

MAUS FAMILY AUTOMOTIVE

PLAYBOOK

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MAUS FAMILY AUTOMOTIVE

Welcomes You

The Mission Statement of Maus Family Auto is:

IMPACT

You can make a difference.

IMPACT is an acronym standing for:

I	Implementing	-To put in effect
M	More	-A greater or additional amount
P	Positive	-Showing progress, gain, or improvement
A	Actions	-A thing done; an act
C	Creating	-Bring into existence
T	Togetherness	-The state of being close to another person or people

The Choice: You can make a difference, good or bad; you can please and serve others by listening, caring and understanding. Make a difference in someone's life today and continuously improve!

KAIZEN "Continuous Improvement"

Kaizen is a Japanese word meaning "good change" or "improvement" with 10 principals we use in this business.

1. Let go of assumptions.
2. Be proactive about solving problems.
3. Don't accept the status quo.
4. Let go of perfectionism and take an attitude of adaptive change.
5. Look for solutions as you find mistakes.
6. Create an environment in which everyone feels empowered to contribute.
7. Don't accept the obvious issue; instead find the root cause
8. Get information and learn from multiple people
9. Use creativity to find improvements
10. Never stop improving

What Is Your Why?

Why do this, what do you want to get out of the car business? No one was hired because of a degree, experience, or credentials; you were hired because of character. You must have an unwavering commitment to yourself, to read, to train, to create self-development. In this business, you get what you give. The only way you will change for greatness is either massive emotional trauma or making good habits for yourself and no one will do it for you, it's all up to you. What kind of life do you want to live? A life of covering your draw to survive or generate life-changing income? When your heart decides a destination, your mind will design a map to get there. Never be satisfied, never settle, develop a plan, have goals, and get in a routine to make an Impact. Three things you need to have to make this a long lasting career is Heart, Desire, and Loyalty. Put your heart into your work, desire to be the absolute best you, and have loyalty for those who built you up, so that you can pull others up with you along the way.

Onboarding Agenda

Welcome Aboard

This Agenda will guide you through what to expect and what is expected of you as a new hire to Maus Family Automotive group. We welcome you and look forward to a professional, fun, lasting relationship in your automotive career. Remember... two black pens and wear your name tag (if you have it)!

-Orientation: this will be held at our headquarters at _____, You will report to _____ on this date _____ at _____ a.m.

-Training: this will take place at the same location as above and after Orientation for the next few days, after training, you may be sent to the appropriate store/location you will be working at.

-Introductions: Your first time in the store you will be working at, a manager will go around and introduce you to all employees and explore the facility.

-Log in(s): Your first time in the store you will be working will be getting log in(s) to all the necessary programs that will be used to perform your duties. Among these programs will be [DealerTrack, KeyTrak, CRM tool, NNA Net, and Whats APP] you may be asked for {full name, dob, social security number, email address, and cell phone number} to register.

-Playbook: You will have a Sales Playbook that you will forever need to keep and will refer to it often and you will be given an open book test to start, to see what areas improvement is needed.

-Learning the Product: We believe the best way to learn the product is to try it all out yourself. Grab some stock numbers, open the vehicle(s) completely and touch, try, test everything.

-Learning the Lot: Every store has a unique set up and staging for their vehicles. A manager will walk with you through the lot, letting you know where and why everything is where it is.

-CRM: this is an everyday tool that will track customers you have had, you need to contact, and much much more. A manager will ensure you can log in and will do a "crash" course on the program and how to use it.

-Paperwork: You will learn what paperwork is needed from a customer and what is needed for the dealership

-Walk Around: You will master walk around on all models and will be followed up with a live demonstration.

-Mock Deal: At this point, you will have enough knowledge at this point to run through a mock deal with a manager or senior sales person

-TESTS: Nissan's employee website is called NNA Net, there are many tests in this site and over the days/week, you will need to complete them 100%

-Playbook Overview: At this point, a manager will do an overview of the Playbook and Process to prepare for final test

-Sales Test: This will be the test you took in the very beginning... Study!!!

-Shadow: You will now start to shadow/follow a senior sales pro at the store for as many days as it takes to feel comfortable

-Final Review for Release: You will spend time with manager to review everything and if you pass all requirements you will be released on the floor after final approval, but we are all in this together, you will never be on your own, we will always be there and give you the tools to succeed.

Maus Family Auto House Rules

- Must be in proper dress code at all times; black Dealer or David Maus Foundation shirt, black dress pants, all black shoes (no slides type) and Name Tag (no exposed tattoos (must be covered at all times either sleeve or long shirt or pants to cover), also no spandex leggings, or casual outerwear such as sweatshirts). If you have any questions, ask your manager before showing up to work. Shirt and Pants should have no wrinkles or stains and shoes need to be clean.
- Shoes: Tennis and Dress shoes must be all black with NO colors.
- Company prefers that all men have clean-shaven faces each day. If you choose to have facial hair, it must be well-groomed, edged, clean, and maintained. *(No longer than a #2, 1/4 inch)*
- When in the customer space, no sunglasses, food or drink can be present. We will serve our customers snacks and drinks, but we do not partake in front of guests.
- No eating or drinking in the showroom or outside lot/deck. Private offices (when approved by management) and breakroom only. Drinks may not be left on computer stations in the showroom or service areas.
- All offices and tables are to be clean and clear of any personal information at all times. No customer information is to be left in the open, EVER. We safeguard all customer information and take customer privacy very seriously.
- When at work, even delivering a car on day off you must be in proper dress code with a BLACK PEN and Name Tag on at all times.
- ALL inventory cars must have the MSRP sticker on dash board and affixed to the glass at all times and all pre owned must have the buyer's guide. When parking cars and locking the lot, please fix any.
- Speed limit on lot = Not faster than you can walk. Never to exceed 10 MPH. Good measure is to ride the brake, never use the gas pedal.
- Customers taking test drives alone must provide valid Driver's License, valid Insurance Card, and Mobile Phone Number. (2 seaters)
- Seatbelts must be applied when driving any vehicle.
- If you damage or spot any damage on any lot vehicle, report to a manager immediately, so we can get it fixed as fast as possible.
- Take pride in your work with honor, integrity, humility, and passion.
- Make sure to eat before your shift, don't come in and 30 minutes later ask to get food.

Name: _____ Signature _____

TOP 5 Attributes to Succeed

With your nametag and two black pens your ready start your day.

- 1) Mindset/Attitude
 - a. This all starts with you, from the time you wake up in the morning. Do you wake up on the first alarm or do you snooze, set five alarms to get your day going. You start your day with dread and negativity.
 - b. "Know when your with a customer" They CAN buy, they CAME to buy, and they WILL buy, as long as I do my job.
 - c. Customers DO NOT have to prove to you that they can buy, before you give them your BEST.
- 2) Work Ethic
 - a. What people say about you when you are not around is who you are.
 - b. Trade your time for money while you are at work.
 - c. People need to know you for your hard work.
- 3) Dress Nice/ Look Nice
 - a. Invest in your look.... Nice pants/shorts, nice shoes and kept clean, nice belt, and clean shirt not wrinkled. *Imagine wanting to invest \$35,000 of your hard earned money and you decide to go in a meet with an investor. You take time out of your day, you go in and this person your meeting with has a scruffy face, pants are too long, shirt is wrinkled "maybe a little smelly". How would feel about handing this person \$35,000? How confident are you with that person? What's your overall perception?..... Because, that is how our customers feel.*
- 4) Choose a Mentor
 - a. This can be someone your work with, work for, someone you know, don't know, etc...
 - b. Someone who has gone where you want to go personally and professionally.
- 5) Train relentlessly
 - a. Train every day, better yourself, learn and grow yourself. Watch multiple sources of content and take something from each video. Listen when someone is with a customer and pick something up from that. Be a sponge and make your own mold from that.
 - b. My obsession towards training, or my lack of obsession towards training, is how I feel about winning.

