand that there is a certain dollar amount that is required to \_\_\_\_\_ for a vehicle like this or to be the \_\_\_\_\_ at auction. If we believe that this will fill a need for one of our customers, we need to pay that price no matter what the internet says.”**

**“That doesn’t help me in this case.”**

**“John, you have to see the value. Please keep in mind that we \_\_\_\_\_ dozens of fine pre-owned vehicles here every month to \_\_\_\_\_ consumers who have done their research. How could this be if our prices, clearly marked for all to see, were too high?”**

## **MORE WORD TRACKS**

**“Mr. and Mrs. Jones, thank you so much for taking the time to do your \_\_\_\_\_. I have found with little exception that the more \_\_\_\_\_ the consumer, the more likely they will buy from us today!”**

**“If you have done such a thorough job \_\_\_\_\_ your vehicle you have probably come across some of the \_\_\_\_\_ that make clear that an offer of 3 to 4% above invoice is an extremely fair one that will probably and should be accepted if obtained, am I right?”**

**“I appreciate your asking, really. Please know, however, that this vehicle was \_\_\_\_\_ or \_\_\_\_\_ at this price for a \_\_\_\_\_. ... You’re here because this represents a fantastic value. Understanding this, why don’t we continue with the paperwork?”**

**“You have \_\_\_\_\_!” you tell these people, “You are the \_\_\_\_\_ to this car at this price. Take it while you can. Let’s do the paperwork (continue with the process).”**

**“Everyone wants to feel they’ve gotten something \_\_\_\_\_, something \_\_\_\_\_. They want to win. You have won! You’ve won this vehicle at this price, because you were the first to see, the first to want it. You’ve won. Buy the car.”**

**“Why would we \_\_\_\_\_ a high price. It would be foolish! You’ve won. Buy the car!”**

**“Don’t look for a \_\_\_\_\_ for \_\_\_\_\_ sake.”**

**“How much \_\_\_\_\_ do you want your vehicle to be \_\_\_\_\_ when you get it home? Pay now, or pay later. Ours will carry a better resale. If it is what you want, then buy it.”**

### **KEY DISCUSSION POINTS:**

- ♦ **How does the ability to counter several times add to your ability to close and also maintain gross?**
- ♦ **What other situations can you remember that were extremely difficult that are not mentioned in this section (other than trade-ins and payments)?**
- ♦ **List some ways that these counters will help you increase gross even when you are up against a direct car and competitor.**

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# TRADE-INS

A higher percentage of salespeople will tell us that more trouble comes from the trade-in step on the road to the sale than any other. True, many of these issues are self-created, but it is also a fact that some customers will turn on a salesperson almost immediately if they do not agree with or understand the value to which we have assigned to their vehicle. This section will cover nearly every concern or objection that might arise.

**“Every \_\_\_\_\_ it’s worth and probably a little \_\_\_\_\_.”**

**“That’s the easiest (or simplest) part of the entire process. What I’d like to do now is \_\_\_\_\_ as much \_\_\_\_\_ about your vehicle as I can. What we will then do is utilize all the \_\_\_\_\_ and \_\_\_\_\_ available to us. That way, you will be provided with the highest available dollar for your trade-in. Is that all right (OK) with you?”**

**“Based on the information we’ve \_\_\_\_\_, all of the sources and the market place have \_\_\_\_\_ your vehicle’s value to be between \$\_\_\_\_\_ and \$\_\_\_\_\_. Shall I have my manager drive the unit so we can continue with the paperwork?”**

## **1. That’s not enough for my trade.**

- a. **“The reason your trade is \_\_\_\_\_ what it is, is the very same \_\_\_\_\_ you can buy ours for what you \_\_\_\_\_.”**
- b. **“The reason your trade is \_\_\_\_\_ what it is, is the very same reason you can buy a 2008 Grand Prix GT for \$11,900 when the vehicle listed for more than \$22,000 new only months ago. The two are \_\_\_\_\_. The market is \_\_\_\_\_ together like this.”**

