

CAM CLARK SALES JOURNEY SCRIPT GUIDE



"Best Price Promise"

Empowering Sales Teams with Trust and Tools

One price, one experience, one focus: customer

We live out our core value — **We Do the Right Thing: A Commitment to Our Company, Customers, Colleagues, and Careers** — by offering one clear price, one consistent experience, and one focus: the customer.

The Cam Clark Hyundai Signature Sales Journey is a comprehensive training program designed to equip our sales team with the skills and consistent approach needed to provide customers with an exceptional experience. The step-by-step program uses our Natural Sales Process and focuses on our core values of transparency, trust, and commitment to always doing what is right.

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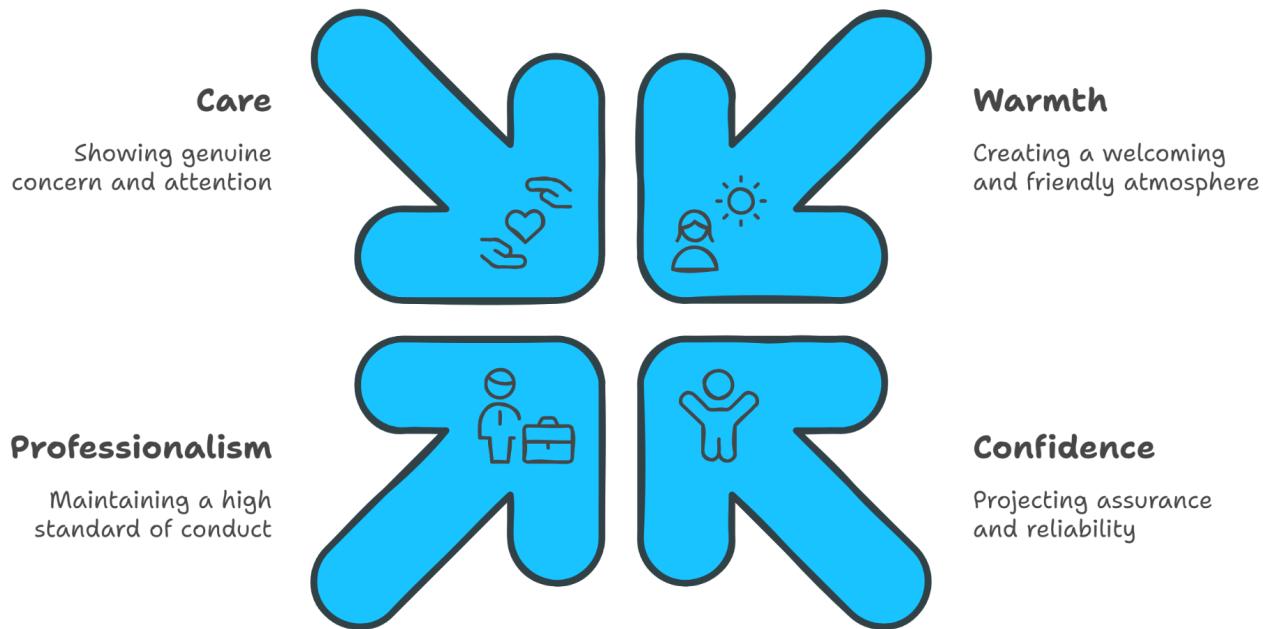
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Power Greetings Scenario at Cam Clark Hyundai

Objective

Set the tone for a guest-centered, trust-building experience with warm, confident greetings that reflect professionalism and care.

Elements of a Powerful Greeting



At Cam Clark Hyundai, the greeting is more than a hello—it's the first moment a guest decides whether we're here to serve or to sell. A powerful greeting creates emotional safety, builds rapport, and signals that the guest is our priority. We train our team to lead with clarity, confidence, and kindness. Regardless of how the customer arrives, our goal is the same: welcome them with intention, and guide them with purpose.

Scenario 1: Customer Parking / Walk-Ins

Situation:

A customer pulls into the dealership lot or walks through the front door without an appointment. They may be here for sales, service, or parts—and they might not say much at first. This is your chance to make a great first impression, guide them to the right place, and open the door to a positive experience.

SALES: "Good [MORNING/AFTERNOON/EVENING]! Welcome to Cam Clark Hyundai. I'm [YOUR NAME]. How may I assist or direct you today?"

- **IF CUSTOMER SAYS:** "I'm here for [PARTS / SERVICE]"
 - **SALES:** "Great! Let me personally walk you over to [PARTS/SERVICE] to make sure you're in good hands."
- **IF CUSTOMER SAYS:** "Sales."
 - **SALES:** "Fantastic! Is there someone you're looking for, or would you like me to assist?"
- **IF THEY REPLY:** "No one in particular."
 - **SALES:** "Perfect—then I'm here to help. I'm [YOUR NAME], and it's a pleasure to meet you."
- **IF CUSTOMER SAYS:** "I don't want to take up too much of your time."
 - **SALES:** "It's no trouble at all. I'd love to provide you with vehicle info or pricing—at your pace, whenever you're ready."
- **IF CUSTOMER SAYS:** "Just browsing."
 - **SALES:** "Awesome. Our [NEW/USED] vehicles are over here, and a few fresh arrivals are getting prepped out back. Let's explore together and see what catches your eye."



Salesperson Mindset:

"This is their first impression of Cam Clark Hyundai—and of me. My role is to offer a warm welcome, reduce uncertainty, and be their trusted guide. Whether they're here for parts, service, or sales, I want them to feel seen, respected, and taken care of from the start."

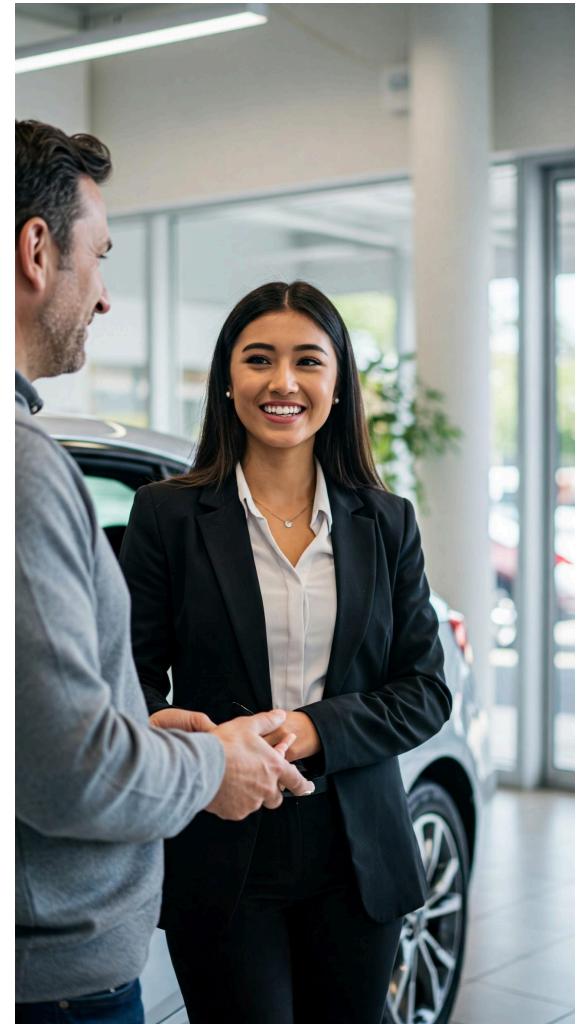
Scenario 2: Wandering Customers

Situation:

A guest is already on the lot or inside the showroom—quietly browsing, walking around alone, or looking at cars with minimal engagement. They didn't ask for help and aren't giving off strong buying signals. This scenario requires a warm, low-pressure approach that invites conversation without making them feel cornered.

SALES: "Good [MORNING/AFTERNOON/EVENING]! Has anyone welcomed you yet?"

- **IF CUSTOMER SAYS:** "Not yet."
 - **SALES:** "Well then, I'm honored to be the first! Welcome to Cam Clark Hyundai—I'm [YOUR NAME], and I'm here to help."
- **IF CUSTOMER SAYS:** "Just looking."
 - **SALES:** "Great! I'm here for any questions you might have. No rush. No pressure. Just a relaxed experience at your pace."
- **IF CUSTOMER SAYS:** "Not planning to buy today."
 - **SALES:** "Totally fine. This visit is all about helping you explore options. Let's wander together—our [NEW/USED] selection is just over here."



Salesperson Mindset:

"They didn't plan this visit, and that's okay. My job isn't to sell them something—it's to give them a reason to enjoy being here. I'm here to create comfort, curiosity, and connection, without pressure. If I do that well, today's wanderer becomes tomorrow's buyer."

Scenario 3: Window Crack

Situation:

A customer slows down or pauses in their vehicle while driving through the lot. The window rolls down just a bit—they're curious but hesitant. They're not ready to commit to coming inside yet. Your job is to recognize this as a soft opening and offer a calm, friendly reason to take the next step.

CUSTOMER (FROM VEHICLE): "Do you have any [MAKE/MODEL]?"

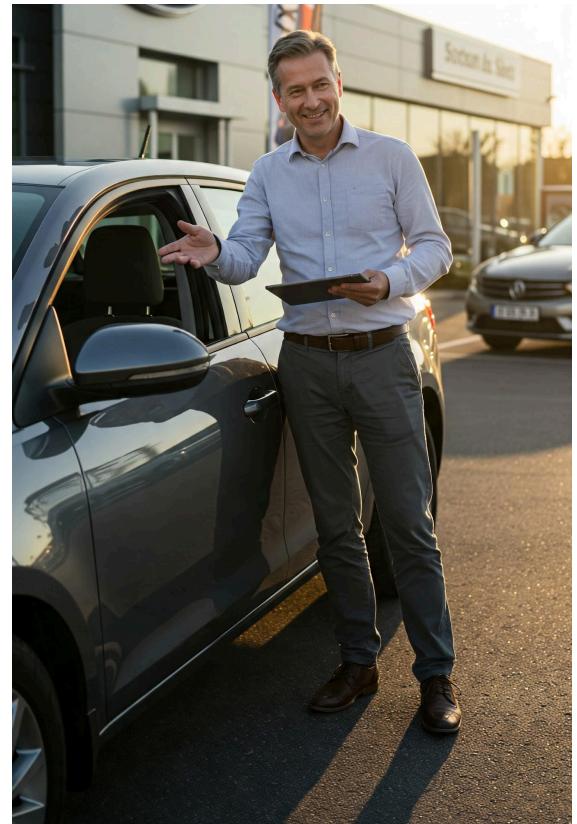
SALES: "Yes, we do! If you'd like, please pull into customer parking and I'll show you what's in stock."