It all starts with you! No one is a natural born sales person, it is an acquired skill. This business is many things, but the only thing it requires from you is **Energy, Motivation, Drive, Enthusiasm, Conviction, and Believability**. If you come into the building with a negative mindset, doubt, upset, wearing it all on your face, dead eyes, no fire, dragging your feet then, and the business will chew you up and spit you out. It is so important to check yourself at the curb, listen to that pump up song before you come in, and get your mind right before starting your day. Your job as a sale professional is to put on a show worth paying for. It is all an act and you are on stage when you are with a guest show all of the emotions above you will lift customers up to your level. Ask yourself, would you spend \$25-\$75k if you were in a bad mood?

Good Characteristics of a Sales Professional

- great posture, stand tall and proud
- professional appearance, cleanly shaven, and always smells fresh
- punctual, always on time 15 minutes before your shift
- organized, always prepared
- well spoken, professional vocabulary
- courteous, always be the first to help others and be a team player
- empathetic, caring about the needs of customers and others
- good listener, paying attention to detail
- student of the business, always learning
- has short and long term goals, track them, and make adjustments
- quick reaction time
- has vision, seeing the big picture
- does more than what is expected
- has integrity, honesty, and truthful
- great product knowledge, always learning
- great inventory knowledge, walks the lot, trade in line
- great follow up
- has initiative, wants to proactively get things done quick
- leads by example and does the right thing without asking
- anticipates objections and ready to make buying make sense
- focused on results, stays late and comes in early, trains hard
- positive attitude at all times, always smiling
- enthusiastic
- persuasive, able to explain the what and the why
- self-motivated, always chasing the goal-never compromises their integrity, stays true to their values-protects the team, the business, and themselves
- humble

Ritz Carlton Level Customer Service

We train daily on steps of a sale, overcoming objections, phone training, but customer service is often overlooked and more in the moment. Below are some tips and ways to better provide customer service.

- Use a customer's name when speaking to them.... The more you use a customer's name during their visit, the less transactional the deal becomes. You call friends and family by their names, you call people sir and ma'am if you do not know them.
- Understand the most valuable thing your customer has is time... customers don't want to waste their time, they don't want to have to repeat themselves, they want a streamlined process with a professional that they trust (the customer doesn't care about how much you know, until they know how much you care)
- All day long, interact with guests, guests that come into the showroom, that you walk by, that are waiting for whatever, etc.... Say, GOOD Morning, Afternoon, Evening... acknowledging a guest that does not have to be here makes them feel welcomed by the entire team.
- Setting expectations, we as professionals know the process, the steps, etc... but your customers have not, so set expectations. Next we are going to have your vehicle professionally appraised... now I am going to go put gas in your vehicle, _____ will be over soon to have you sign some title paperwork and I will be here and available if you have any questions.... (call) let me check on that, I will be getting back with you by 6pm with an answer... set real expectations and execute them
- HEAT... stands for Hear Empathize Apologize Take ownership.... When a customer is upset, the best way to deal with it is 1st person problem solving, meaning if a customer reaches out to you first, take ownership, a customer does not want to repeat themselves, this makes them even more angry when they tell the receptionist, then you, then a manager. We will be there for you 100% of the way. Most customers want to just vent and know that you are sincere in an apology and acknowledge their frustrations. NEVER RUIN A GOOD APOLOGY WITH AN EXCUSE, meaning don't say I am sorry you feel that way, but this person was off and there's a shortage, etc... I apologize you feel that way, this was not our intentions, Thank You for bringing it to my attention and allowing me to make it right somehow, somehow... then let's figure it out together with management. Know that 37% of customers will be satisfied by monetary value; however, 74% of customers can be satisfied with a genuine apology. And always end with, "is there anything else I can do to assist you?". Make sure to never get worked up and match the intensity level of the customer, always remain calm, watch your tone, use calming body language so that they will mirror you. And if, only if a customer is being out of line with cursing, yelling, making a scene, it is ok to tell them "I would love nothing more than to help you, but I think we need to respectfully pause this conversation, take a breath and revisit when we can talk to one another". The big one to overcome is "I want to bring the car back/ I want my old one back"... the first thing that we normally say is "well, there's no right of recession in the state of Florida" which is true, but that is like pouring gas on a open fire! Instead say, I apologize you feel that way, what is making you feel like this... open up a dialogue and find out the core problem and then you can search for a solution. Then you can say, "Unfortunately there is no right of recession; however we can look into adding leather seats, or possibly trading you out, which do you prefer? Never give a NO, give OPTIONS.
- Saying NO... a customer does not like to hear it, no one likes to hear it, but there are ways to say no without saying it. Ex: 2nd key "I understand your concern for a second key and this vehicle priced without a second, however I am going to reach out to the previous owner and try my best to get you one, please allow me by end of business tomorrow to get back with you on that"... Or: can't take delivery today... "without the necessary documents for the lender we cannot set up a delivery today, however I reserved a loaner for you and tomorrow I can either deliver the car to your home or office or you can meet me back here, whichever is best for you".....

- CAN I : ALLOW ME.... You need to provide ANTICIPATORY service for all of our customers... meaning, if you say Can I pull the car up for you, the customer may feel like you could be inconvenienced... but by saying allow me to pull the vehicle up, they feel no obligation because it's your idea.
- No matter what, before a customer's departure end with "Is there anything else we can do to assist you today" .. the truth will come out and the customer greatly appreciate your gesture.
- PHONES... when a customer calls in and asks to speak with someone or a specific department, place the customer on a hold and YOU get a hold of the person the guest is trying to reach first, make contact, then get back with the customer letting them know you have them on the line. Nothing upsets a customer more than being bounced around and left on hold. This is an easy problem to avoid.
- Elevate experiences that are unexpected... what does this mean... well customers are used to people in the car business providing mediocre service and a painful process, so its not that hard to leave a everlasting impression through a experience here at our store. First, give world class respect and professionalism while with your guest, go above and beyond their expectations, such as for a incoming appointment, having a "reserved for" sign in the window, asking them if they have a preferred beverage to have ready for them during their visit, when you get keys you jog, you use allow me, you have bags ready for when they transfer their belongings, you have a microfiber towel to show your wiping down their car at delivery to make it perfect, you do a rock star delivery and express how much it means to you that they understand how to operate their new car, let them know you will be calling to follow up with them, and end with "is there anything else I can assist you with today"

The level of service you provide by being different, by going beyond the customers' expectations will lead to better CSI, reviews, referrals, and repeat business. The most important thing is consistency and know that there is always that 1% that no matter what you do, you cannot satisfy, but that 1% should not dictate the potential IMPACT you have on the other 99%. This is what the Maus Difference is all about. The customers do not come in and do business because the building is pretty, they do it because of the people inside and it starts with you.

Emotional Engagement Principals

- 1) Streamline experience with a streamlined process (10 steps of a sale)
- 2) Create defining moments (going above and beyond to make a lasting impression)
- 3) Understanding proactive serving psychology (allow me, taking charge of the service)
- 4) Engage the senses (cooled down car, hot coffee, cold drink, smell good, look good, seeing trash and picking it up)
- 5) Focus on the details (car is dirty for delivery, handling it before the customer sees it, double checking spelling, double checking miles and stock numbers, attention to detail)

EXPERIENCE THE
MAUS
Difference

MAUSCARE

At Maus Family Automotive, we listen.. And Everyone wants VALUE, so on Every Vehicle you get....

LIFETIME OIL CHANGES-Receive lifetime oil changes as part of your factory recommended maintenance. Simply visit any Maus Family dealership and get your oil changed at no additional cost.

LIFETIME TIRE ROTATIONS-Receive lifetime tire rotations as part of your factory recommended maintenance. Simply visit any Maus Family dealership and get your tires rotated at no additional cost.

PAINT PROTECTION-The vehicles paint has been treated with protective coatings to prevent against the harsh elements such as UV rays, bug damage and other environmental pollutants for 12 months or 12,000 miles. Includes (1) free product re-application.

NITROGEN TIRE SERVICE-Nitrogen inflated tires lose air 3-to-4 times slower than oxygen; promoting better fuel economy and reducing wear. Includes a single-use \$50 credit towards tire repair or replacement and lifetime nitrogen refills.

RAIN REPELLENT-The windshield has been treated with a special Rain Repellent used by the US Airforce which adds a hydrophobic coating that quickly repels water and provides better driving visibility in the rain. Includes lifetime product re-applications.