## **2. Kelley Blue Book says my trade is worth \$\_\_\_\_\_ more.**

- a. **“Kelley Blue Book is a source, maybe the most \_\_\_\_\_ (popular), but there are others, too. And if they were all \_\_\_\_\_, they wouldn’t \_\_\_\_\_ as much as they do. And they do, don’t they?”**
- b. **“If Kelley Blue Book were 100% accurate, we would be \_\_\_\_\_ to \_\_\_\_\_ the prices of most of our used cars.”**

**3. The dealer down the street is offering \_\_\_\_\_.**

- a. "Please keep in mind that the other dealership might be asking \_\_\_\_\_ or \_\_\_\_\_ money for a \_\_\_\_\_ or \_\_\_\_\_ undesirable vehicle."**
- b. "If they are asking a bit more, then they utilize any \_\_\_\_\_ profit margin as they see fit. Generally in the trade to make the 'deal' seem better than it is."**
- c. "Please, don't allow a \_\_\_\_\_ to cost you money."**

**4. I know for a fact that my trade is worth \_\_\_\_\_.**

- a. "And I would agree with you, perhaps though from a \_\_\_\_\_ perspective. And should you wish to attempt to sell it yourself, you might very well ask that figure to start."**
- b. "Please keep in mind that these other vehicles are \_\_\_\_\_ for those prices, not \_\_\_\_\_. You might see what others are \_\_\_\_\_, but for what they actually \_\_\_\_\_ is not reported."**

**4. My bank/credit union says that my trade is worth \_\_\_\_\_.**

- a. "I have no doubt. In fact, they use some of the very same \_\_\_\_\_ that we do. But, please keep in mind that it is difficult for the bank to come up with an accurate number with all of the \_\_\_\_\_ in these sources. That is why we utilize market reports and independent buyers as well."**
- b. "These things will provide more accurate information based on \_\_\_\_\_ differences and/or current incentives. And please understand that because of the great way we do business, we are always striving to obtain the highest value possible for your trade."**

**6. That's insulting! Let's get/I'm outta here!**

**"Why would you \_\_\_\_\_ this?"**

**7. Can I have a little more than that?**

**“I certainly appreciate you asking. Please understand that we try very hard to give you \_\_\_\_\_ you’re vehicle is worth and probably a bit more. And we certainly have here.”**

**8. Give me \_\_\_\_\_ more and we have a deal.**

**“Actually, you are already getting \$\_\_\_\_\_ because of the \_\_\_\_\_ savings (more effective with higher dollar trades). It’s a \_\_\_\_\_ of trading.”**

**9. You’re giving me wholesale for mine and you want retail for yours!**

- a. “Well, that’s what we do. We are a \_\_\_\_\_ facility. In reality, though, you are only paying a \_\_\_\_\_ profit as compared to others and reconditioning (in the case of pre-owned).”**
- b. “Please understand that, as a retail facility, we need to do things that way. Private sellers do not offer an \_\_\_\_\_ vehicle, a vehicle backed by a \_\_\_\_\_, any warranty or extended service plan options, financing options or a place for you to address your concerns. And they certainly will not take trade-ins.”**

**10. You’ll just put my trade out for \_\_\_\_\_!**

**“Perhaps, but we \_\_\_\_\_ all of the \_\_\_\_\_ as well.”**

**11. You’re going to make \_\_\_\_\_ on my trade, cut your profit and give me \_\_\_\_\_.**

- a. “Perhaps. But were we \_\_\_\_\_ of the profit to be made or were we certain of reconditioning costs, we would happily increase or decrease the actual cash value or your trade. Because no dealership knows these things for sure, \_\_\_\_\_ uses similar means to evaluate a trade. Everyone.”**

- b. "You really get pretty much the same \_\_\_\_\_ no matter where you go. The only thing to consider is the \_\_\_\_\_ and \_\_\_\_\_."

**12. I have to have what I owe.**

- a. "I can certainly appreciate that. Everyday we see people who owe more than their vehicle is worth. If they are able, they still purchase ours when they understand that the two \_\_\_\_\_ are completely \_\_\_\_\_." (Go to payment or difference)
- b. "You are actually in a position better than most. Further, the manufacturer understands this and has provided you the \_\_\_\_\_ through incentives to go ahead and \_\_\_\_\_ your vehicle anyway."