- **[After customer parks]**
 - **SALES:** "How long have you been interested in the [MAKE/MODEL]?"

CUSTOMER RESPONDS

SALES: "Great choice—[MAKE/MODEL]s are known for [RELEVANT FEATURE]. Just so you know, we have a few more incoming as well. Have you been to our dealership before?"

- **IF YES:** "Awesome—who have you worked with in the past?"
- **IF NO:** "No problem—I'm here to make the process easy and enjoyable for you. Let's take a look at our [NEW/USED] inventory together."



Salesperson Mindset:

"They cracked the window—that's my invitation. I'm not here to chase or corner them. I'm here to extend an open, low-pressure offer to help. If I approach with respect, confidence, and clarity, I can turn hesitation into engagement—one step at a time."

Scenario 4: Weather-Proof Adapting Greetings for All Seasons

Situation:

It's hot, cold, wet, or windy—and customers arriving on the lot are visibly uncomfortable or hesitant to browse. Weather is affecting their willingness to engage. This scenario is all about adapting your approach to prioritize comfort and show thoughtfulness, creating a better experience no matter the forecast.

SALES: "Good [MORNING/AFTERNOON/EVENING]! Welcome to Cam Clark Hyundai.

It's a perfect day to find your next vehicle—even if the weather's not cooperating!"

- **IF CUSTOMER SAYS:** "It's [HOT/COLD/WET]!"
 - **SALES:** "Totally understand—we can stay inside with some [A/C / hot chocolate / coffee / water], or step out for a look at the lot. What's more comfortable for you?"



[ESCORT CUSTOMER INSIDE IF THEY PREFER]

Salesperson Mindset:

"Weather should never stand between someone and a great experience. Whether it's sweltering heat, pouring rain, or freezing cold, my role is to meet them with empathy and options. Comfort is value—and when I lead with care, I earn trust before we even talk about cars."

Transition to Discovery / Pre-Appraisal

Situation:

You've welcomed the customer and begun to build rapport. Now, they've shown interest in a vehicle or mentioned they're driving something they may want to trade in. This is your cue to shift from greeting to understanding their journey—what they drive, what they like (or don't), and what matters most in their next vehicle. Whether they plan to trade or keep their current car, this stage is about starting a collaborative, thoughtful conversation that shapes the rest of the experience.

- **WITH TRADE-IN:** "Are you currently driving a [MAKE/MODEL]? Would you consider selling it to us if you find something you like today? Let's take a quick look together—it'll help save you time."
- **WITHOUT TRADE-IN:** "Are you currently driving a [MAKE/MODEL]? Great! Can I ask a few quick questions to better understand what you're hoping for today?"

Salesperson Mindset:

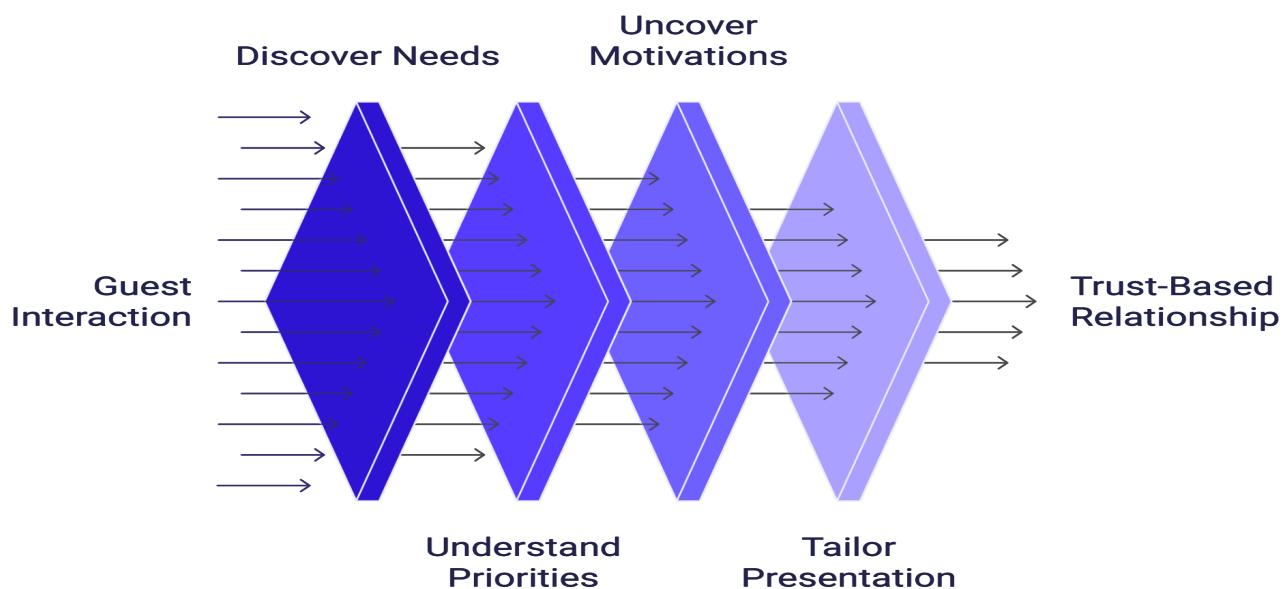
"I'm not here to sell them a car—I'm here to understand their story. My job is to ask thoughtful questions, listen carefully, and guide them based on what matters to them, not what I want to show. This is where trust begins—not with a pitch, but with curiosity, empathy, and purpose."



Transition to Discovery / Pre-Appraisal

This document outlines the essential steps and strategies for transitioning from the initial greeting phase to a deeper discovery and pre-appraisal conversation with customers in a vehicle sales context. It emphasizes the importance of building rapport, understanding customer needs, and guiding the conversation based on their preferences and motivations. By employing thoughtful questions and active listening, salespeople can create a collaborative environment that fosters trust and enhances the overall customer experience.

Building Trust Through Discovery



With Trade-In

Sales: "Are you currently driving a [MAKE/MODEL]? That's a solid choice! Would you consider selling it to us if you found the right vehicle today? If you don't mind, let's take a quick look together—it'll save us both some time."

Discovery Questions

Sales: "This is a great car! We've had many customers who love this model. What's one thing you wish it had or did differently?"

Follow-Up Questions to Explore:

- **Customer Satisfaction:** "On a scale from 1 to 10, how would you rate this car? What would make it a 10?"
- **Feature Priorities:** "What are some features you're hoping for that this car doesn't offer?"
- **Vehicle History & Experience:** "How long have you owned it? What attracted you to it initially?"
- **Lifestyle Fit:** "Is this your primary vehicle? How do you typically use it throughout the week or weekends?"
- **Upgrades & Investment:** "Have you added any upgrades or done maintenance recently?"
- **Buying Habits:**
"Do you usually shop for new or pre-owned vehicles?"

Build Rapport: "A lot of folks love [FEATURE THEY MENTIONED]. How has it worked for you? Anything you'd love to see done better in your next vehicle?"



Without Trade-In

Sales: "Are you currently driving a [MAKE/MODEL]? That's a solid choice! If you found the perfect vehicle today, would you consider selling it to us? Or are you planning to keep it?"

Customer: "No, we're planning to keep it."

Sales: "That makes sense. Even when you're keeping it, it helps to understand what you like most about it and what you might be looking for in your next one."

Explore These Key Questions:

- **Ownership Experience:** "How long have you had it, and what made it your choice?"
- **Lifestyle Fit:** "Is this vehicle used mainly by you or shared? How does it fit into your weekday vs. weekend routine?"
- **Preferences & Needs:** "Are there must-have features you want in your next vehicle?"
- **Future Goals:** "What prompted you to explore options now?"



Build Connection: "I've heard a lot of great feedback on [FEATURE THEY VALUE]. I think I may have something that builds on that even further."

Advanced Discovery / Building Connection

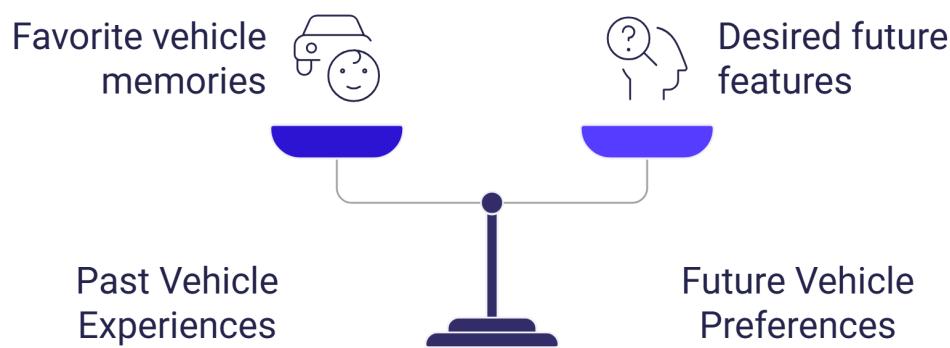
In this deeper stage of the Cam Clark Hyundai Signature Sales Journey, we move beyond surface-level needs and into what truly drives the customer's decisions—lifestyle, experiences, aspirations, and emotional connections to their vehicle history. By taking the time to understand what they've loved, what they've lacked, and where they're headed next, we're not just helping them find a vehicle—we're building a relationship rooted in empathy, trust, and thoughtful guidance.

Sales Approach

SALES: "It's always insightful to hear how [FEATURE CUSTOMER LIKES] has been a favorite for other owners too! I think I have a few options that might take those preferences even further and give you that extra [FEATURE/EXPERIENCE]."



Vehicle History & Preferences:



- "It sounds like you've owned a few cars over the years. How many have you had so far, and was there a favorite among them? What made it stand out?"
- "If you could go back and buy this car again, would you do it? What would you change, if anything?"
- "Are there any must-have features you're enjoying now that you'd want in your next vehicle too?"

Driving Experience & Lifestyle:

- “What’s the fastest you’ve ever driven? Was that in your current vehicle or something else?”
- “What’s your favorite destination or activity with this car? Do you use it for specific hobbies or weekend adventures?”
- “Do you need any special capabilities in the next car, like towing or extra cargo space for equipment?”