SURFACE SHIELD-The interior has been treated with a non-toxic anti-microbial agent to withstand mold, mildew and bacteria on all high-touch surfaces such as steering wheel, shifter, radio, and door controls. Includes (1) free product re-application.

ROADSIDE ASSISTANCE-Includes on demand, 24-7 roadside assistance. if you have a flat tire, dead battery, are out of fuel, locked out of your car or need a tow.. help is on the way. Track the arrival time LIVE from your smart phone. First incident included. Limitations apply.

GLASS VIN ETCHING-The Vehicle Identification Number (VIN) has been etched on select windows as a theft deterrent and can be used by law enforcement to identify your vehicle in the event it is lost or stolen.

COLLISION PROTECTION-Deposit protection helps cover the initial deposit for your vehicle by offering you \$2500 in the event your vehicle is considered to be a total loss. Even if you didn't put any more down, you are still eligible. Single use only. 90 Day coverage included.

AC REFRESH-On pre-owned vehicles, the entire ventilation system has been treated for mold, mildew and bacteria that can cause offensive odors and allergic reactions. Recommended 1-2 times per year.

ID THEFT PROTECTION-ID Theft Restoration service protects your entire family if you are the victim of identity theft. Fully managed service will document, dispute and reverse all fraudulent transactions restore your identity to pre-theft status. Included for 1 year.

CAR CARE PRODUCTS-Included in the Maus Care welcome kit, are premium, travel sized car care products which help to keep your vehicle looking its best.

FABRIC PROTECTION-The vehicles interior has been treated to protect against and repel stains on surfaces such as your seats and carpets for 12 months or 12,000 miles. Includes (1) free product re-application. **STOLEN VEHICLE ASSISTANCE**-If your vehicle is stolen and considered to be a total loss, we will cover up to \$2500 of your deductible as credit towards the replacement of your vehicle. Exclusions apply. See dealer for details.

David Maus

FOUNDATION

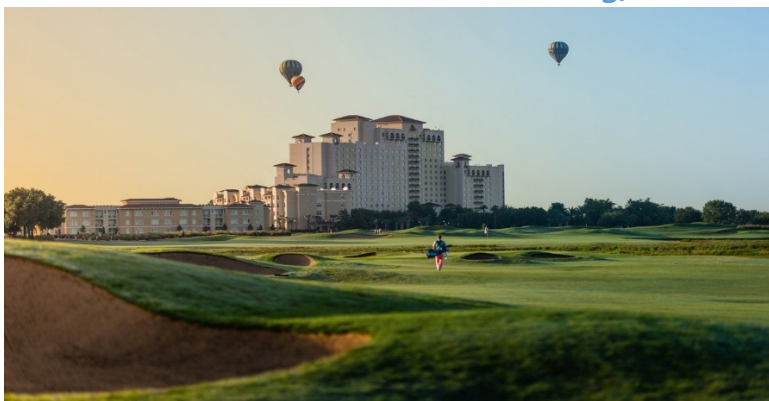


The David Maus Foundation was founded in 2004 with a group of volunteers passionate about making a difference. The goal of the David Maus Foundation will always be to help children with serious and life-threatening illnesses and their families. Since it was founded, David Maus Foundation continues to hold its Annual Celebrity Golf Tournament, and has hosted a variety of other fundraising events. To date, the David Maus Foundation has **raised over \$2 million for Central Florida and Tampa Bay Area charities** dedicated to helping children with serious illnesses and their families.

The Ronald McDonald House Charities of Central Florida and Tampa Bay have become two of its signature beneficiaries. The David Maus Foundation has underwritten three rooms at the houses for families to stay in, and helped build healing gardens at the newest home near Nemours Children's Hospital. These donations allow families of the children in local hospitals a place to stay free of charge so they can concentrate on the wellness of their child.

The David Maus Foundation has also helped make great strides in assisting children through the Crohn's and Colitis Foundation of America (CCFA). In partnership with the Leavitt Family Foundation, the David Maus Foundation has given aid to CCFA's Camp Oasis, which is a co-ed residential camp program that's mission is to enrich the lives of children with Crohn's disease and ulcerative colitis by providing a fun, safe and supportive camp community. The David Maus Foundation has been honored to contribute to the Autism Society of Greater Orlando, Camp Boggy Creek, Make-A-Wish® Foundation of Central Florida, Florida Children's Hospital and many more throughout the years.

To help volunteer, contribute, or inquire about our **Annual Celebrity Golf Tournament** please contact us at DavidMausFoundation.org/contact-us





MAUS AUTOMOTIVE **CARE**PROGRAM

Courageous.Appreciated.Respected.Extraordinary

What is it?

The Maus Automotive Family has a great deal of appreciation and respect for the women and men working to make our community a better place. As a way of saying thank you, we developed the CARE Program, which provides added benefits and perks on vehicles prices, services, parts and accessories.

Who qualifies?

This program is available to anyone who works in the services of our community or country and their families. This includes, but is not limited to, Service Members, doctors, first responders, law enforcement and teachers.

What are the perks?

Just a few of the perks and benefits are extended discounts on any vehicle, which can be combined with other offers; an expedited process for purchasing; and discounts on parts and services.



The Meaning of Want

When people really want something bad enough, they are always able to get it. If there is a concert you have been waiting for months for, you are ready, prepared and get there early. If it's a first date with the person of your dreams, you will be dressed to impress and say all the right things. If you are drowning in an ocean wave, you will find a way to get air and stop at nothing until you have it. For something, you genuinely want, you always will. You can conquer all things, but only when you really want it.

There are 3 types of salespeople personalities when it comes to work ethic and effort.

Want To: *(The best, highest producers with the highest income)*

When people are new, they genuinely want to talk to customers. They get in front of a lot of opportunities, make a ton of calls, they use their genuine enthusiasm when talking to everyone and have extremely high results. This is called "passion fishing", you visualize the potential opportunity before it actually happens. The best producers want it, they don't let excuses get in the way. Customers feel the energy, match the energy level, and want to give them their business because they feel you want it.

Will, but only when asked: *(Average, never leading the board, flying below the radar)*

After being in the business for a while, having great months, good months, and bad months, the genuine "Want" wears off and the "I know it all" mentality begins. You begin to cherry pick who you talk to. You start to act busy, even though you are slacking and not being productive. When a customer pulls up, you let others get in front of you. You will make calls, but with no action behind it. These are the first people to complain about it "being slow" and blame everything that happens to them on other people.