**13. I'll get more if I sell it myself.**

- a. "I believe you would IF you were able to sell it. And, by all means, please do so if you like. I will help if I can. Please understand though that more people are purchasing from \_\_\_\_\_ now for very simple reasons. Private sellers cannot offer an inspected vehicle, they cannot offer warranties or extended service plan options, they cannot offer financing options, and the only person to talk to if anything goes wrong is you."
- b. If nothing owed – go to #1.
- c. If upside down: "How will you \_\_\_\_\_ the title if you do not receive what you \_\_\_\_\_?"

**14. I just put \$\_\_\_\_\_ into my vehicle.**

"I can appreciate that. Please understand that the buyers who bid these vehicles \_\_\_\_\_ everything to be in \_\_\_\_\_ order. The good news is, you're trading it and you won't have to put anymore dollars into it."

**15. If that's all you're going to give me, I'll keep it.**

**"You have to want the new car more than your trade-in."**

### **BONUS NEW MATERIAL!**

**16. I just know my vehicle is worth more than that (or worth a certain dollar amount).**

**"My goal, of course, is to be able to earn your trust and sell your friends and family vehicles as well. You wouldn't want me to over-charge them just because someone 'knew' or 'thought' the trade was worth more, would you? Of course not. Understanding this, why don't we continue with the paperwork at these figures?"**

### **KEY DISCUSSION POINTS:**

- ♦ **Even though you might state that every dealership appraises trade-ins pretty much the same way, how does this open an avenue for a close?**
- ♦ **Can you think of any other trade concerns that might come up, though a little more rarely? How would you counter these?**
- ♦ **Talk about how emotion tends to always play a part for the customer with regard to the trade-in. How can this be overcome?**

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# PAYMENTS

Since many car deals are dependent upon the monthly payment, it would do any salesperson well to become acquainted with counters to any of the primary concerns that might come up during the process of selling the automobile. This section is straight to the point with respect to these. An explanation of leasing and common customer perceptions of this option are explained at the end of this section.

**1. That's too high.**

“When you say ‘too high,’ do you mean too high for this unit or more than you \_\_\_\_\_ for your monthly payment?”

**2. That's \$\_\_\_\_\_ more than I wanted to be.**

Rather than go right to trade or term or rate . . . Say this:

“Many of my customers find it \_\_\_\_\_ to find a bit more in their \_\_\_\_\_ now, if at all possible, rather than to \_\_\_\_\_ for something they really don't want, only to \_\_\_\_\_ in a year or two, maybe less, that they purchased a vehicle that they no longer wish to pay for. . . We see it everyday. ” Then use The Technique to close immediately. “Understanding this, shall we continue with the paperwork?”

**3. I won't go more than 60 months.**

- a. “Please keep in mind that the fact that loans are simple interest these days enables many to \_\_\_\_\_ the term just a bit, knowing that they can pay a little more off later with no penalty.”
- b. “The loans are no longer front-loaded, that is to say you don't pay all of your interest due up-front. A payment of just a bit \_\_\_\_\_ once in a while will shorten your loan back to sixty or less quickly over the course of the next few years. But, your \_\_\_\_\_ payment will remain where you want it to be.

**4. What interest rate are you using?**

- a. "We just use a standard (or average) factor (or rate) until we have a \_\_\_\_\_ from a bank. Speaking of that, who do you bank through? Chances are we \_\_\_\_\_ them here."
- b. "If everything comes down to rate, why don't we go ahead and fill out a \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ with the other paperwork, and \_\_\_\_\_ a time for you to pick up your new vehicle?"
- c. "Rest assured that you will not be asked to sign a contract until your rate is disclosed down to the 100<sup>th</sup> of a \_\_\_\_\_ and your payment to the \_\_\_\_\_ (or penny). You have no worries."

**5. That interest rate is too high.**

"John, there are many \_\_\_\_\_ that go into arriving at an interest rate. The fact of the matter, however, is that we don't \_\_\_\_\_ it. A \_\_\_\_\_ does. The banks we represent, your bank or credit union, whatever. Try to understand that your goal and ours is to secure the best rate for you, and we can."