Personal Style & Practical Needs:

- “If you had to choose the color of your next car, what would be your top three choices?”
- “What has sparked your interest in finding something different?”
- “When it comes to entertainment in your car, what’s important? Do you use the current system a lot?”



Motivation for Change:

- “If you could pinpoint the top two reasons you’re looking at a new vehicle, what would they be?”
- “Why is [FEATURE] especially important to you in your next vehicle?”
- “What were you hoping to achieve when you came in today?”

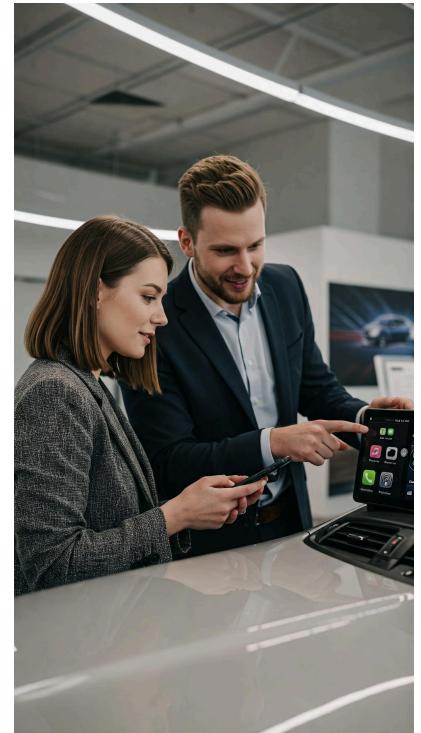
Background & Connection:

- “Out of curiosity, what kind of phone do you have? Many customers look for compatibility with their devices.”
- “Are you local, or do you commute a bit to get around?”
- “Do you enjoy the car-buying process, or is it something you’d rather just get done quickly?”

Reflective Questions:

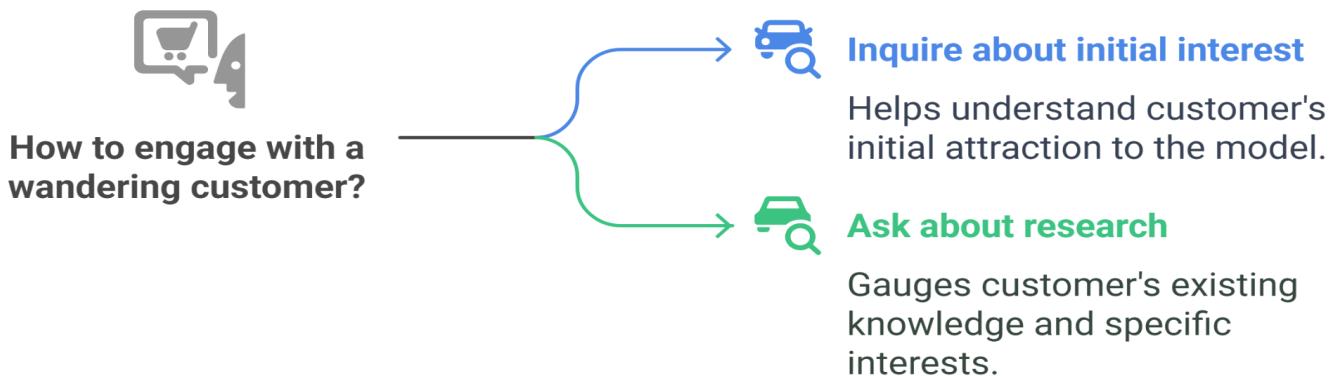
- “If you could go back in time, would you buy this vehicle again? What’s the main reason why (or why not)?”
- “Did you know your vehicle was rated around a [6/7/8] when you got it, or was that something you discovered later?”

By asking deeper questions about their lifestyle, habits, and past experiences, we can understand customers' motivations and build lasting relationships based on what truly matters to them.



Opening Questions To Understand Preferences

Show Genuine Interest in Their Choice:



- "Those are fantastic vehicles! What initially caught your eye about the [MODEL]?"
- "Have you done some research on this model already, or is there something specific you'd like to know about it?"

Feature & Package Preferences:

- "Are there any particular features or packages you're hoping for in your next vehicle?"
- "What is it about that package that's got you excited?"



Opening questions like these show genuine curiosity and respect for the customer's decision-making process. By focusing on what caught their attention and what features matter most, we demonstrate that their preferences—not our agenda—are at the center of the conversation. This is the first step in tailoring an experience that feels personal, relevant, and valued.

Alternative Vehicles & Comparison:

- “Is there anything else you’re considering besides this one?”
- “Just curious, are you currently driving a [MAKE/MODEL]? That’s a great choice as well. What are you looking to improve on from that one?”



Linking to Their Current Vehicle:

- “That makes a lot of sense that you’d want a [FEATURE/TYPE].” (Segue into additional questions about their current vehicle, understanding what they liked and what they’d like to change.)

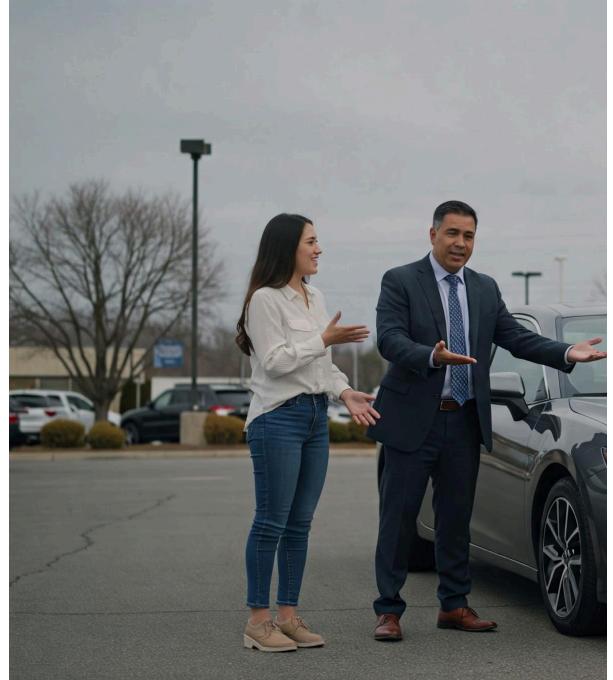
As part of The Cam Clark Hyundai Signature Sales Journey, our approach to Alternative Vehicles & Comparison and Linking to Their Current Vehicle reflects our Natural Sales Process—meeting customers where they are, honoring their past choices, and guiding them toward what matters most, all with transparency, trust, and a genuine commitment to doing the right thing.



Building On Preferences To Explore Options

If They've Seen a Specific Vehicle Online:

- "I heard you mention you're interested in the [MODEL/FEATURE]. Let's definitely take a look! I also have another option in mind that matches a few of the features you mentioned. Let's check them both out, and I'd love to get your opinion!"



For Immediate Availability Options:

- "With the current high resale values, many customers are choosing vehicles that solve their needs now, then planning their next upgrade for later. Would you consider something available now, knowing it's a great time to get value out of your current vehicle?"

For Customers Open to Market Value:

- "Have you thought about taking advantage of the strong market value on your current car and transitioning to something new? This could allow you to drive something that meets your needs right away while positioning you well for the future."

If the Ideal Vehicle Isn't in Stock:

- "Let's do this: while my team checks what's available, I'd love to show you another option that has a lot of what you're looking for. It might even surprise you! Let's take a look."

These questions are designed to spark open conversations that reveal the customer's lifestyle, preferences, and motivations. This builds rapport and guides the conversation toward solutions that meet their needs.

Selection & Alternate Selection Strategy

In the Selection & Alternate Selection Strategy, we move from understanding the guest's preferences to thoughtfully presenting vehicle choices—ensuring they feel seen, supported, and confident in their decision.

Introducing the Primary Selection

Transition Language:

"Based on everything you've shared about what's important to you, I have a vehicle that checks many of those boxes. I'd love to show it to you and get your thoughts! If for any reason it doesn't seem like the perfect fit, I also have another option that may work well."

Introducing the Alternate Selection

Preparing the Customer:

"I know you had your eye on the new [MODEL], but let me ask you this—would you be open to a [PRE-OWNED/NEW] version that might [SAVE YOU SOME MONEY] or [ALLOW FOR IMMEDIATE DELIVERY]?"



Transition Language:

"Earlier, I mentioned I had another vehicle in mind. I'd like to show it to you and hear your thoughts on it. It could offer just the right combination of features you're looking for!"

Offering an Alternative When the Ideal Vehicle is Unavailable

Presenting a Unique Option:

"Based on what's most important to you, I have an idea that might be perfect. Let me show you one of my favorite vehicles—it's a bit special, so don't feel pressured! But since it's not something we often have available, I thought it might be worth taking a look."



Transitional Phrases to Build Value

To Reinforce Key Features:

"Since you mentioned that [FEATURE] is important, I thought you might like to see this option that highlights that feature even more."

"Earlier, you said [PREVIOUS COMMENT]. I've kept that in mind while considering options for you."

To Demonstrate Attentiveness to Detail:

"I remember you brought up [SPECIFIC DETAIL], so I wanted to find something that includes that feature."

"While we were checking out your vehicle, I noticed [SPECIFIC ASPECT] — this next option I have in mind addresses that perfectly."

To Address Common Preferences and Concerns:

"Many customers who are interested in [FEATURE] also consider [ADDITIONAL FEATURE]. This next option includes both—let's see if it might work for you!"