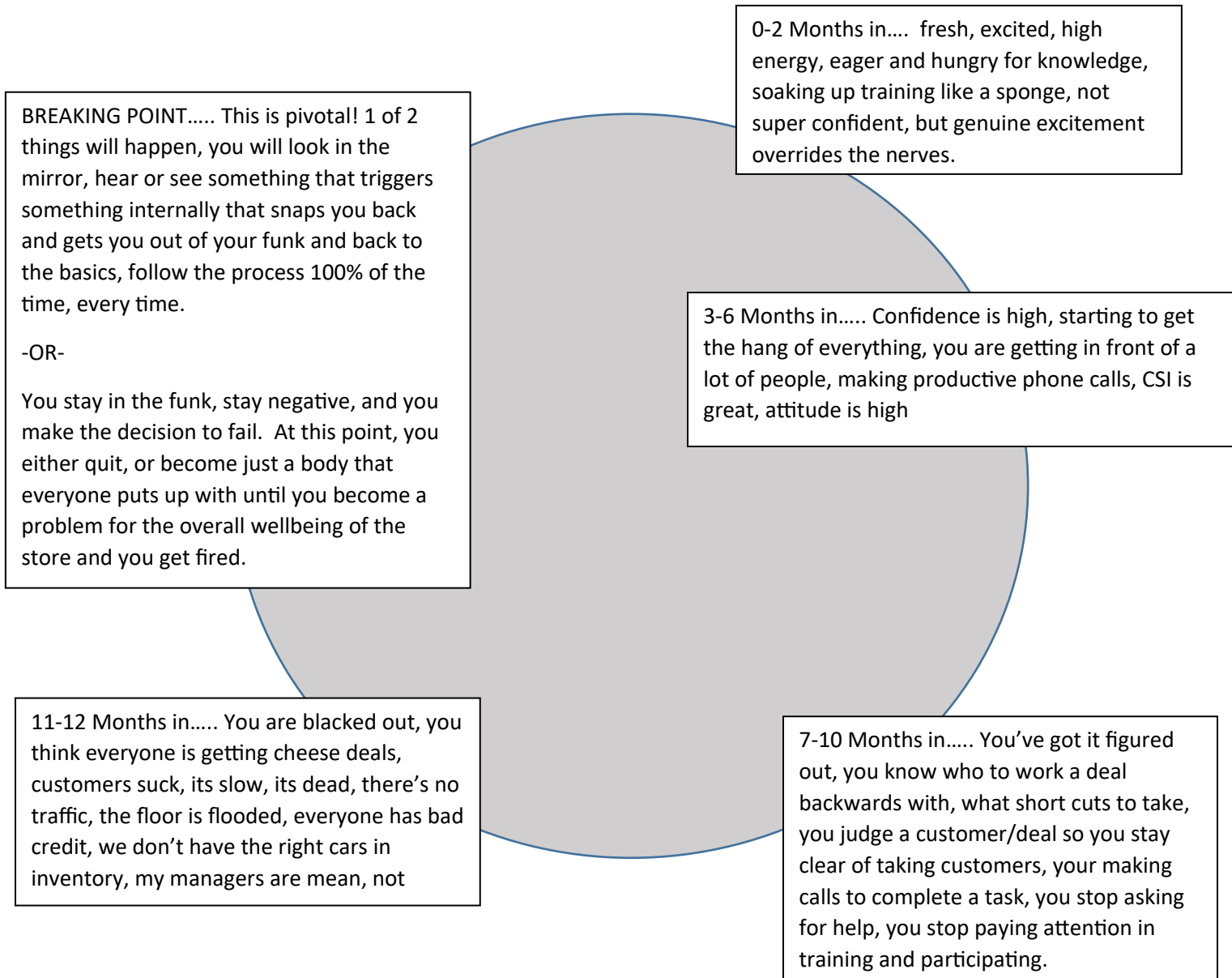
Won't, unless forced to: *(Has to be constantly told)*

There comes a time when phrases like being burned out or blacked out describes someone, what that really means is they have found an excuse that works for them so you do not have to actually work. They blame everything and everyone for shortcomings. This person thinks that nothing is fair, everyone is out to get them, and no one cares. This type of attitude does not last long in this business, because this person will be released to the competition fast.

**If you fall into any category other than the "Want To", ask yourself why? Find out what has happened and why you let yourself fall out of the category that leads to success every day and fix it. This business is 90% mental and you have to have your mind right to succeed. We all have situations, issues, and problems, but being able to leave that at the curb and focus on work while you're at work will lead you down a successful road.*

***The next page will show the cycle of a Salesperson*

Cycle of a Salesperson



Selling Is Simple

There's Only 3 Things to Sell

First, Sell Yourself – Build a relationship. People do not buy things from people they don't like or respect. You must show unwavering confidence in all that you do and say. Tell them your story, why you chose to work here above all other car dealerships. Smile and overcome any objections before asking for the business. Remember, the more time you spend building a relationship outside, the less time you spend inside negotiating.

Second, Sell The Dealership – Tell the customer the story behind this team and the culture. Talk about the great reputation we have built and the great difference we are making in our community through charity involvement and the David Maus Foundation. Let them know that a portion of all profits go to a select charity every month. Show them around, introduce them to service, and make them feel at home and welcome. Show them where the restrooms are and ask if you can get them a water or coffee and make them comfortable. Serve them so well, they will want to do all their business here, even if they can't buy a car today (which is rare), but at least they will service their car with us.

Third, Sell The Car – This is the easiest part because most people already know more about the car they are buying than you do. Show them the convenient features of the car and make any car they are interested in seem like the best car in the world! Do a stellar walk around by asking them what's most important to them in their next vehicle. Do an awesome demo drive and don't talk too much about things that don't interest them.

Simply follow the steps you will learn, no shortcuts, and you will see the results on the board and your paycheck. The process has been proven to work. Gather a firm commitment before, during, and after the test drive and remember NO, just means they don't KNOW enough to pull the trigger.

This business can be very simple, but we overcomplicate it. Take care of people, do the right thing, give people a great product, great value, great service, treat them like a friend or relative and you will do GREAT!

*On the next few pages is the STEPS OF A SALE. You will need to know this inside and out and is one of the most important things to learn out of the entire job.

Maus Steps to a Successful Sale (with Transitions)

1: Meet and Greet- (First impressions are everything, eye contact, and firm handshake)

-Welcome to Maus Nissan/Acura, my name is ____! And you are? Nice to meet you ____! Are you here to see anyone in particular? Is this your first time here? Excellent, how can I serve you today?

-Warm Welcome, be enthusiastic, energetic, and have smiling eyes.

-Acknowledge everyone in the party, even children and pets and get their names, create rapport.

-Make them feel as comfortable as possible as quick as possible and make them smile.

TIP: (look at the car they drove up in, does anything stand out? Hitch, lift kit, rims, tires, bumper stickers, decals, sports teams, etc)

2: Qualify- (asking questions to get answers to build rapport and guide the customer in the right direction)

-Always thank them for the opportunity, many times

-Ask if they have been here before, offer a tour, ask about the trade and do a needs analysis to put together a game plan and ensure the best experience. Best way is to ask what they like and do not like about their current car and what's important to them in their next car.

-Spend time by the customer trade and if you need help or direction, get a manager involved early (EMI) so they can help you guide them into the right direction

-Ask open-ended questions, not obvious quick response questions and don't ask anything that could hurt the progress of the process.

-Insist and suggest options that you can see with your eyes, offer alternate choices.

-Humor is a good way to relax and calm any awkward situation, entertain them and put on a show worth paying for.

-Take control in a professional manner.

-Walk side by side with the customers, always engage in conversation, silence kills the vibe, get them to talk about themselves and build common ground.

-When you go inside to get the key after you find out hot buttons, budget, and an idea of credit, touch the desk and let them or a manager know what you got.

TIP (Look how they are dressed, don't judge, but identify. Jewelry, wedding ring, watch, accent, emotions, kids, school, where are they from, hometown, business they are in, live close by)

3: Presentation- (Showing the vehicle, selling what you see, and PAINT pictures)

-when walking out to the car, DON'T unlock it, walk up tell the customer you are going to pull it out of line, then open up every door and sell what you see. Do not assume equipment is on the car. (see page 20)

-Get the car ready, pull the seat back, crank up the AC, turn down the music and put on an appropriate station, push the steering wheel in.

-Try to spend a minute per thousand and build value hitting all the customers' hot buttons.

-Do a superstar walk around, Start at the hood, tires, passenger side, trunk, driver side, and finally end up sitting them in the driver seat buckled, shut the door and join them on the passenger side or the rear.

-Sell them on every little small detail you see and paint pictures.

-Act like it is the coolest car on the planet! Make them want it! Keep them involved during the whole presentation touching and trying things.

Tip (What interests them the most? What will they be using the car for, Hot buttons, SPACED, how they drive, guide them, don't tell them)

4: Demo Drive-

-Make it feel like its NOT a standard test drive route, pretend to tailor it to them.

-Make small talk but only point out the great things about the drive and ride quality.

-Ask and insist how much they love the drive and feel of the car

-Paint pictures by asking them "where are you gonna take it for your first trip?" "Are you gonna park it in the garage?"

-When you pull back in and park in the SOLD lane, its put in park, now is the time... "Drives great right? Let me ask you, if we get figures agreeable, could we earn your business today?" Great! Have them read off the miles, write it down or take a picture and write/take a pic of the addendum sticker.

5: Trade Appraisal-

-Ask for their trade keys, driver's license, current insurance and registration.

-If they are not trading, now is when they will tell you the truth

-Act if you were buying the car yourself, walk around it, touch things, and ask if there's anything you should know about it before the appraiser looks at it and pulls reports.

-Get all the information off the car (Vin, miles, model, year, equipment, trim level, flaws).