**6. Let me check with my credit union/bank.**

- a. "That sounds great! If you are going to your credit union, you must have decided to \_\_\_\_\_ the vehicle. Thank you for your \_\_\_\_\_. Let's continue with the \_\_\_\_\_ so that you have everything you need for your approval."
- b. "All interest rates are generally \_\_\_\_\_. Please allow my business manager to quote you a payment using your own credit union's rate. If all is well, we can \_\_\_\_\_ this up right now."

**7. I need my payment to stay the same or less.**

"It all comes down to basic \_\_\_\_\_. I have found that some folks will be open to pay just a bit more if they are driving something they would rather drive. You have to want the \_\_\_\_\_ more than your trade."



**8. I don't have any money to put down.**

**"I understand. Obviously, the more you can put down the better. A lot of us have \_\_\_\_\_ that we don't think about. Other people, other vehicles, \_\_\_\_\_. In order to get the vehicle you want, perhaps you could do \_\_\_\_\_ some other things. It's up to you."**

**9. If you can get the payment down to \_\_\_\_\_, I'll take the vehicle.**

**"Please keep in mind that the payment is based on \_\_\_\_\_. If it is just a bit more than you would like, put a little more \_\_\_\_\_, or consider paying up for a vehicle you really want. Please \_\_\_\_\_ what you would \_\_\_\_\_ to buy." See #2 above.**

### **KEY DISCUSSION POINTS:**

- ♦ **How have you found that interest rate buyers differentiate from pure payment buyers? Who is more difficult to deal with?**
- ♦ **Are there other concerns that are not mentioned in this book? Talk about counters to these.**
- ♦ **The toughest of the payment buyers are those who have preset a limit and are seemingly unwilling to budge. How will some of these counters help you overcome these people?**

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# PUTTING IT ALL TOGETHER

This section will give us a bit of insight into just how important our delivery really is. We discuss rate, inflection, tone, and expression. All of these things should be acknowledged and practiced, and as skills are improved, the word tracks used with The Technique and Feigned Indifference will provide us with tremendous closing abilities.

## TEXTBOOK DEFINITIONS:

**Rate:** A certain amount of one thing, as speed, considered in relation to a unit of another, as time.

**Inflection:** modulation of the voice; the change in the form of a word to express grammatical or syntactic relations, as of case or number; *alteration of pitch or tone of the voice, perhaps to emphasize*; a particular vocal quality that indicates some emotion or feeling.

**Tone:** any sound considered with reference to its quality, pitch, etc.; a tint or shade of color; *a particular vocal quality that indicates some emotion or feeling*.

**Expression:** a person's facial appearance, indicating feeling.

## WHAT THEY MEAN TO US...

1. Rate will be how \_\_\_\_\_ or \_\_\_\_\_ you speak.
2. Inflection will be how you \_\_\_\_\_ your voice in the attempt to \_\_\_\_\_ a point or idea.
3. Tone will be the \_\_\_\_\_ quality that indicates some \_\_\_\_\_ or \_\_\_\_\_.
4. Expression will be how that \_\_\_\_\_ of yours \_\_\_\_\_ when you are with your customers.

## **EXAMPLES OF SOLID TRIAL CLOSES:**

1. **“If everything works out from a financial standpoint, and I’m sure it will, I imagine that this is the vehicle you’d prefer to purchase today. Is that right?”**
2. **“Please park this over in the sold row.”**
3. **Summarize, then “It seems we’ve found the right vehicle for you. Why don’t we go inside and complete the paperwork?”**

## **EXAMPLE PRESENTATION OF THE NUMBERS:**

**“Mr. and Mrs. Smith, the vehicle you are purchasing is a brand new \_\_\_\_\_. It is value-priced from the factory at \$22,995. We have added for your convenience the Outdoor and Appearance package for \$895. You have the option of a \$2,500 rebate or a special interest rate of \_\_\_\_ for the longer term of 60 mths. Based on the information we’ve shared, all of our sources and the marketplace have ranged your vehicle’s value to be between \$3,500 and \$4,300. With your choice of either 10%, 20%, or 30% down, you have a choice of the following payments at 36 and 48 months. Which works best for you?”**

## **Overcoming an Aggressive 4-square Presentation**

**“Of course I was listening, John. As always, we like to present the optimal way for our customers to purchase the automobile. Good money down and a shorter term will always put our customers in a better position down the road. This being said, I’m sure we can tailor a package just for you.”**