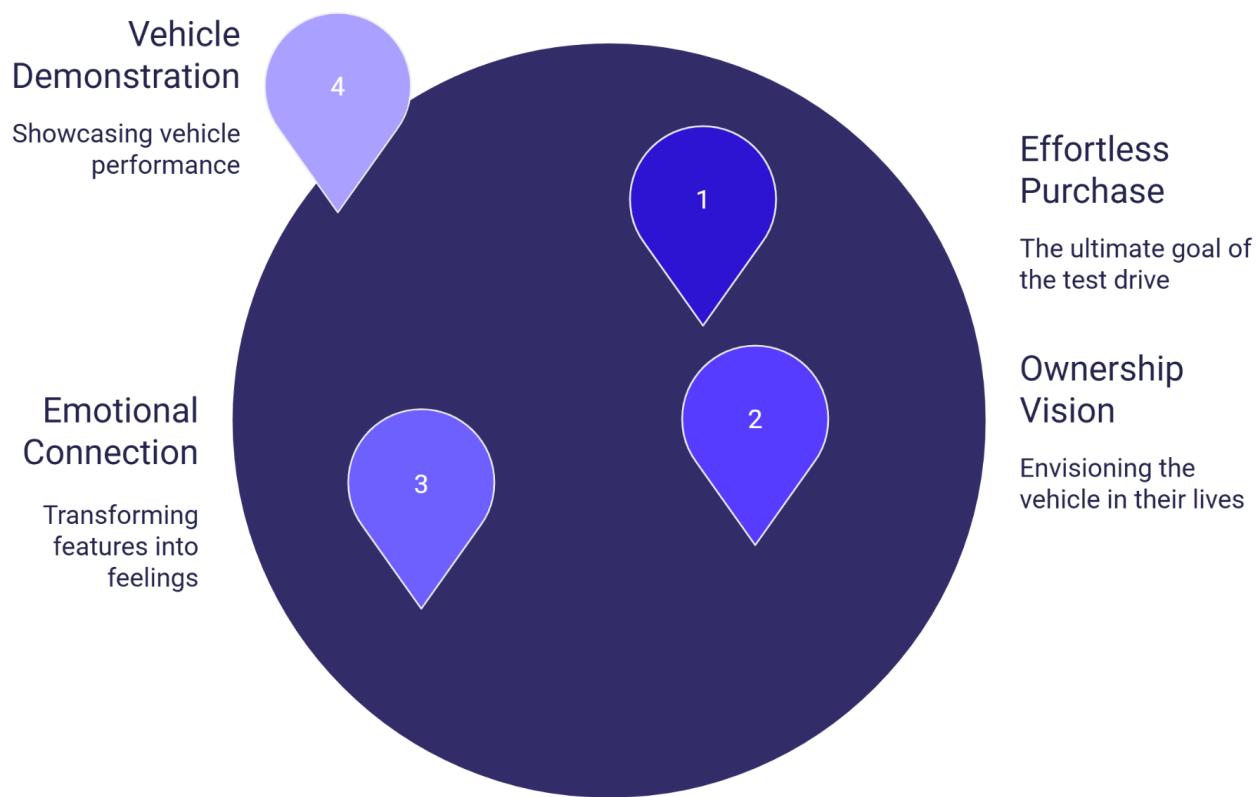
Why This Matters

By preparing and presenting both primary and alternate selections, we create a customer-focused experience where guests feel seen, heard, and guided—not pushed. This method gives customers flexibility and control, easing decision fatigue and reinforcing our commitment to finding the best fit for their unique needs.

This stage bridges discovery with decision-making and sets a supportive, collaborative tone for what comes next in The Cam Clark Sales Journey.

Emotional Test Drive: Connecting Customers to Their Future Vehicle

The Emotional Test Drive is a crucial phase in the CAM CLARK SALES JOURNEY: Solution-Driven, Fact-Based Training. This stage transcends the mere demonstration of vehicle performance; it transforms features into feelings and vehicles into visions of ownership. By fostering an emotional connection, customers can envision how the vehicle fits seamlessly into their lives, making the decision to purchase feel effortless.



The *Emotional Test Drive* is where the vehicle becomes more than just transportation—it becomes personal. This stage in the Cam Clark Hyundai Sales Journey allows guests to imagine their future, feel the drive, and connect emotionally with what could soon be theirs.

Introducing The Interior

Transition to the Inside:

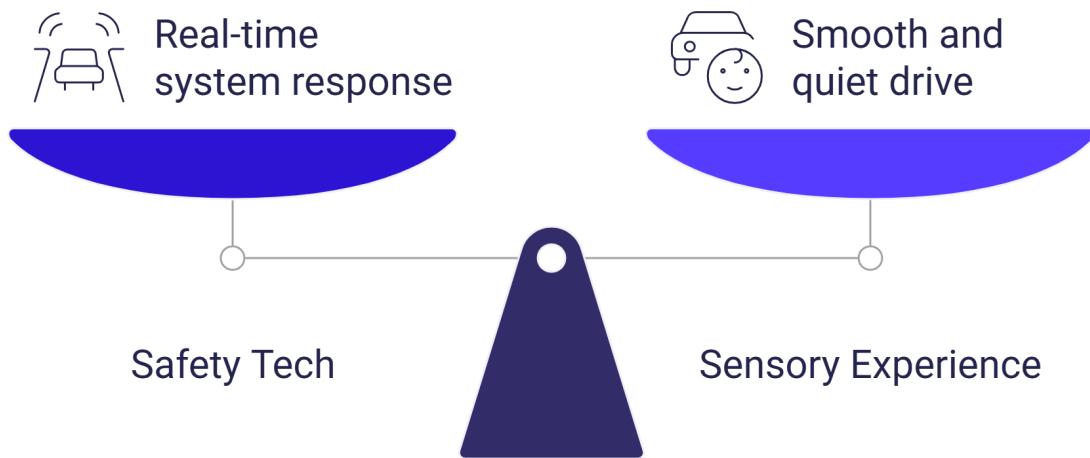
"Let's hop inside—I'd love to show you a few things that really make this vehicle stand out."



Preparing For The Drive

Highlighting Key Features:

"This [VEHICLE] comes with some incredible safety tech. Watch how this system responds as we go—I'll walk you through it in real time."



Encouraging Sensory Experience:

"More than anything, I want you to get a feel for how smooth and quiet this drive is. Let's buckle up and hit the road."

Switching Driver Positions

Transition to Guest Behind the Wheel:

"Alright, your turn to take control. Let me walk you through a few quick adjustments first."



Adjusting for Comfort:

"You can move your seat forward and back with this lever, and the steering wheel adjusts here. Let me know when you're all set."

Comfort Check:

"All set? Any tweaks you want to make before we head off? Great. Let's take a right here so you can get a feel for the open road."

Before Returning To The Dealership

Encouraging Exploration:

"Is there a place nearby you'd like to try it out—maybe a stretch with a few curves or hills?"

"Want to explore some features in more detail before we head back?"

Engaging The Customer's Imagination

Smooth ride

This question aims to evoke feelings of comfort and luxury associated with the vehicle.



Behind the wheel

This question encourages the prospect to imagine themselves owning the car.



Neighbors opinion

This question encourages the prospect to imagine owning the car.



Sound system

This question focuses on the quality of the sound system.



In your driveway

This question encourages the prospect to imagine owning the car.



Temperature Questions to Elicit Feelings:

- "Smooth ride, isn't it?"
- "How's that sound system treating you?"
- "You look right at home behind the wheel—what do you think so far?"
- "Picture this in your driveway. How would that feel?"
- "What do you think your neighbors would say seeing this parked out front?"

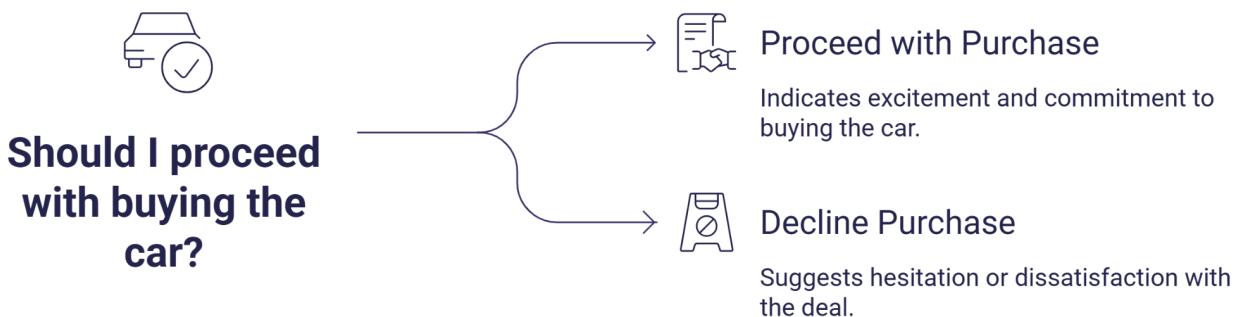
Transition To Final Discussion

Confirming Emotional Connection:

"You really like this [VEHICLE], don't you?"

Hood Ornament: Closing the Deal

The concept of the "Hood Ornament," which serves as the emotional tipping point in the sales process. It emphasizes the importance of transitioning from exploration to action without applying pressure, instead focusing on clarity, timing, and facilitating the customer's journey from interest to confident ownership. The strategies and dialogues provided aim to enhance the sales experience, ensuring that both the salesperson and customer feel excited and engaged in the process.



Hood Ornament → Yes!

Gauge Excitement:

SALES: "You really like the [VEHICLE], don't you?"

CUSTOMER: "Yeah, I do."

Closing the Commitment:

SALES: "If we can put this together in a way that makes sense for you, do you think we could both start getting excited about sending you home in your new car within the next couple of hours?"

CUSTOMER: "Yes!"

Setting Up the Next Step:

SALES: "Perfect. I'll just grab the VIN and mileage. If you could grab your license, registration, and insurance, we'll get the ball rolling."

Hood Ornament → No (Or Not Yet)

Gauge Interest:

SALES: "You do like the [VEHICLE], don't you?"

CUSTOMER: "Yeah, I do."

Uncover the Obstacle:

SALES: "If we could make it work in a way that makes sense for you, would today be the right time to move forward?"

CUSTOMER: "Not today."

SALES: "Totally fair. What part doesn't feel quite right?"

Validate & Reframe:

SALES: "So if we could work around [OBJECTION], we'd be in a place where this could make sense for you?"

Unit Not In Stock

Confirming Interest:

SALES: "You really like the [VEHICLE], don't you?"

CUSTOMER: "Yeah, I do."

Offer a Path Forward:

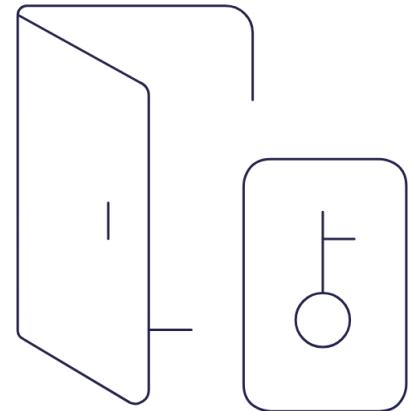
SALES: "If we could set everything up and deliver it as soon as it arrives, would that work for you?"