-Ask if they have any extended warranties, extra keys, books, records.

-The goal is to devalue the car in a positive way.

-Walk them inside and go straight into the Service department, don't ASK, be excited and say I would like to show you this!

Tip (On the trade look for what music is on, cleaned out, out of gas, condition, toys, car seats, tires, miles, anything personal?)

6: Service Walk-

- Sell them on our dealership and why they would want to visit our store
- Introduce the customer to the service manager or advisor. The goal is to have the customer start a relationship with someone in service. People are more likely to buy a car from the place they service. IF everyone is busy at least say "that's ___ over there, they will be taking care of all your service needs for your new car!"
- Walk from the entrance to service, service through parts, past the waiting lounge, acknowledge and say hi to the customers waiting, grab them a coffee, water, or snack and walk back into the showroom. Offer them a private place to work their deal and sit them at a table facing AWAY from the sales tower and away from any other guests in the showroom.
- Make them feel comfortable and make sure you have all the correct information to print out your guest registration and trade appraisal. You will also need to grab an iPad to do the credit application at this time.

7: Negotiate/Close-

- If the previous steps have been done, this should be the quickest and easiest step.
- Present the numbers and after going over the last payment, ask "I apologize I didn't ask before, would you like your payment due in 30 days or 45 days? Awesome, just initial which payment works best and I will tell them 45 days, Congrats!!!
- If that doesn't work, get a written/signed commitment of what they will do (always write, will buy now and have them sign it).
- If needed the desk will have a manager T.O. the deal and get involved right away.
- Be excited, shake hands, Thank the customer and print the rest of your bundle FAST.. time kills deals

8: Auto Preparation and Finance-

- After getting all the paperwork signed, bring it to the desk to sign off and the desk will talk to finance and prep them
- Get the gas card/key (New cars get a full tank, if its used, see the desk).
- Let the customer know what is going on and what you are doing, don't leave them alone too long.
- Always be ready for your customer before they get out of finance (babysit your money).
- Make sure the car is perfectly detailed, gassed up, and customer relations is ready for delivery

9: Delivery-

- (NEW) Customer relations will go over books, keys, any we owe scheduling, and prep the customer for a perfect survey.
- Once they are done, they will be walked over to the new car where you should be ready to help them move over any belongings.
- Help them preset the radio, set up Bluetooth, show them all the tech
- Make sure the tag is transferred over
- Remind them how important the survey is and make sure theres nothing else that needs to be addressed before they leave.
- Smile, shake hands, Thank them again, remind them to send referrals and let them know you will be contacting them shortly to follow up.

10: Follow up-

- Call them within the next hour to Thank them and send a Thank You video and Email.
- Call the next day to follow up and Thank them again, make sure theres no issues or questions, remind them of refferals and watch out for the survey.
- Call them in a week and do it again
- Never stop following up, when they think of cars, they should think of you
- Always invite them back for promotions, service, car wash, etc...

Follow these steps, Follow the Process, and You will be Successful!

Common Qualifying Questions

Qualifying (step 2) is one of the most important steps in the process. This is where you will need to ask the customer questions (not interrogate) to get the right information to lead the customer in the right direction to show them the right vehicle. Below are examples of qualifying questions not necessarily in any kind of order.

- what do you like about your current car?
- what don't you like about your current car?
- what's important to you in your next car?
- are you still making payments on your car?
- who did you finance with and how do you like that bank?
- what are you currently paying per month? Wow, how did you get it so low, did you put a lot of money down?
- how long have you had this vehicle?
- what sparked your interest in trading?
- where did you drive from today?
- have you ever owned a _____?
- who will be driving the new car primarily?
- what do you typically use your car for?
- how did you hear about us?
- what do you like to do?
- what kind of work do you do?
- where are you originally from?
- how long have you lived here?
- is there anyone else going to be involved with your decision today?
- (spouse), awesome, where is she/he at right now?
- would she/he be able to check out the car if we drove it to them?
- If we find the right car, at the right price, would there be anything stopping us from earning your business today?

Vehicle Walk Around (presentation)

Always ask: What are a few things important to you in this car? (SPACED) Safety, Performance, Appearance, Comfort/Convenience, Economy, Durability. Are you comparing it to anything else?

Also: When you went in to grab the keys, make sure you touched the desk or a manager to let them know what you have going on, grab a tag when you go back out and assume the test drive, DON'T EVER ASK if they would like to drive it.

This is where you are going to need to take control. Customers will automatically gravitate to sit in the driver's seat, but DON'T let it happen. Also, don't unlock the car by the remote when walking up to the car, they will automatically pull the handles. What you want to do is walk out, tell the customer "I am going to pull it out, so we don't accidentally ding any doors if you don't mind standing over here". Most important to do is SELL WHAT YOU SEE and never assume a vehicle has something.

To start, open up all the doors, the hood and the trunk and direct them under the hood (if it was performance they were interested in, speak numbers... if it was safety, talk engine breakaway mounts and hood hooks). Be brief under the hood MOST customers never pop their hood. Under the hood is also a great place to talk about warranty and MausCare. Next move to the passenger side and talk about the tires (also a good place to talk about NITROGEN from MausCare). Now, move over to the passenger side door (check out the door cup holders, etc). Now (if applicable) move to the back seat and show the legroom or stadium seating. Then show the gas cap (you can talk about it being locking, cap less, ect...). Next, move to the trunk and show the space and where they can find their spare tire (mention Roadside assistance with Maus Care again). Now, move into the driver's side, have them sit in the seat and make them comfortable. Show them a couple of things on that side, where the trunk release is, etc. Tell them to hang tight, you want to show them something... close every door and you go around and sit inside the passenger seat with the door closed. Talk about some center stack controls and features then ask them to put it in drive and show them a custom tailored test drive route. Also, during the whole presentation/demo drive, paint pictures; create scenarios that the customer can envision himself or herself doing in their new car. If you are showing them, safety features (imagine driving into your neighborhood, you drop something, you look up and there's a bicyclist right in front of you, without enough time for you to react, the cars forward emergency braking system kicks in and safely stops the car avoiding a terrible situation).

Word Tracks: for not wanting to drive the car.

-Your about to make what are people's second largest purchase of their life, I wont buy a pair of shoes before trying them on first. Even if it's a quick ride around the block I want you to make sure this is the one.

-I respect that, but I also want to make sure we have the right vehicle for you and your completely satisfied with your decision. Many times on the test drive is where people will find if there's a piece of equipment missing or ask questions that pop up that are usually addressed during that time.

-I want to make sure without a doubt that this vehicle fits exactly what you're looking for and no matter if it works out on paper or for looks, if you don't like the way it drives, which is the whole purpose, then none of the rest matters.

Negotiation

This is the step that people either dread or get excited about. If you follow the process 100% of the time, you will be excited 100% of the time. Your confidence must stay high and don't fear an objection before it happens.

After you have done steps 1-6, got everything filled out correctly, went to the desk and gave them the guest registration and trade appraisal, the desk will put the deal together. The desk manager will print the "pencil" and go over it with you. The desk will also take information you gave them and load your lips with ammo to use to be able to close the deal. Before you walk out of the sales tower, look at it briefly, give yourself a check up and walk out of the sales tower head held high, chest out, excited, smiling, and confident and walk over to your guest and say "GREAT NEWS"! Go over the car they are buying, touch on the trade they are trading, and then go down the figures. All right, selling you the car for this, giving you over market value for your trade, plus your tax, tag and fees and your payoff brings you to a total amount financed here. Now, giving you some great financing options based off your score, you can do this down and be here, up to this down lowering the payment to here (without pausing) say "I am so sorry I forgot to ask, did you want your payment due in 30 days or 45 days"? Awesome! I will make sure to let them know, I just need an initial for what works best for you, I will get your new car full of gas and detailed, and it should not take long at all.

