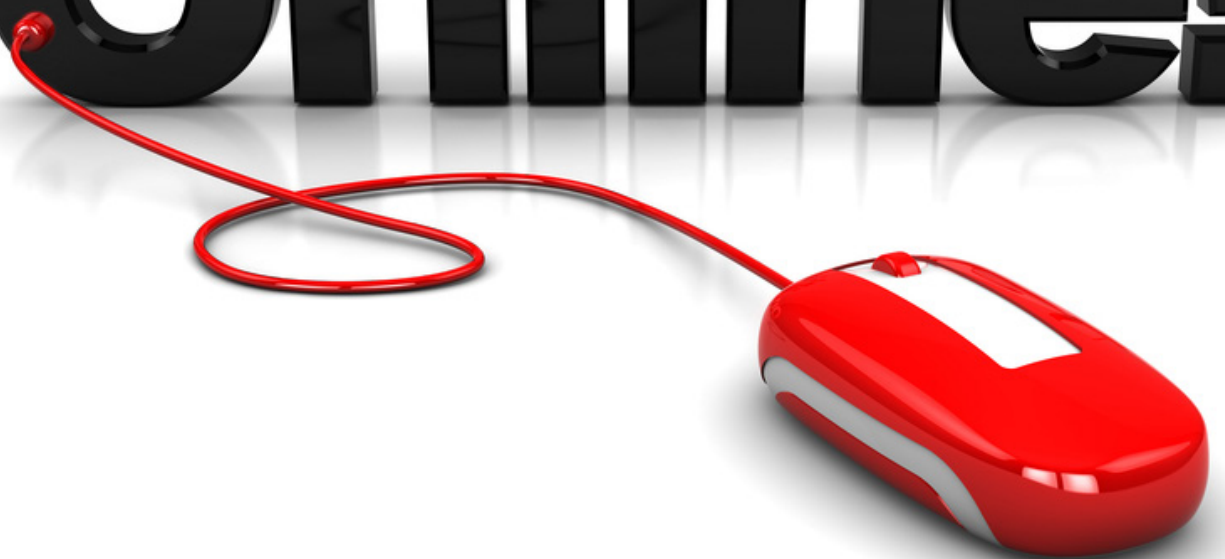


WHY CUSTOMERS BUY



AUTO ACADEMY

Online!



onlineautoacademy.com

What are the *reasons* a customer would say **NO** to you?



1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

MAJOR

SELLING OPPORTUNITIES

PRIMARY CONCERN

- captive sale based on need

POINT OF SALE

- based on process

MULTI-POINT INSPECTION

- based on trust

TRUST:

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

Building Trust

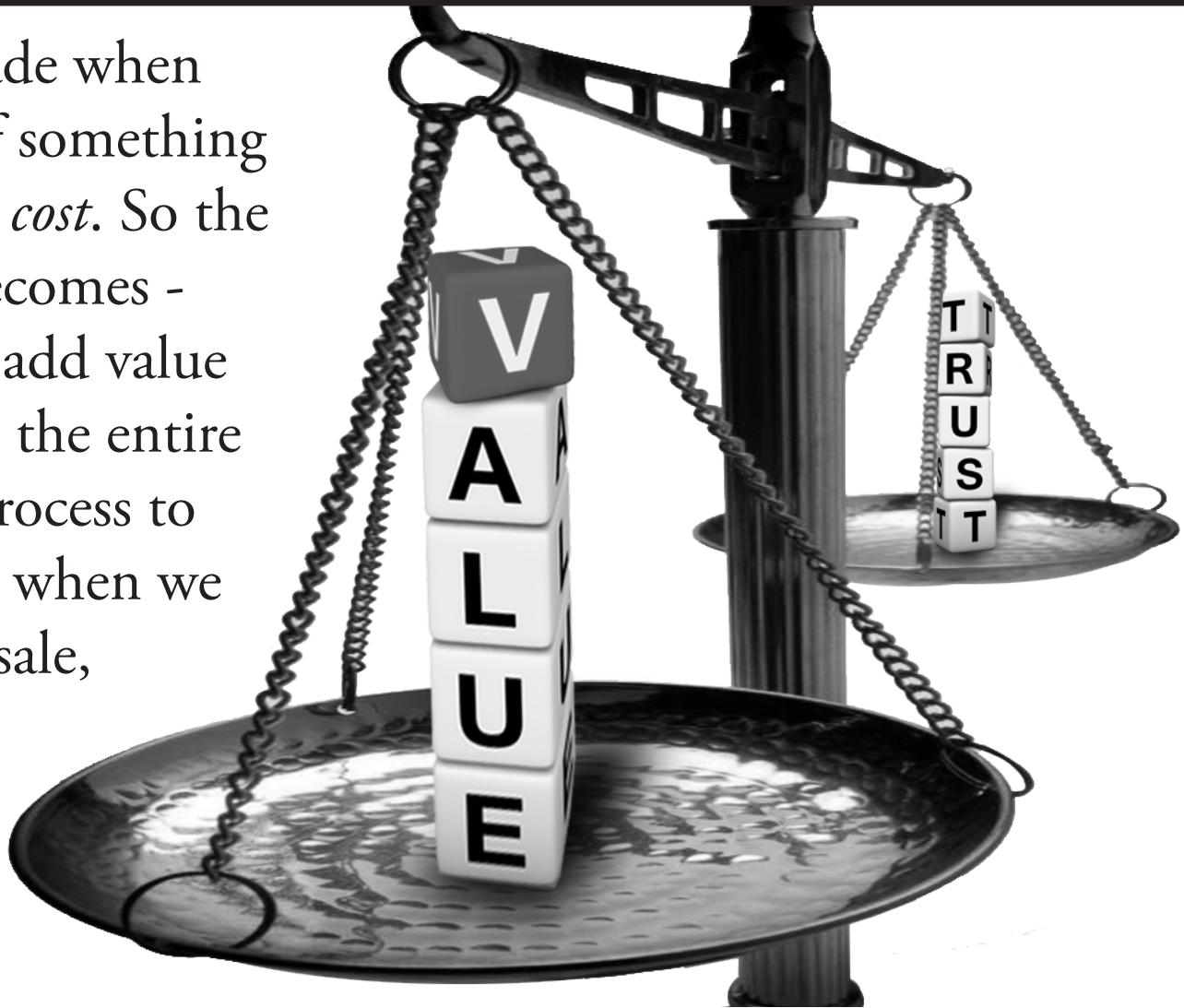


What
might a
customer
desire
when coming
to a dealership?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

EMOTIONAL BANK ACCOUNT

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

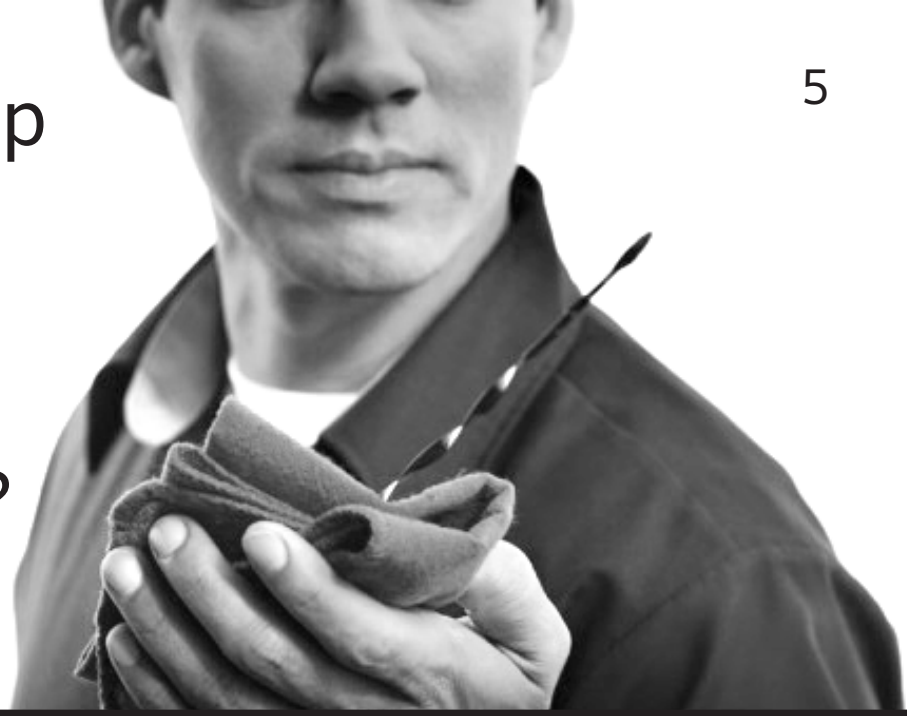


sell. It's much like a **balance scale**. What is the connection between *building trust* and *building value*?

Value _____ cost for a transaction to be successful.

Does your dealership offer low cost oil changes?

Example of coupon?



Do you offer multi-point inspection?

Does the customer buy everything from the MPI?



What do you call these people?

Who is responsible for this?

a) the customer b) service advisor

Why?

NEED vs WANT

Need - _____

Example of a need:

Want - _____

Example of a want:

FEATURE vs BENEFIT

Feature - _____

Example of a feature:

Benefit - _____

Example of a benefit:

Feature or Benefit exercise



Are the items below a feature or benefit?

Circle the correct answer for the items below.