CUSTOMER: "Yes."

Prepare for the Process:

SALES: "Great. Let's go ahead and get your license, registration, and insurance ready so we're all set."

Unlock the Deal



Common Objections & Word-Tracks



Objection	Sales Response
"Can you beat this other price?"	"If the car and price were identical, where would you rather do business and get it serviced? I'd love the chance to earn your trust and make it happen for you. What else might be on your mind?"
"What would my payments be?"	"We can build payments around your comfort level. What range were you hoping for? Aside from that, anything else you'd need to feel confident moving forward?"
"It's a little outside our budget."	"I totally get it. I work within a budget too. Let's explore ways to make it work. If it fit, would today feel like the right time?"
"I need to think about it."	"Absolutely. I always think things through too. On a scale of 1 to 10, where are you with this vehicle right now? What would make it a 10?"
"We're going to wait."	"Makes sense. Timing matters. But if everything aligned and felt right, would you be open to making it happen today?"

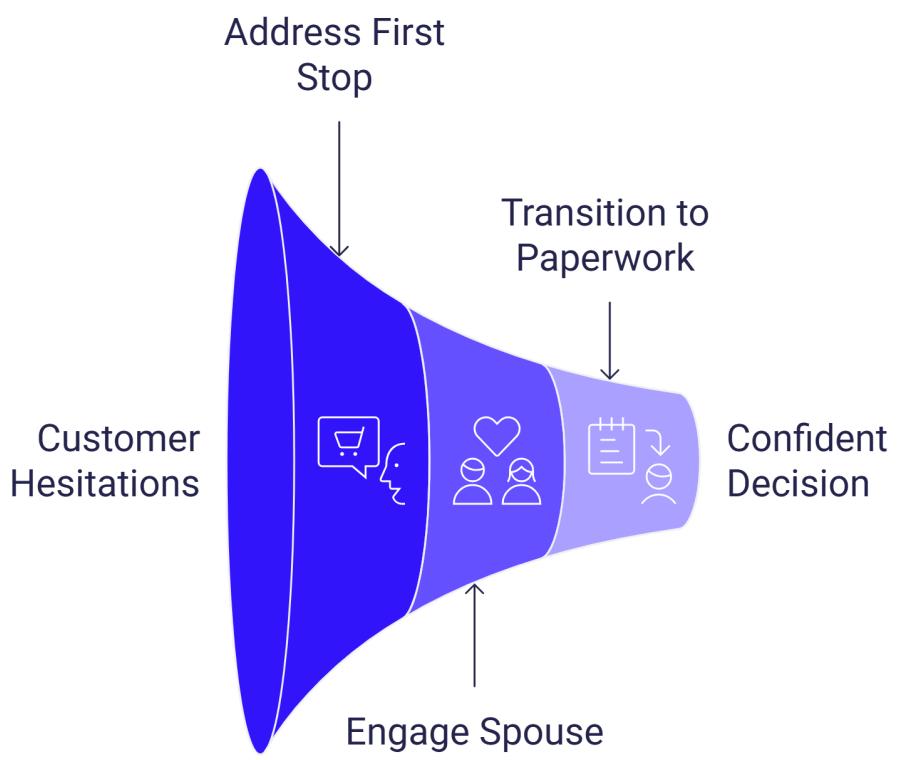
Overcoming Common Hesitations

First Stop Hesitation:

SALES: "This your first stop? What brought you here first? If we find the right fit today, would you feel the need to keep shopping around?"

Spousal Consultation:

SALES: "Totally understand needing to talk to your spouse. What do you think they'll love most about this [VEHICLE]? What if they're as excited as you are?"



Transition To Paperwork

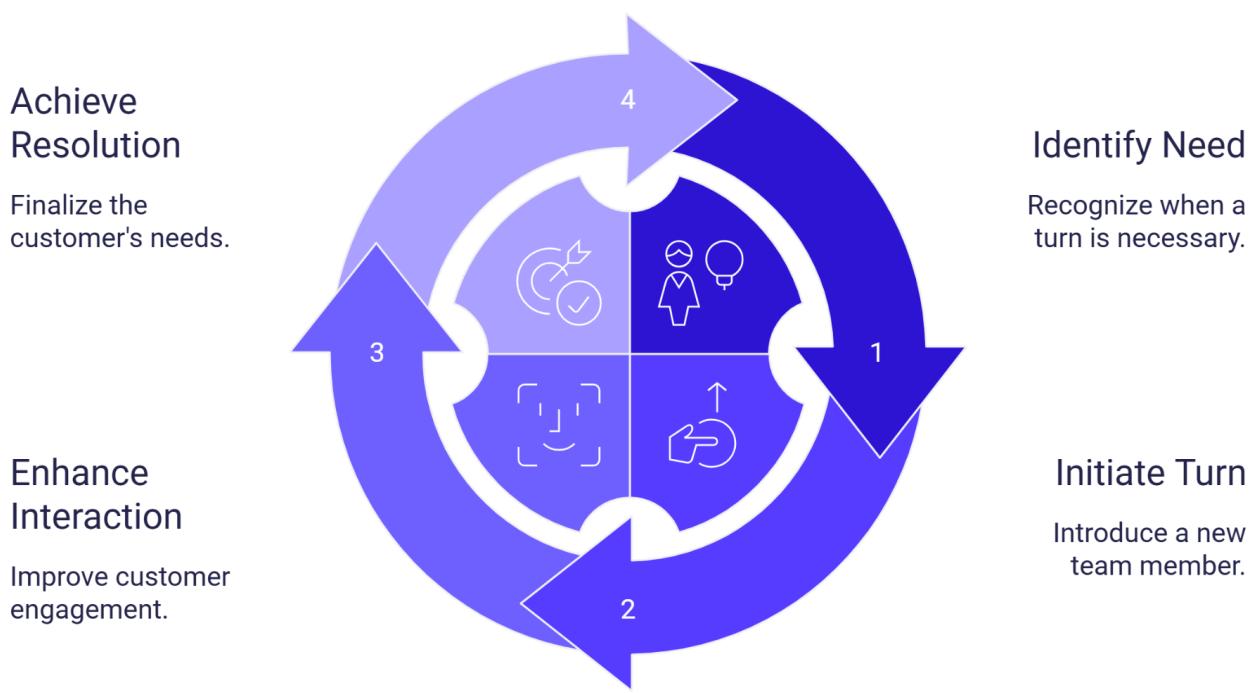
SALES: "Now, I'll gather everything we need to make sure the details are accurate and smooth. Can I get you a coffee, water, or anything else while we finalize things?"

This stage is about trust, timing, and confidence. When delivered with empathy and clarity, the Hood Ornament conversation transforms decision-making into a moment of excitement, ownership, and lasting customer connection.

Facilitating a Seamless Handoff: The Art of Turns

In the world of customer service, particularly in the automotive industry, maintaining engagement with guests is crucial. This document outlines the strategic use of "turns" as a tool to facilitate seamless handoffs during customer interactions.

Strategic Turns in Customer Service



Rather than viewing a turn as a failure, it is a proactive approach that showcases a commitment to providing the best possible solutions for every guest. By implementing these techniques, sales teams can enhance the customer experience and ensure that every interaction is productive.

1. When A Conversation Stalls

Scenario: The interaction is going nowhere, and rapport has not been established.

Sales: "I just had another idea! I'll be right back." [Step away briefly, return with a colleague.]

Sales (Returning): "I'd like to introduce you to [COLLEAGUE'S NAME]. They may have a few more ideas or even know of a vehicle that's about to arrive. It was a pleasure speaking with you." [Exit to give space for the new consultant.]

When should a manager be involved in closing a deal?



2. When The Customer Wants To Leave

Scenario: The guest expresses a desire to leave the dealership before meaningful progress is made.

Sales: "Before you go, I have one more quick idea. Let me grab someone who might have a different perspective. I'll be right back."

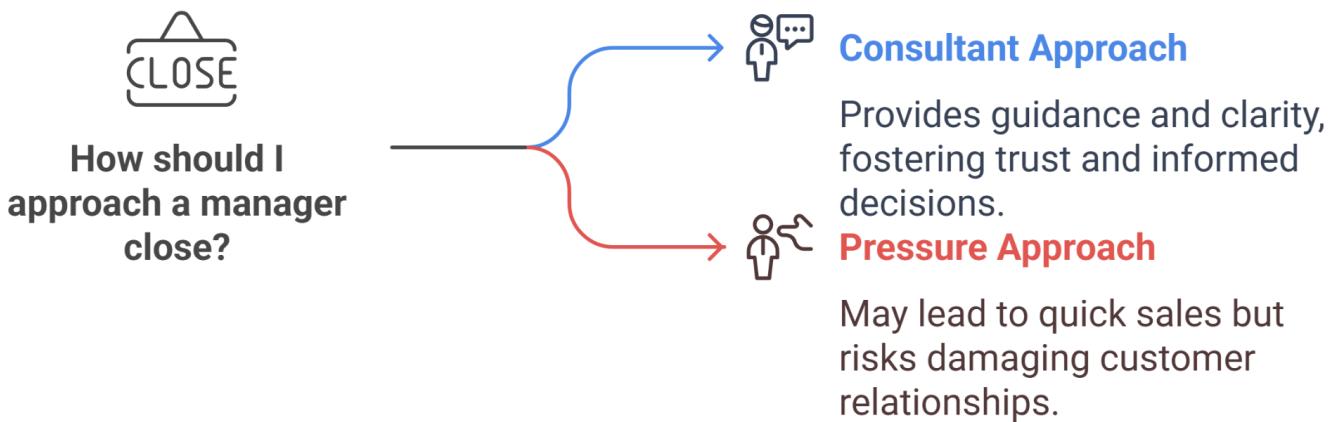
Sales (Returning): "This is [COLLEAGUE'S NAME]. They're great at finding unique solutions. Thanks again for giving us a moment of your time!" [Step away to allow re-engagement.]

3. Proactive Turn To Enhance Value

Scenario: A team member with more product or process expertise can enhance the guest experience.

Sales: "To ensure you're getting the most value out of your time here, I'd like to introduce you to [COLLEAGUE'S NAME]. They're our expert in [SPECIFIC VEHICLE, FEATURE, OR PROCESS]. I'll step aside so you're in great hands."

4. Sales Manager Turn



Scenario: Bring in a manager to enhance credibility, provide figures, or support the deal.