Either the customer will choose an option, maybe have a question or the negotiation starts. They may say the payment is too high, I cant do that much money down, that's not enough for my trade. This is where you start selling and justifying what is on that paper. Don't just go to "what do you want to pay", you are not an order taker, you are a sales professional. Stay in the game, fight for what is on that paper and then write down a commitment. When you funnel the objections down to a payment, you will write the down payment and payment (no month term) and write customer will buy now (with a smiley face) and have them sign or initial it. You will bring this back to the desk and the desk manager will either print another pencil or send in a T.O. If this happens, DON'T TALK while a T.O. is out there unless you are asked to be spoken to. Also, don't tell the T.O. that "I've already said that/nope they wont do that", you don't want to black them out before they go and try to close your deal.

Once the deal is closed you will need to get a folder, 4 copies of the customers driver's license, current insurance card (check expiration), print your bundle, have the customer sign the payoff verification sheet and initial the cover sheet. Give this to the desk manager that worked your deal, they will sign off on it and give it to Finance. Finance will take 10 minutes to load the deal. Once finance gets your customer, get gas and put the car in detail. Let the customer know where they are at with the whole process.

TIME KILLS A DEAL, once it's closed GO FAST!

Handling Objections

As a salespro you will be faced with Objections, below are word tracks to help overcome common customer objections. More important than word tracks is your body language, confidence, and eye contact.

When a customer comes on to the lot, the hard part is over. The average customer spends nearly a week online researching vehicles, payments, trade information, etc. So, when they come in person know that they are ready and prepared to do business and the sale is open, it is up to you to give them reasons to buy now and close them. Make it EASY for them to say YES and HARD for them to say NO. You also need to know that no one really likes coming to a car dealership unless they absolutely have to, so it is up to you to put on a show worth paying for, serve the customer at the highest possible level, and give them an everlasting experience. Just as it's your job to persuade and convince a customer to buy now, it is the customers job to object, pause, and stop the process. This is not because they are mean or just wanted to come out and "kick tires". Everyone that makes a big purchase mind deals whether they should or should not buy, so they need positive reinforcement on why it makes sense to proceed. The definition of being sold is when someone gives up his or her beliefs and believes in yours.

- 1) Repeat the objection: *When people get heard, they want to listen.*
- 2) Agree and Neutralize: *Do not get combative, or defensive, and maintain your attitude, voice, and body language. Be confident, do not flinch, have a calm reaction.*
- 3) Overcome with a smile and smiling eyes: *Stay positive, don't get startled/caught off guard, and don't fear any objections(understand people give objections when they feel unsure what is going to happen, they are looking for a reason to back out/leave and only YOU can control it)*

Examples:

- *I am just wasting time/kicking tires, I am not here to buy anything.* -Obviously there is a thousand things different you could be doing today, but you looking tells me you are curious or you're not completely satisfied with your current car. What is 1 thing you don't like about your current car you wished you had in your next one?
- *The car I am interested in sold/isn't here/ at another lot.* -I understand, but if I can show you another vehicle, maybe a little newer, less miles, and save you a little money would you be upset with me? Great, so it sounds to me like your open to options, you just want to find the right car at the right price....
- *I like the car, but the miles are too high.* -I understand the miles are higher, but if we took this same vehicle with (80,000 miles) and had parked next to it the same car with (40,000 miles) on it, in 3 years when you go to trade them in, which one would you owe less on? So, going with our vehicle here as it sits, service inspected and certified, not only will save you money today, but also later down the road, do you see anything wrong with saving money?
- *Thanks for the test-drive, but I am just looking.* -everyone has to start out looking, then you find something you like, and guys once you find both of those, its important to find someone that's going to knock it out of the park for you and that's me. Its not a matter "if" your going to buy but "when" your going to buy. In 5 minutes, I am going to put together a formal proposal, lay it all out for you and make it all right, follow me.

- *My Bank is giving me a better rate/I want to use my own financing.* -I understand, some customers feel more comfortable using a lender they are familiar with, however, with 4 stores and hundreds of loans every month, usually we have greater buying power with lenders. That being said, would you be upset if I were able to secure your financing and save you money in the mean time?
- *My car is paid off, I don't want to pay more/ get into payments again.* -Great, would you agree that your vehicle is worth more today than 6/8/9 months from now? You see the longer you wait, the less equity you will get from your vehicle, therefore, the less down payment to go towards your next car and the longer exposure to something mechanically to go wrong with your car and your probably waiting to get the best deal. If having a low payment is important to you, pulling the trigger right now is exactly what you need to do to take advantage of your equity you built.
- *This is my first stop.* -(out on lot) Great, whether we are your first stop, or last stop, I want to make sure I answer all your questions and give you enough information that you and your family feel comfortable making a decision when your ready. (after test drive) Awesome, let me ask you something... Do you like the vehicle? You like me? Your going to love where you buy from, so I am sure you've lost your keys at some point right? (yes, why?) If you lost your keys, went looking for them, and you found your keys in the first spot, would you keep looking? (no!) Of course not, you weren't intending on finding the right car at your first visit, but you did, and what I want to do know is give me 5 minutes and I will put together a formal proposal for you, that way you have all the information you need to make a decision. Follow me!
- *I think the price is too high!* -(on the lot) Price! That's not a problem, our goal with all things being equal, is to never lose your business over price. I just want to make sure we find the right vehicle that fits your needs. (inside pencil) I apologize I didn't explain how our pricing works, but we like to think that our customers don't like the whole back and forth and haggling, so we like to show our best price up front, other than the price, do these payments work with your budget? (work payment)
- *I want to think about it.* -(usually happens after you ask for the commitment after the test drive) Mr./Ms. Customer, I get it, a vehicle purchase is a big decision and understand where you're at and I haven't given you enough information that would lead to you making a decision one way or the other. What I would like to do is get a formal appraisal on your vehicle and put together a 5 minute proposal showing you exactly where you/your family would be and what I've found is a lot of my customers have enough information to make a decision on the spot, if that's not you, that's ok, but at least when you go home, you will have everything laid out so you and your family can make the best decision, follow me.
- *I cant do a down payment/that down payment.* -Hey, I get it, its hard to separate you from your hard earned cash, but what a lot of my customers do is put their down payment on a card and that has 2 benefits. 1- it makes your deal more attractive to lenders giving you better financing terms and rates and 2- you can pay yourself back at your own comfort and convenience, so what's the max we can put on a card? (still no) no problem, when did you make your last payment? So you would put down X and I'll request your next payment be 30-45 days from today.
- *I want the price on these 2/3 cars.* -I get it, you want to make sure your pick the right one, let me ask you, if all 3 cars were the same price, which one would you rather have?

I don't need to test drive. -I understand, your probably more of a pro about my car than me, however, each vehicle is unique and I wouldn't feel comfortable selling you a car you having

inspected yourself (still no) at least sit here, I am going to drive it up for us (then take them on your test drive and try to stop somewhere and they drive back)