## **FAMOUS LAST WORDS:**

**“I understand. What other vehicles are you considering? I would be happy to provide you with information on those as well.” (Competitive Comparison)**

**“What are your options?”**

## **DESCRIBE THE FATIGUE FACTOR:**

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**“What I worry about most, Mr. and Mrs. Smith is the fatigue factor. I fear that you’ll end up paying more somewhere else simply because you’ll be so tired of shopping. It happens...”**

**“Your time is \_\_\_\_\_... Anyone can beat anyone else by 100 or 2. Let’s take care of this right now. You’re worth it. Shall we then continue with the \_\_\_\_\_?”**

**“I often ask myself why some buy right away and some don’t buy at all... Is it that some buyers \_\_\_\_\_ something that other do not, and, if so, I wonder what that \_\_\_\_\_ might be. What are we missing? What have you \_\_\_\_\_ or \_\_\_\_\_ that is keeping you from buying this automobile when so many others have?”**

## **KEY DISCUSSION POINTS:**

- ♦ **Talk about Logic vs. Emotion... If buying a car is emotional, how can we bring reason and logic into the presentation and conversation to close the deal?**
- ♦ **What can we do to better deliver our words? What type of practice schedule can we create?**

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# LEAD MANAGEMENT AND FOLLOW-UP

It seems that, even with all of our advancements in technology, we still have customers fall through the cracks. We have multiple sets of eyes on them: consultants, sales managers, general sales managers, BDC agents, maybe more. And we still find a way to miss one here or there. This being said, the more strict you are with practice, the better you become at staying in the mind of your guests (in a positive way, of course), and the more tenacious you become with respect to follow-up, the faster you become a big producer with a huge base from which to draw business. We mentioned how important is every contact near the beginning of this book. I am convinced, again, that a consultant doing everything the right way for one year, will be as able to produce from a solid base as most 5 year veterans.

1. \_\_\_\_\_ capture is now a primary criteria many manufacturers use for grading customer experience.
2. You should dedicate a minimum of \_\_\_\_\_ a day prospecting and working your owner base.
3. What is a necessary and highly effective source from which to draw in order to quickly increase your customer base?
  - A. Someone else's customer base.
  - B. Orphan owners.
  - C. Sales manager rolodex (I know... What's a rolodex?)
  - D. Phone Book.
4. \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ might be the only forms of communication less effective than e-mail.

## **PHONE SKILLS**

1. Instead of trying to set an appointment, we want to \_\_\_\_\_  
\_\_\_\_\_.  
\_\_\_\_\_.
2. Just as when selling face-to-face, what is the main theme to remember when utilizing the phone or the internet?
  - A. Speak loudly or use a lot of exclamation points.
  - B. Control the conversation by not letting the customer get a word.
  - C. Engage the customer consistently.
  - D. Turn the customer to another consultant.
3. Please complete the following if the customer is hesitant to give a number at first:

“I’d rather not put you on hold just in case something comes up on either of our ends. I promise I won’t abuse the \_\_\_\_\_ if you provide a number. But, an \_\_\_\_\_ would work, if that’s easier for you. What would that be?”
4. Interestingly enough, we are able to utilize the majority of the word-tracks and tactics taught in this book to set appointments over the phone or on the internet.
  - A. True
  - B. False
5. Another way to engage the customer is to ask them questions such as “What are your \_\_\_\_\_?” or as we’ve done before to elicit a justification on their part, “What have you \_\_\_\_\_ or \_\_\_\_\_ that helped you come to this conclusion?”
6. What do we create if we push a reluctant customer too hard for an appointment?
  - A. \_\_\_\_\_ - \_\_\_\_\_.



7. As we have seen, the phone call is nothing by which to be intimidated, nor do we require an elaborate process:

- A. Be \_\_\_\_\_ to answer the call .
- B. Maintain a \_\_\_\_\_ and \_\_\_\_\_ tone.
- C. \_\_\_\_\_ any concerns.
- D. \_\_\_\_\_ the customer.
- E. Create a \_\_\_\_\_.
- F. Build \_\_\_\_\_ and \_\_\_\_\_.
- G. Set an \_\_\_\_\_.
- H. And sell a car!