Sales: "[CUSTOMER], I'd like to introduce you to our Sales Manager, [MANAGER'S NAME]. They assist with final numbers and may know of a vehicle that's not yet on the lot."

5. Business Manager Turn

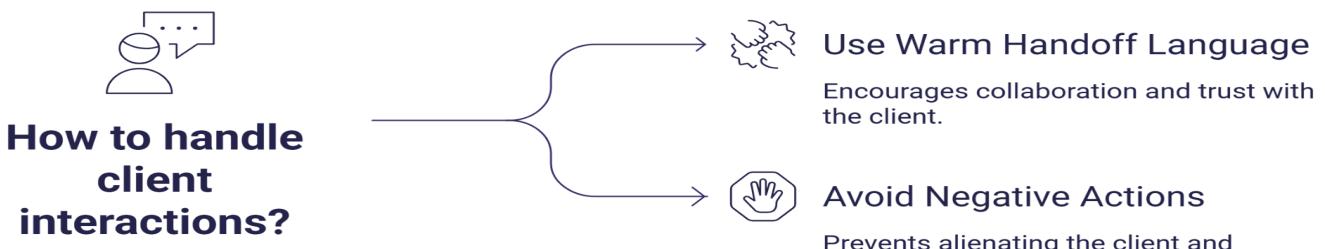
Scenario: Transition to Finance to finalize the transaction.

Sales: "This is [BUSINESS MANAGER'S NAME], who will walk you through the final paperwork and make sure everything is squared away for delivery."

6. Sales To Sales Turn

Scenario: When one salesperson passes the baton to another for better alignment or coverage.

Sales 1: "Thanks again for spending time with me today—it was great getting to know you." [Step away, Sales 2 enters.]



Sales 2: "Hi, I'm [NAME]. Just curious—did [Sales 1] have a chance to walk through the value of your trade and the pricing on the vehicle you liked?"

Customer: "Not yet."

Sales 2: "Great! Let's take care of that quickly so you have everything you need to make the best decision today. Are you currently driving a [MAKE/MODEL]?"

Why It Matters

Every guest deserves personalized service. Turns allow us to adapt to the moment and ensure we're delivering the best of Clark Hyundai. It's not about replacing a team member—it's about enhancing the experience through collaboration.

Guiding Principle: The Turn is not about stepping aside—it's about stepping up as a team.

Dealership Tour & Introductions Guide

A dealership tour and introductions, aimed at transforming a simple visit into a lasting relationship. The goal is to warmly welcome guests, familiarize them with our team and environment, and establish trust, ensuring that they feel supported in their vehicle selection process. By building emotional confidence, we can ease any hesitation and create a familiar atmosphere that encourages loyalty.

Building Trust and Transparency



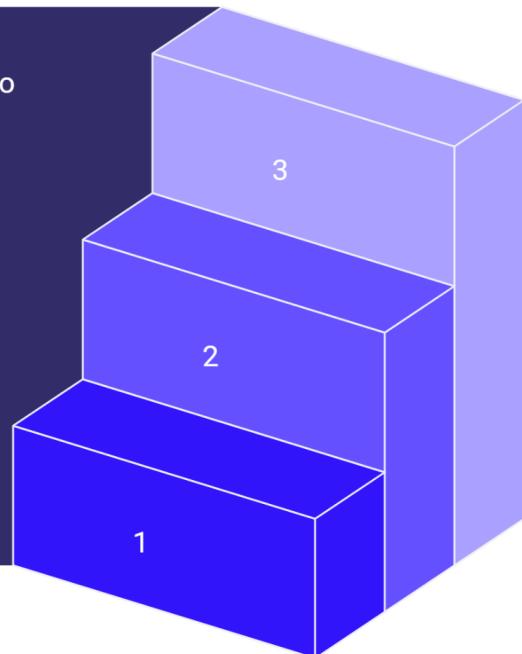
Emphasize the dealership's commitment to transparency and customer satisfaction.



Introduce guests to key staff members, fostering personal connections.



Lead guests through the dealership, showcasing key areas and facilities.



Transition to Dealership Tour

Sales: "Let me show you what makes Clark Hyundai unique and introduce you to some of the folks who help keep our guests coming back. We want you to feel like part of the family here."

Service & Parts Introductions

Sales: "I'd love for you to meet a couple of our team members. These are the people who make your ownership experience worry-free."

Service Writer: "Hi, I'm [NAME]. Congratulations on your vehicle! I'm here to help with everything from your first oil change to any long-term service needs. Don't hesitate to ask for me directly—we're here to keep your car in top shape."

Parts Specialist: "Welcome! I handle all factory and custom accessories. Whether you want weather mats, remote starts, or just want to personalize your car a bit, I'm here to help. Great to have you with us!"

Highlighting Our Service Divisions

Main Shop Services

Sales: "This is our Main Shop where we handle more in-depth repairs like engine work, diagnostics, and electronic systems. Our factory-trained techs work with the latest equipment, so your vehicle is always in expert hands."

Express Shop Services

Sales: "This is our Express Shop for quick services—oil changes, tire rotations, brake checks. You'll be in and out with confidence."

Manager Introductions

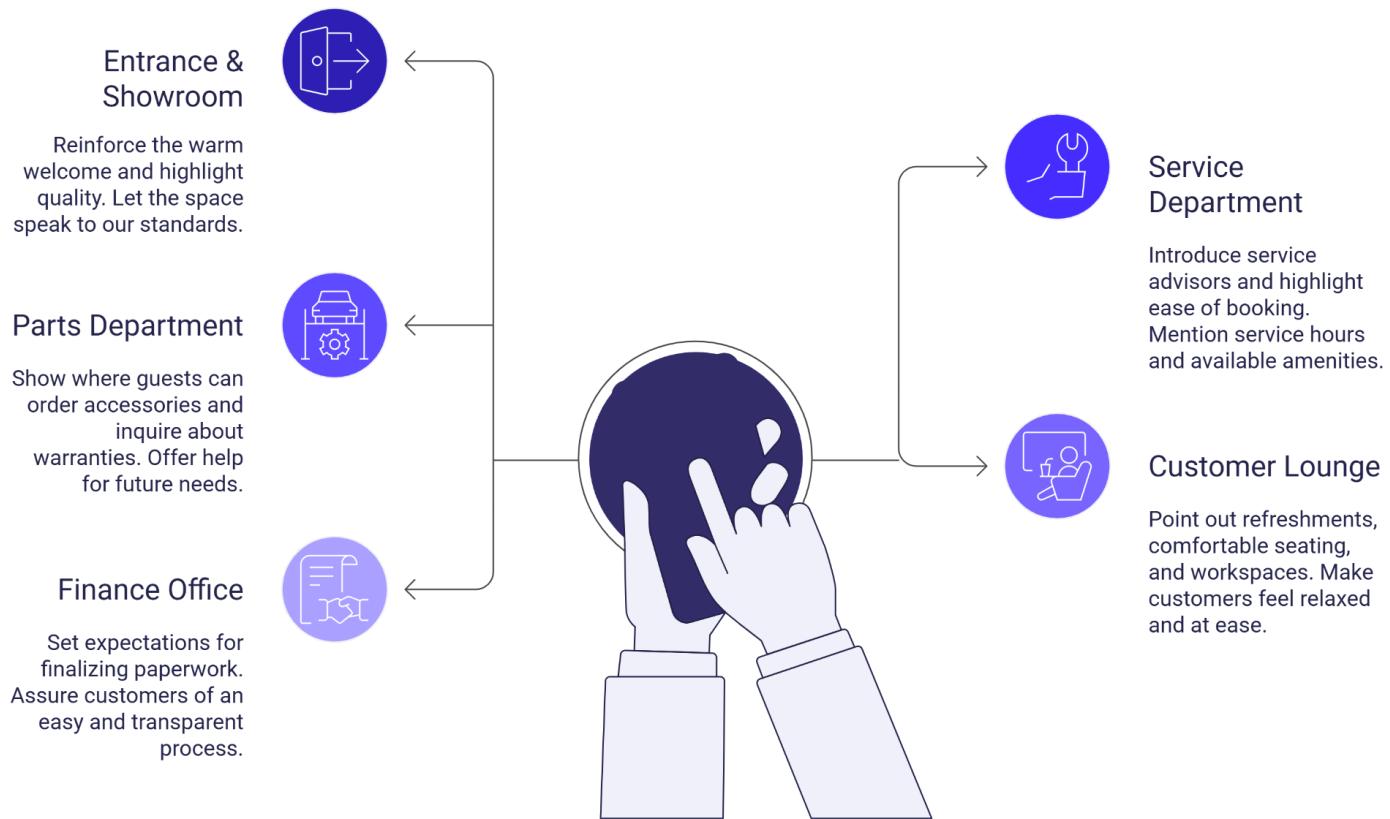
Sales Manager Introduction

Sales: "Let me introduce you to [SALES MANAGER NAME], who ensures everything goes smoothly. They're here to support us and you."

Finance Manager Introduction

Sales: "Now you'll meet [FINANCE MANAGER NAME]. They'll help finalize everything with the bank and DMV. It'll be fast and clear, I promise."

Facility Highlights While Touring



Here are the highlights of the facility that will be shown during the tour:

- **Service Write-Up Area:** Where check-ins happen for all service needs.
- **Tire & Lube Center:** Fast tire services and maintenance.
- **Detail Bay:** For a fresh, showroom-clean finish.
- **Multi-Point Inspection Station:** Every service includes a complimentary inspection.
- **Main Bay Service Center:** Spacious and well-equipped to reduce wait times.
- **Laser Alignment Rack:** For precision wheel alignment.
- **Certified Technicians:** Hyundai-trained for high-quality repairs.
- **Shuttle Service:** Complimentary drop-off and pickup while your vehicle is here.
- **Parts & Accessories Counter:** Genuine and aftermarket upgrades.
- **Waiting Area:** With Wi-Fi, TV, coffee, playroom, and workspace.

Transition to Vehicle Selection

Sales: "Now that you've had a chance to meet our team and see how we operate, let's take a look at a few vehicles I think you're really going to like."