- *I want to sleep on it/think about it overnight.* -I go ya, let me ask you this? On a scale from 1-10, 1 being "why did I even pull into this place" and 10 being "I am ready to sign up and post a pic on social and make everyone jealous"(something light and funny) where are you? (5,6,7) What would make it a 10? then, so what your telling me is if this car had X,X,X,X or we were at X,X,X,X you would forgo having to wait and pull the trigger on something right now?
- *You're Thousands higher than your competition.* -I get it, not everyone appreciates up front and honest figures. We do not believe it is fair or respectful to start a relationship out on false promises. At the end of the day, price is the easiest part of my job, with all things being equal, our goal is to never lose your business over price, lets make sure this is the right vehicle for you.
- *I don't want to Finance for that long.* -Look, why not leverage the banks money, take the longer term, with a lower payment that you're comfortable with and apply more on your terms when its convenient for you, would you like your payment due in 30 days or 45 days?
- *Is this your best deal?* -Absolutely, if there was a better deal, I would have brought it out to you, because I don't want to just sell you this car, I want you to be in a good position to continue doing business with us. And I want you to be confident in me to be able to send your friends and family to me.
- *I want to wait to save up for a down payment.* -I could understand that, how much money are you wanting to save up? How long will it take you to save that? Perfect, so with this deal you won't have a payment due for a over a month, you can secure this vehicle and this deal today and when you have the money saved up you want to put down, you can refinance with a local lender at that point in time, but lock down the savings today.
- *I am not paying anything over my current payment.* - I understand and that's not a problem, right now you are paying \$400 per month on a (4-5 year old) car. Also right now you don't have any warranty coverage left and all maintenance is out of pocket as well as any repairs that may come up. With labor rates at \$179 per hour and average part cost is \$500, the average customer spends \$2,500-\$4700 per year in maintenance and repairs. Now with the new car the payment that you are sending the bank is higher, however it is a fixed payment, meaning with Maus Care your basic maintenance is covered, roadside assistance, towing, etc and your vehicle is under full manufacture warranty meaning no unexpected out of pocket repair costs to you. So when you do the math your actually paying near the same if not less than what your total investment is on your old car. Now lets say you have no car right now, your carless.... You come onto the lot, out of an UBER, we walk the lot, you see a 2018 Altima with 62k on it like yours, you see a 2022 Altima (new or low miles), and you like it as well. You say, "(salesman), could you work numbers on both cars". The 2018 has a \$400 payment but you will have to put on average \$200-\$250 or more per month. The 2022 Altima has a \$650 payment, but that is it, just gas and insurance. What makes more sense? Great! Would you like your payment in 30 days or 45 days.
- *I am not paying anything over MSRP.* -Not a problem, I understand exactly where your coming from. Every dealer has some type of Mark up or Market Adjustment, however, we don't do that here at all! Let me ask you something.... How long do you typically keep your vehicles???? (3,5,6 years) Nice, so let me ask you this... when you trade, is getting the most money for your trade important to you? (yes) That's what all of our customers had said, so that's why we developed a program long before this market change called Maus Care which gives you over a dozen benefits to keep money in your pocket, ways to save in other areas such as insurance, and protect your investment with protective coatings and interior protection so that way you get top dollar when you go to trade in your vehicle. We do have a lot of VALUE to offer, but our goal is to never lose

your business over price, I just want to make sure I hit all the critical areas that is important for you and your family, make sure we find the right vehicle that fits your needs, and the rest will take care of itself, sound fair enough? (AND PROCEED WITH THE SALE)

Payment Jump Justification

With the current market trends and the prices of vehicles going up we are also seeing payments go up. For the customer that hasn't purchased in 2, 3, or plus years, this is a bit of a shock for them, however there is always an opportunity to overcome an objection.

Lets say you have a real life scenario of a customer that comes in and they are driving a 2018 Nissan Rogue with about 50-60k miles on it. They are currently paying \$400 per month and love their Rogue and they would like to go into a new body style. You walk them over and your planting the seed that every \$1k you finance is about \$20 per month, just doing your thing. They fall in love with the Rogue, but they keep saying they cant go above what they are paying now and they will not go used or down in model. Fast forward, your inside, get your commitment and the desk gives you figures and they are \$650 per month. The customer says again, they cannot pay more than what they are paying; they are on a tight budget, etc....

This is where you sell; you paint a picture, pull out all the facts and make it make sense. People are sold when they give up their beliefs and believe in yours.

Turn the paper over and write it like this....

2018 Rogue (or any 3-5 yr old car)

\$400 per month

57,000 Miles

Out of warranty

All maintenance out of pocket

No towing

No roadside assistance

2022 Rogue (or any newer vehicle, new or within 1 yr old)

\$650 per month

12 Miles

Full Warranty

Basic Maintenance included with Maus Care

Towing

Roadside assistance

Go through all the facts between both vehicles and ask them questions as well, keep them engaged. Then inform them, you know labor rates are \$169 per hour and the average part costs between \$500-\$700. The average annual cost to maintain a vehicle outside of manufacturer warranty including maintenance is \$3,000-\$3700 per year. Divide that over 12 Months, that is \$250 per month on top of your current payment. Which is right at or close to the fixed payment on the new Rogue. Let us put it this way, let's say you came in today car-less, you got dropped off by a Uber and we go out on the lot and you see 2 vehicles that catch your eye and you want to see price and payments on both of them. I show you the 2 options, on the 2018 Rogue with 57k its \$400 per month and on the 2022 New Rogue its \$650 per month, however, on the 2018, you are responsible for all repairs and maintenance. You would obviously choose to have the peace of mind paying the same money for the new car with a fixed payment and not hassle with the unknown, right? Would you like your payment due in 30 days or 45 days?

Kinetics: Using Body Language in Closing Deals

The human body can say more than words. What we see and what we show can be even more important than verbally communicating. When you get extremely good at ready body language, you will be

able to tell if someone is being devious or being real. Remember, sometimes people do not have the confidence to say what they mean but they can show it.

Positive Signs-	dilated pupils, patting/fondling hair, resting head on hand, waving hands, smiling,
Unsure Signs-	steeping fingers, tapping/drumming fingers, rubbing nose, biting nails, pulling ears
Negative Signs-	folded arms, hand in pocket, rubbing eye, looking down, spouse looking down, not paying attention

If you have high energy and excitement from the moment you meet your customer and keep that throughout the whole process, eventually the customer will match your energy level. However, if you match the customer's energy, which is usually heavily guarded and negative, you will also be negative, short, and be angry. Customer's do not usually "suck", they are a reflection of who they are working with.

The body language you need to have is positive, smiling, and using gestures or moving your hands and arms often. When a manager is speaking with your customer or introducing them to someone in service, smile and nod your head. Make sure your feet are firmly planted and relax your body. Stand up straight with good posture, hide your nerves, show patience, and always hold eye contact (don't make it awkward). The more "together" you are and don't show any doubt when an objection comes up, the better chances you have of progressing the sale.

The Power of Persuasion

"The more you learn, the more you realize how little you actually know"

Persuasion is the single most important skill possessed by successful sales professionals.

1. **Mental Programing-** To change your results, change your actions. Rid the negative thoughts!
2. **Understand your Customer-** Appealing to your customers emotions is powerful; people reject new ideas if they are not emotionally attached.
3. **Building Rapport-** People judge one another quickly and if you make a positive first impression, you will have a 85% chance to persuade them. Be genuine, share essential info, and focus on them.

4. **Build Trust**- Build trust through character, competence, confidence, credibility, and congruence.
5. **Command Attention**- Power has the ability to change others.
6. **Influence Others**- Inspire people and they will want to be more like you, therefore you can make suggestions to them.
7. **Motivate Yourself and Others**- find ways of motivating yourself to draw your actions back in line with your dreams and others.
8. **Advance Skills**- People want information fast and accurate all while entertaining them. Practice your craft daily.
9. **Preplan Anticipation**- Understand yourself and your customer. Use a combination of research, empathy, and imagination.
10. **Personal Development**- Continue to learn more about the Process, Product, and train.

Top Reasons Sales People FAIL

1. **REJECTION**- in this business, there is a lot of rejection, don't let it get into your head, let it roll off your back, learn what you could of done different, and move on with life.
 2. **ASKING FOR THE SALE**- you must earn the right to ask for someone's business, if you follow the process, this will be easy.
 3. **SELECTIVE LISTENING**- being able to listen to the customer is very important, but being able to weed out negative things is most important
 4. **STAY SOLD YOURSELF**- some people fail simply because they are constantly changing their minds or doubting their decision. Don't let people around you dictate how you feel, remember why you are doing this.
 5. **ASKING QUESTIONS**- If you are scared to ask questions or get personal, this job will be impossible for you.
 6. **GETTING ANSWERS**- ask the right questions to get the best answers to put a deal together
 7. **PRICE**- if you believe that people only buy because of the "lowest prices" you will not succeed in this business.
 8. **MAKE SUGGESTIONS**- people rarely spend money if they don't see value in what they are buying
 9. **9. UNWILLING TO LEARN**- if you have the mentality that thinks you are above training, you will not make it in this business.
- THINKING NEGATIVE**- if you think a job in sales is embarrassing or negative, think again. The

Cold Call/ Call Sheet

A sale cannot be closed until it is opened.

Ask yourself... Do I sound like a telemarketer?

Talk to people on the phone like they are someone you know, someone you are friends with, be a familiar voice. People hang up on "professionals" they will not hang up on their friends.