## **INTERNET SKILLS**

1. As a sales consultant, you want to initially devote your energy to just a few areas of interest.

- A. Number of \_\_\_\_\_.
- B. \_\_\_\_\_.
- C. Appointments \_\_\_\_\_.
- D. Deals \_\_\_\_\_.
- E. Vehicles \_\_\_\_\_.

2. Since there is little worse than a no-show on a busy day when you could be selling a car to someone else, what must we do all the time, every time?

\_\_\_\_\_ - \_\_\_\_\_ or \_\_\_\_\_ the appointment.

3. One thing to remember: *If this customer had wanted to make a \_\_\_\_\_ - \_\_\_\_\_ and speak with a live person, common sense would dictate that the customer would have made a \_\_\_\_\_ - \_\_\_\_\_.*

4. You will find that the majority of the new car buyers on the internet will have utilized a buying service of sorts or will have contacted several different facilities. Our job is to get a response; for, most of the time the customer ceases communication if the price is deemed to high. Some might even consider it insulting. We need to make a recovery and get an answer back. Here are a couple of examples which have proven to be very effective:
- A. "Thank you for taking the time to contact us regarding the purchase of your new \_\_\_\_\_. These vehicles have been \_\_\_\_\_ for the price we have quoted. Many of our good customers are thrilled that we are able to offer such value. We'd love to have your \_\_\_\_\_. Everyone is extremely important to us. \_\_\_\_\_?"
- B. "I'd love to hear how the buying experience is going for you. We'd like to have you come in and visit us to learn more of what we have to offer. What does your \_\_\_\_\_ - \_\_\_\_\_ look like? I would like to keep you up-to-date on any changes in \_\_\_\_\_. Any other \_\_\_\_\_ or \_\_\_\_\_? We are at your service. Have a great day!"
- C. "All the manufacturers pay the same for the new vehicles. We won't lose a deal over \_\_\_\_\_. Come on in John. We'll take great care of you."

## **FOLLOW-UP**

1. One thing to remember about follow-up: Too \_\_\_\_\_ and you lose a car deal; too \_\_\_\_\_ and you lose a customer, perhaps more.
2. If we are unable to sell and deliver the vehicle now, what must we attempt to accomplish?  
  
We must \_\_\_\_\_ or \_\_\_\_\_ the shopping list.
3. No sales consultant or facility should look at surviving on \_\_\_\_\_ - \_\_\_\_\_, but you'd better create a bunch of them in order to thrive in your marketplace.

4. What makes a sales consultant look desperate and unprofessional with respect to no-sale follow-up?

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5. The following is an example of a simple, effective phone call to be made on a land-line, if possible. This also works really well as an e-mail...

“Hi John, Hi Jill. This is Fred calling from (Your Dealership). Thank you again for taking some \_\_\_\_\_ to spend with us today. I hope you enjoyed it as much as I did. Please call with any questions. I am at your \_\_\_\_\_. Have a great night.”

6. Please remember this...

*Again, \_\_\_\_\_ should ultimately be easier to capture than other personal information because it's use is less \_\_\_\_\_.*

7. This is another phone dialog or e-mail follow-up...

“Hi John, Hi Jill! This is Fred from your dealership. I was just thinking about you (guys) and I had a \_\_\_\_\_ ... (and tell them something \_\_\_\_\_ or ask for a call back). Definitely something to consider. Hope you're having a great day!”

### **KEY DISCUSSION POINTS:**

- ♦ How will you be able to ensure that no customer falls through the cracks?
- ♦ Do you make all the phone calls and follow-up? Or do you only follow-up with those customers you see as receptive?
- ♦ How will you mentally prepare yourself you follow-up with those who left with an unfavorable perception (lost face, trade too low, payment or price way too high, general animosity)?

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# CONCLUSION

## **KEY DISCUSSION POINTS:**

- ♦ **How have you reacted to training programs in the past?**
- ♦ **How will you be able to utilize all training in the future?**
- ♦ **How will you be able to take all of the information presented and create a personal development plan that will enable you to be confident in all situations?**
- ♦ **Do you believe your success is ultimately up to you, or do you believe in the “luck of the draw.”**
- ♦ **What struck a chord with you most while reading Beyond the Walkaround?**

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