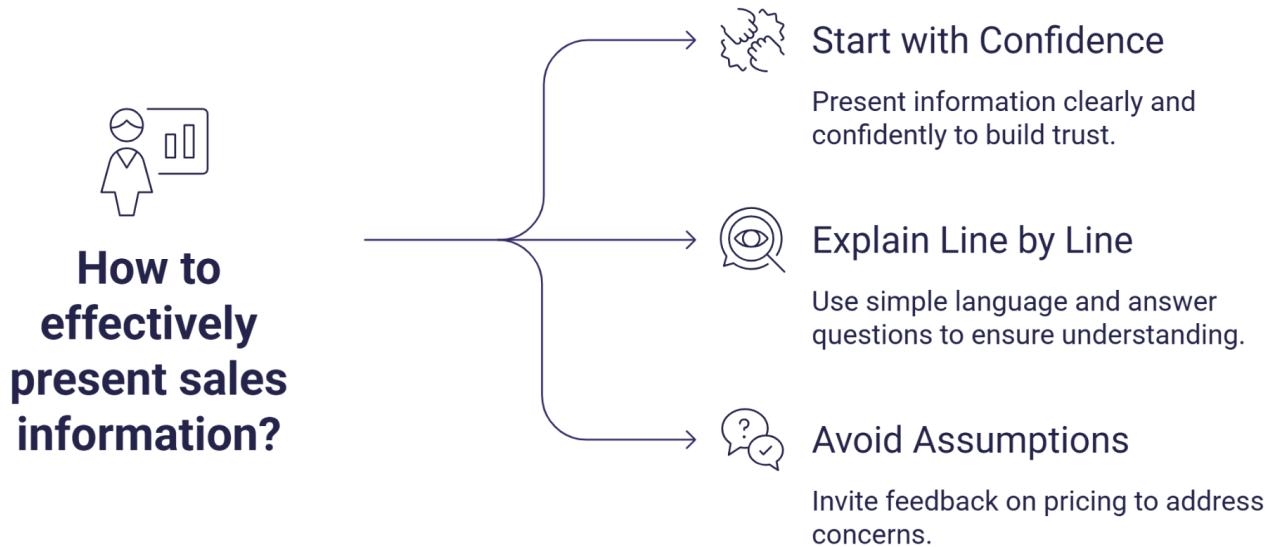
Purpose of the Tour

This is more than a walk around the building. It's a strategic opportunity to remove doubt, humanize our process, and demonstrate that we're prepared to support customers long after the sale. It builds real connection, and that's what leads to loyalty.

The paperwork stage is about streamlining the purchase process by gathering essential details, presenting clear numbers, and handling any objections with empathy and precision. This phase should feel professional, consultative, and clear to the customer.

Paperwork Process Script

The paperwork stage of the vehicle purchase process. It emphasizes the importance of gathering essential details, presenting clear numbers, and addressing customer objections with empathy and precision. The goal is to create a professional and consultative atmosphere that fosters trust and clarity for the customer.



Paperwork Transitions

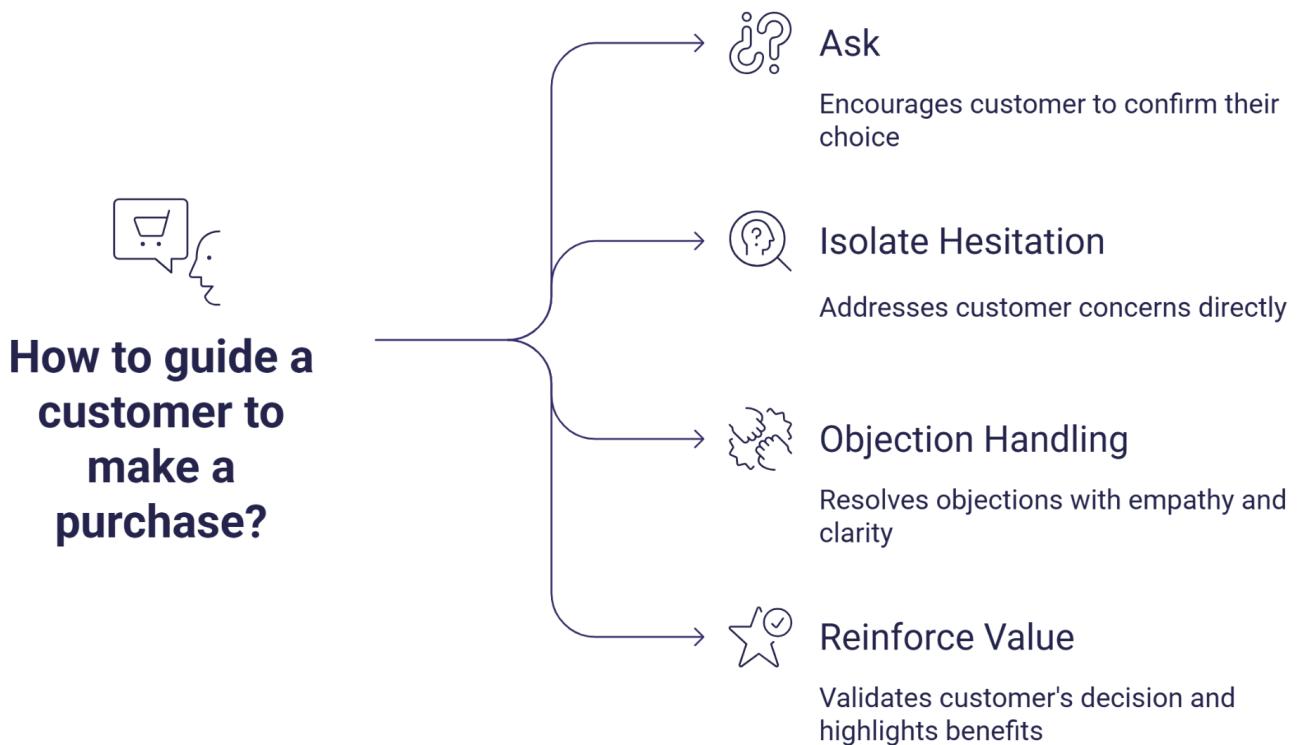
Gather Customer Statement Information

Sales: "To get started, how would you like to title and register your new vehicle?"

Get Numbers from the Desk

Sales: "Now that I have this information, I'll get our team working on the numbers for us. Can I get you a drink or anything else while we wait?"

Presentation of the Numbers



Sales: "Here's how everything looks."

Presentation of the Numbers With Kelley Blue Book (Trade Involved)

Sales: "Here's how it breaks down. We use Kelley Blue Book, an independent source, to determine trade-in values in our market area."

Sales: "Given the [CONDITION] you described, Kelley Blue Book values it at \$[KBB VALUE]. On the [MODEL], our value price is \$[VEHICLE PRICE], plus taxes and fees. This includes [WARRANTIES]. Many of our customers prefer to put [DOWN PAYMENT %]. Which option works best for you?"

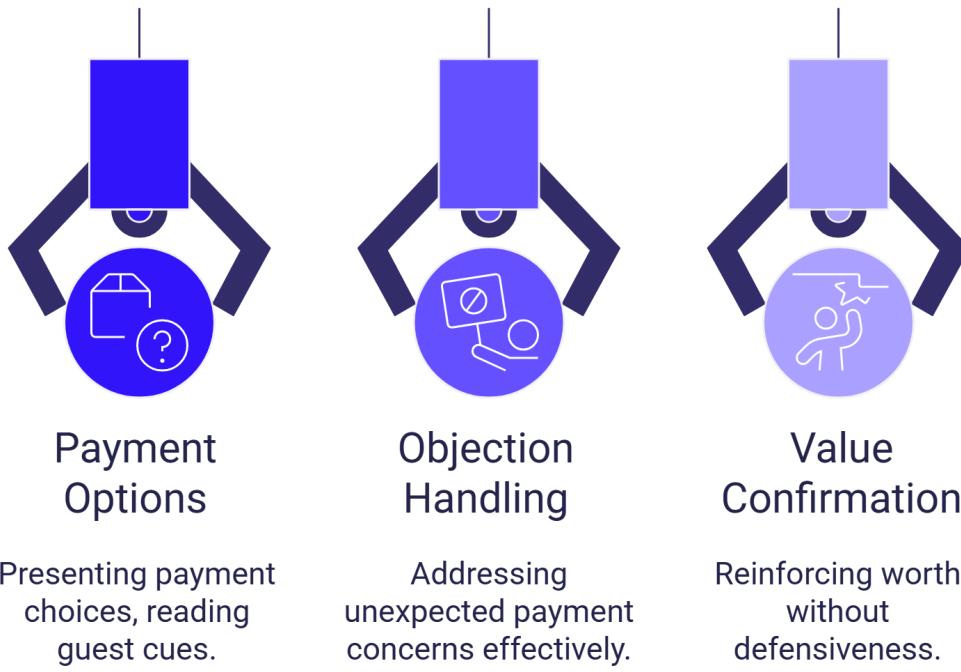
Without Trade

Sales: "The value-priced offer after a \$[DISCOUNT] discount is \$[VEHICLE PRICE], plus taxes and fees. This includes [WARRANTIES]. You have a few options—many of our customers prefer to put [DOWN PAYMENT %]. Which option works best for you?"

Getting the Written Commitment

Sales: "So, if we could [RESTATE CUSTOMER'S REQUEST], you'd be ready to take the [VEHICLE] home today?"

Basic Objection Isolation



If the customer hesitates:

- "Is there a specific detail that's holding you back?"
- "Which part would you like me to clarify for you?"
- "Is there anything here that you'd like to go over again?"
- "What element doesn't feel quite right to you?"
- "Which aspect of this offer would you like to discuss further?"
- "Other than [XYZ], is there any reason you wouldn't take it home now?"
- "Can you share how you arrived at that figure?"
- "Could you walk me through how you came to that number?"
- "What brought you to that specific price point?"
- "So what you're saying is, if I can [MEET CONDITION], you'll take it home now?"

Basic Objection Handling

How to respond to common objections?



Budget Concern

Sales: "I completely understand. I also have a budget I stick to. Which part doesn't fit within your budget?"

"I Need to Think About It"

Sales: "I completely understand. I always like to think things through too. On a scale of 1 to 10, with 10 meaning you're ready to move forward and 1 meaning you wouldn't buy even if it were free, where would you say you are right now?"

"We are Going to Wait Until..."

Sales: "I can respect wanting to wait until [DATE/TIME]. You mentioned liking [FEATURE]. If you're like me, you probably don't enjoy waiting for the things you want. What would change between now and [DATE/TIME]?"