- 1) When the customer answers, hit them with a “Hey Barbara how have you been/whats goin on/ how have you been doin” (you might get a “who is this” or “can I help you”)
- 2) This is _____ from Maus Nissan, I know your probably busy, so I’ll make this quick, is that ok with you? (funnel them to a yes and when you get that yes, be very prepared and quick)
- 3) Awesome, the reason I am reaching out to you is that 3 things just happened today and I wanted to reach out to you as a loyal customer to let you in on it...

1. First, rates are dropping (give an example) we had a customer yesterday, Tammy, she had bought a car around the same time you bought yours, she was in Service, looked at a car in the showroom, got to talking and we were able to save her thousands in interest and thought you would be interested in doing the same.
2. Second, our pre-owned vehicle inventory is low because of the market, giving you an advantage. Let us buy yours at the height of the market; you go home in a newer vehicle with maybe even lower payments, but DEFINITELY MORE warranty, so your cost of ownership will be less, saving you money.
3. Third, maybe you have some maintenance to be done, let us give you all the money for your car without having to put any more money into it, get you into a newer car with more warranty and maybe even a lower payment and even might be able to delay your payment up to 3 months.

CLOSE

Its real simple Mr. /Ms. Customer, 80% of our customers have been on board with this and haven’t been disappointed, which one are you interested in the most?

Let them pick, if they do, great, set the appointment and STOP.

2ND Close opportunity....

If they are not interested in any... “ I rarely have someone tell me no when it comes to saving money, it sounds like you may be a little skeptical and I can understand that. What do you have to lose? If its time, let me make it worth it, if we cant make anything happen, let me top off your tank or give you a complimentary wash, we have been busy with this news getting out, I am available this afternoon, what time could you swing by?” If another NO, its ok, don’t upset a happy customer.... Thank them for taking your call and ask while you have them, if they have any questions you can help answer or set a upcoming service appointment....

INBOUND CALLS---OUTBOUND CALLS----COLD CALLS--- AND ---- PHONE ETIQUITE

Most salespeople will be nervous or unconfident on the phone and the customer can smell this like blood in the water. Before you can successfully make a phone call, you must TRULY make the customer FEEL that YOU are there to specifically and undoubtedly assist and help THEM. When you meet and greet someone in person on the lot, you put on a show, customers can see your excitement, and enthusiasm. Well, on a call, they HEAR you. You have to be ready meaning don’t have your cell phone out or another tab open on your pc, give your UNDIVIDED attention to that phone

call. Never make an outbound call to just complete a call, make it a call to action. While on the phone, speak with enthusiasm, excitement, and confidence and customers will match your energy level. Make sure to say the customers name 5-10 times while on the phone, this builds familiarity and people like doing business with people that are familiar to them. In addition, it is important to build rapport while on the phone whether it is an outbound or inbound call (are you still living here? How are you liking your vehicle? Any fun trips lately, etc...). When giving good news to a customer such as (your vehicle came in! We just traded for a car you were looking for! We found a vehicle for you!) say it with excitement, paint a picture (I don't know if you play the lottery, but I would buy a ticket today because we just took in a _____ like you were looking for!).

*Customers are like banks, you cannot expect to withdraw money from the customer if you have not made any deposits. And these deposits are your sincerity, confidence, willingness, service, and all of what the customer can expect from you by earning their business.

On the phone, it is so important for first impressions, in fact, you have 10 Seconds and in this first 10 seconds YOU will make a lot of assumptions that dictates YOUR attitude and outcome of the phone call.

- 1) YOU will either be attracted to or unattracted by what the customer says.
- 2) YOU will make up your mind as to whether or not the customer is a laydown or going to be difficult.
- 3) YOU will judge this 10 seconds on whether or not the opportunity itself is good or bad.

GUESS WHAT? The customer is evaluating you just the same.

- 1) I should just hang up, they just want to sell me a car, I am busy.
- 2) There is no way they can do this, they are full of \$*!&
- 3) I don't believe this guy/girl and they sound depressing.

That is why it is so important (especially on an outbound call) to GAMEPLAN and dial your tone in. You have to transfer Emotion, confidence, and excitement through to the other person on the phone. If you are monotone, you will get out of the customer exactly what you put in. Their attitude will be reciprocated, so make sure stay on point. It is more difficult to convey this over the phone, because in person you can have big eyes, a smile, hand movement, etc.. So practice your tone!

You have to influence and persuade, because remember, you are not trying to sell a car, you are selling the appointment. So depending on call to action (lower rates, same, possibly lower payments, lease pull ahead, we want your trade, etc.) You have to be confident and convincing about the opportunity at hand and it IS worth their time, it IS worth the steps, and You will be there 100% of the way and make it easy and painless.

A sale cannot be CLOSED until it is OPEN, so you have to OPEN the opportunity and set the appointment before a deal can be closed.

HOW TO ANSWER AN INBOUND CALL:

Thank You for calling Maus Nissan, where our goal is to never lose your business over price, who do I have the pleasure of speaking with? _____ Great!, Nice to meet you _____! My name is _____! How may I assist you today? (and always end with my pleasure or before hanging up ask (is there anything else I can assist you with?))

Sales Professional Test

You have reached the end of the PlayBook! This is the time to train, retain, and role-play every day. Use this information and the knowledge you gathered from this book and apply it! You will be required to bring this book into training meetings and refer to it often, so keep it in a safe spot, make a copy for yourself, and always be prepared for anything. Nobody likes to get uncomfortable, but that is what it takes for greatness. Once you punch through the wall of

being uncomfortable, greatness and success is on the other side! Have a goal, stick to it, track it, hold yourself accountable, stay humble, stay hungry and you will WIN!

- 1) List the 10 Steps to the sale.
- 2) What is our Mission Statement I M P A C T an acronym for?
- 3) What is the Meet and Greet?
- 4) What is SPACED an acronym for?
- 5) Name FIVE Benefits of Maus Care
- 6) Name just three great things about the David Maus Foundation
- 7) For every \$10,000 a customer finances the payment is roughly?
- 8) APR stands for what?
- 9) What does Residual mean on a Lease?
- 10) What is the phrase in reference to the photo? ▼▲
- 11) Why is it required that we only write in Black ink?
- 12) What is wholesale to the public pricing?
- 13) List three things that David mentions in nearly Every Commercial
- 14) Fill in the Blanks:
I understand that trust is easy to lose and hard to gain, all I am asking for is _____% of your trust and I promise I will earn the other _____% I just need the _____.
- 15) What does POI mean?
- 16) What does POR mean?
- 17) Why is a Service walk so important before you work numbers?
- 18) When negotiating, what is the verbiage written every time with a commitment?
- 19) What is the Warranty on every Nissan? And is it the same on Titans and NV's?
- 20) What is Nissan Safety Shield 360 consist of?
- 21) What should you know BEFORE you grab a key to show a vehicle? Hint* (HBC)
- 22) For your Presentation and Demonstration it is important and required to pull the vehicle off the parking line to butterfly the vehicle to separate the specific vehicle you are showing.
- 23) When a guest has left, whether you sold them or not, what needs to be done?
- 24) For customer communication, what is ranked #1 to get a reaction response from a customer?

25) When you are with a customer, when do you get EMI on a deal and when is the best time?

26) For a payoff, who's responsibility is it to pay, if there is any difference in a payoff amount? And, is it important to call and get a payoff 100% of the time?

27) Is there such thing as a HARD pull or SOFT pull when dealing with a customer's credit?

28) If a customer asks a question that you truly do not know the answer to, what is your response?

29) At time of delivery, list 5 things you should do/show to your customer.

30) Before your customer takes delivery, what is important for the customer to know in relation to receiving a survey?

31) After delivery when is the first time you should follow up with your customer? And what method of contact?

32) On the pencil while negotiating, what do you say to a customer when they ask....

- a. Whats the interest rate?
- b. Payment is too high?
- c. I don't have money down?
- d. I don't want to pay for Maus Care
- e. Can I get a copy of this?

****TIP**

Have a mentor, someone you look up to, or a friend in this business you can grow with. Bounce ideas off one another, learn from each other, and be a sponge. If you talk to 1-2 people a day, you can have the knowledge and experience if you had spoken to 6 or more people per day if you ask questions and share your experience and interactions with different customers with your peers.