- MPI feature benefit
- Water pump feature benefit
- Belt feature benefit
- Tires feature benefit
- Road hazard warranty feature benefit
- Run flat tires feature benefit
- 12/12 warranty feature benefit
- OEM parts feature benefit
- Factory trained technicians feature benefit
- Power steering hose feature benefit
- Dealership feature benefit
- Dealership oil change feature benefit
- Lifetime protection plan feature benefit
- You feature benefit

Feature vs Benefit

MPI

Water Pump

Belt

Tires



Road Hazard Warranty

Run Flat Tires

12/12 Warranty

OEM Air Filter



Factory Trained Technicians

OEM Parts

Your Dealership

Oil Change at your dealership



Lifetime Protection Plan

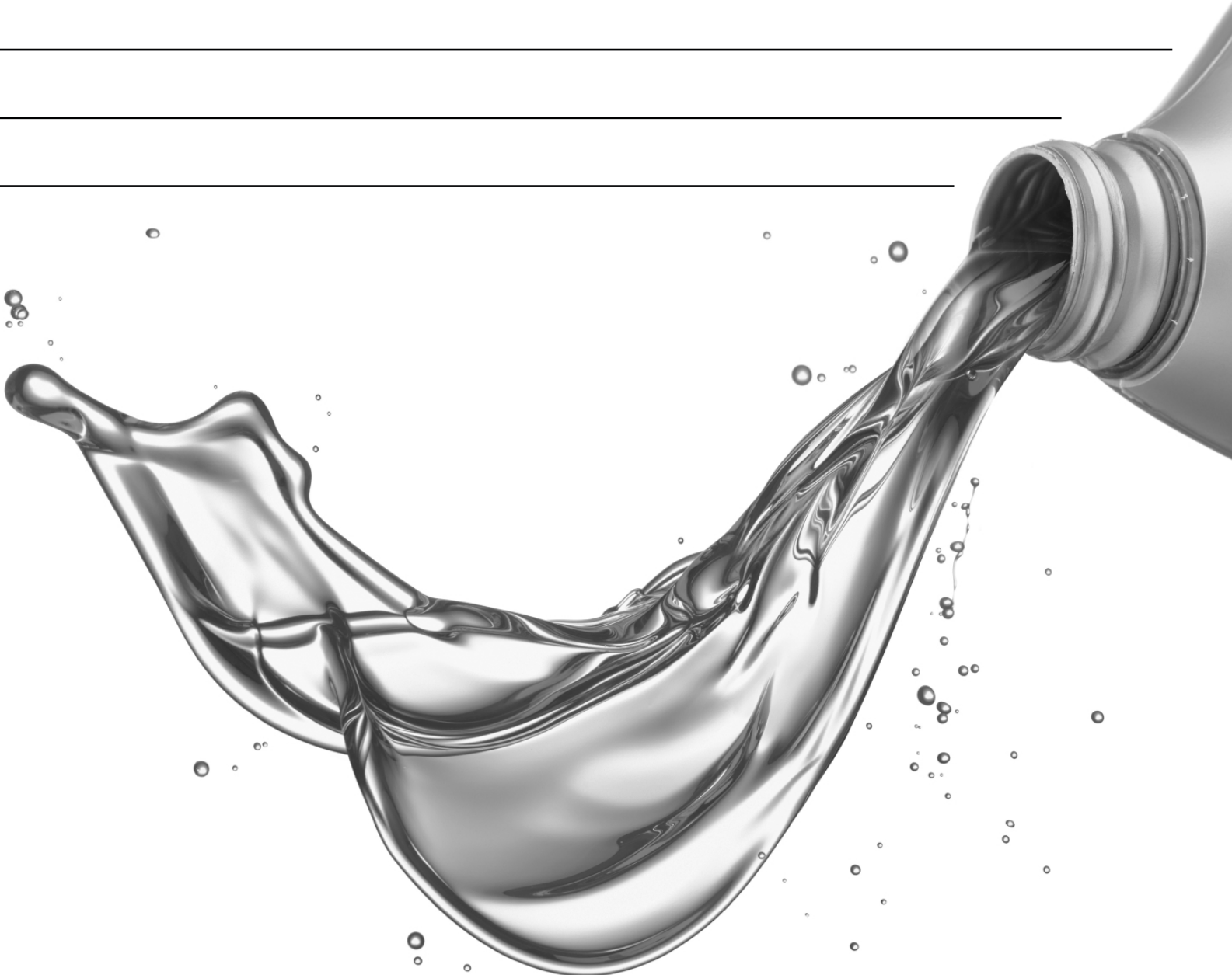
Transmission Fluid Exchange

Coolant Fluid Exchange

Fuel Injector Service - Throttle Body Service

Brake Fluid Exchange

Rear Differential Service



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



Features

Benefits

Create a Power Track about your dealership.

Why should the customer choose **YOU?**



Features

Benefits

Write a power statement about you!

IMPACT ITEMS

What are some key learning points from the class?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____