Additional Objection Responses

"I need to talk to my spouse"

Sales: "I understand! I'd want to check in too. What do you think they'll like about the [VEHICLE]?"

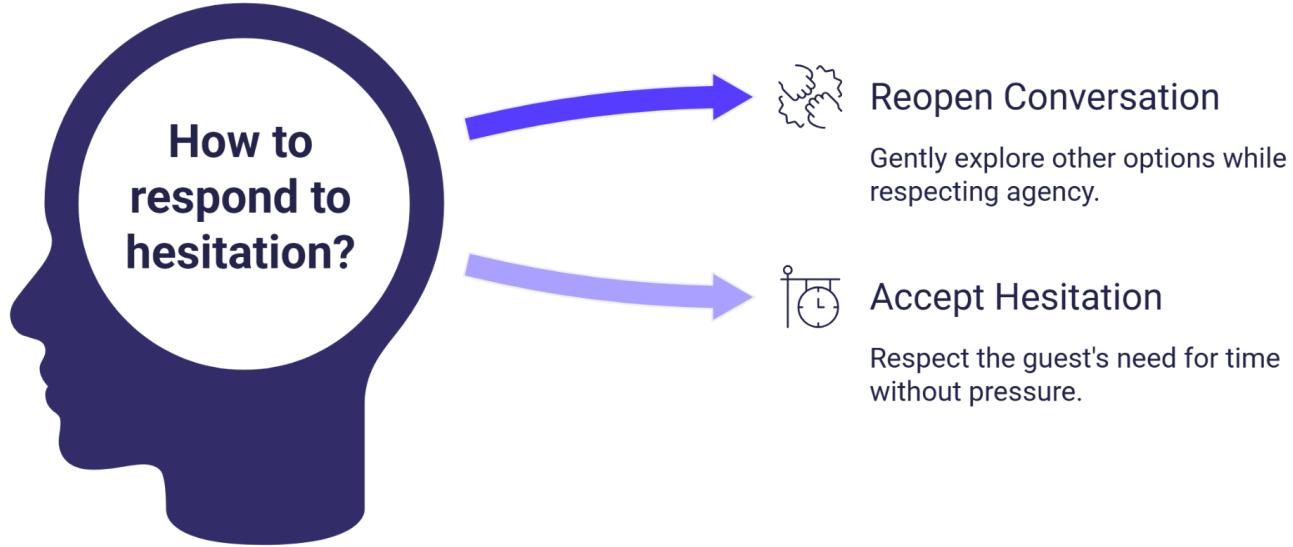
"It's too expensive"

Sales: "I hear you. When you say it's expensive, do you mean you found a similar vehicle for less, or is it that this one is outside your budget?"



This script ensures the paperwork phase is smooth, transparent, and supportive, showing the customer that we're ready to work with them to finalize their ideal deal in a thoughtful and professional way.

AFTER THE YES! Post-Purchase Customer Experience



Once a customer agrees to purchase a vehicle, our focus shifts to maintaining their excitement while setting up next steps with clarity, care, and professionalism. This stage bridges the emotional high of "yes" with a smooth transition into finance and delivery.

Setting Up the First Service Appointment

Sales: "While I'm thinking about it, let's go ahead and schedule your first factory-recommended maintenance. It's a quick and simple step now that ensures you're fully set when the time comes."

Arranging Manufacturer Services

Sales: "While the finance team is getting everything together, let's take a moment to set up any special services you might need for your new [MAKE/MODEL]. That way, you're completely ready to go from day one."

Transition to Finance Manager Introduction

Sales: "I'd like to introduce you to [FINANCE MANAGER], who will be finalizing everything with the bank and the state. [FINANCE MANAGER], this is [CUSTOMER NAME], who is ready to bring home their new [VEHICLE] today! I wanted to make sure they're in excellent hands with you."

Why This Step Matters

- Keeps customer energy high after commitment
- Reinforces dealership professionalism and readiness
- Builds trust in our after-sales support and service
- Creates a seamless, warm handoff to finance and delivery

This process ensures that the customer feels valued, informed, and excited all the way through to their final paperwork and vehicle delivery experience.

Customer Interview with Finance

The process of conducting a customer interview in the finance department of a dealership. It includes a structured approach to introducing the finance manager, verifying customer information, asking discovery questions, and transitioning smoothly to the next steps in the purchasing process. The goal is to create a positive experience for the customer while ensuring all necessary paperwork and details are handled efficiently.

Guest Handoff Preparation



The Customer Interview with Finance is a vital step in The Cam Clark Hyundai Signature Sales Journey—where professionalism meets personalization, ensuring every customer feels supported, informed, and confident as their purchase is finalized with care and clarity.

Finance Manager Introduction

FINANCE: "Hello [CUSTOMER NAME], my name is [YOUR NAME], and I'm the business manager here at [DEALERSHIP NAME]. First off, congratulations on your new [VEHICLE]! We're grateful you chose us, especially with so many options out there. I'll be helping with a few important steps today:

- Ensuring all your paperwork is accurate and complete.
- Guiding you through the contracts and necessary state and federal documentation.
- And, because I know you've been here a bit already, getting you on your way as soon as possible.

Information Verification

FINANCE: "To make sure everything is precise, would you mind if we quickly verify a few details?"

[Verify information on customer statements and numbers. Congratulate customers on their choice of vehicle once verified.]

Finance Discovery Questions

Opening the conversation to reinforce the customer's excitement and gather valuable insights:

- "What stood out most about the new vehicle when you took it for a spin?"
- "Did you get a chance to try out any of the new safety features? What did you think?"
- "What's your favorite part about this vehicle so far?"
- "How does this one compare to others you've driven or owned?"
- "Are you planning to use this vehicle the same way as your previous one, or are there some new adventures in mind?"
- "Did [SALES CONSULTANT] get a chance to introduce you to our service team and give you a tour of the dealership?"
- "Were you able to set up your first service appointment?"
- "And did [SALES CONSULTANT] go over maintenance, warranty details, and the extra features like your books and keys?"

Transition

FINANCE: "It was a pleasure meeting you, and thank you for your time! I'll go ahead and get everything processed, which should take about 20 minutes. I'll check in with you shortly, and if there's anything else you need, please don't hesitate to ask."

This approach fosters rapport, reassures the customer, and ensures a smooth transition through the final steps of the purchasing experience.

Vehicle Delivery Experience

This document outlines the ideal vehicle delivery experience to ensure a smooth transition, a memorable send-off, and consistent follow-up for long-term customer satisfaction. By following these steps, sales representatives can create a positive and lasting impression on customers, enhancing their overall experience and fostering loyalty.

Transition from Finance

SALES: "Did [FINANCE MANAGER] take good care of you? That's fantastic! Now, let's move on to the most exciting part—taking your new vehicle home!"

Capture the Memory

SALES: "Before we head out, let's take a quick photo to capture this moment. It's always great to look back on the day you brought your new car home!"

Vehicle Inspection & Feature Overview

SALES: "Now, let's do a final walk around to inspect the vehicle and ensure it's in perfect condition for you. Once we're done, I'll have you hop into the driver's seat so I can guide you through the features to make sure you're fully comfortable with everything before you drive off."

Post-Feature Explanation

SALES: "Is there anything else you'd like me to go over, or any specific features you'd like more clarification on?"

CUSTOMER: "No, I think I'm good!"

SALES: "Perfect! And remember, if you have any questions down the road or need any advice, give me a call. I'm here to help with anything you need for your vehicle."

Asking for Referrals

SALES: "By the way, if you have friends or family who are also thinking about a vehicle, feel free to send them my way! Just give me a heads-up, and I'll make sure they receive the same level of service you did today."

Requesting Feedback

SALES: "One last thing—soon, you may receive a survey by mail or phone. If there's anything I can do to make your experience even better, please let me know. I really value your feedback and want to make sure we're meeting your expectations in every way."

Setting Up Follow-Up and Redelivery Options

SALES: "Lastly, I'll reach out in a couple of days, just to see how things are going and answer any questions you might have after driving the car. Do you prefer a call or text? Morning or afternoon? And if you'd like, we can set up a time next week to go over any features you'd like to revisit. I'll also check in monthly for the next few months to make sure everything continues to run smoothly and that you're fully satisfied."

Final Thank You

SALES: "My family and I truly appreciate your business. Thank you for choosing us and placing your confidence in our team. Enjoy your new [VEHICLE]! Drive safely, and I look forward to hearing all about your experiences with it."

Customer Follow-Up Templates

This document provides a collection of customer follow-up communication templates designed to enhance customer engagement and satisfaction. These templates can be utilized in various scenarios, from post-purchase interactions to service reminders, ensuring that customers feel valued and supported throughout their journey with your dealership.

Tail Light Text

Hi [CUSTOMER]! It was a pleasure spending time with you this [MORNING] [AFTERNOON] [EVENING]. If you have any other questions about the [VEHICLE], its [FEATURES], or [TERMS], please don't hesitate to reach out. As we discussed, I'll be in touch tomorrow to go over _____ . Enjoy the rest of your [DAY] [NIGHT]!

Optional: Include a link to dealership's social media, product video, or review site.

Day-After Call

Hi [CUSTOMER], this is [YOUR NAME] from [DEALERSHIP]. Is now a good time? I was reflecting on our conversation yesterday and am confident we can find a way to make everything work just as you envision it. Let's talk through any final thoughts you have or anything that might've come to mind overnight.

First Service Reminder Call

Good [MORNING] [AFTERNOON] [EVENING], [CUSTOMER]. It's [YOUR NAME] from [DEALERSHIP]. Is now a good time?

I wanted to check in because we're approaching your first scheduled service.

- How have the first few months been with your new [VEHICLE]?
- How many miles have you put on it so far?

We have your first service scheduled for _____. Does that time still work for you, or would you prefer to reschedule?

Just a quick reminder:

During your first service, we'll rotate your tires, top off any fluids, and perform a complimentary multi-point inspection. When you arrive, just pull into the service drive, and one of our advisors will greet you and guide you through check-in.

By the way:

- Have you taken any fun trips with your vehicle yet?
- How are your friends and family enjoying it?
- Any great photos to share?

I look forward to seeing you and catching up when you come in. It's always a pleasure to connect!

This follow-up approach ensures a warm, thoughtful post-sale relationship that reinforces our commitment to ongoing support and customer satisfaction.