

Rev **your engine** ***the E-Z way***



**Enhancing your Customer
Service & Sales Techniques**

Introduction

E-Z Rent-A-Car holds a strong commitment to delivering the ***Best Value in Car Rental***. Since our beginnings, we have provided this value by offering current model year vehicles at incredible prices.

Our start with a fleet of nine vehicles at the Orlando International Airport in 1994 was the beginning. Today we have grown into a major competitor in the rental car industry and have 13 corporately owned locations.

It's important each and every employee take pride in their commitment to excellent customer service while maximizing sales opportunities.

Rev your engine *the* E-Z way outlines successful service and sales techniques to improve customer satisfaction which in-turn increases **revenue** potential and earning capabilities.



Lights, Camera, Action

- When you step on Rental Counter, it's lights, camera, action! You're on center stage...a world-wide stage with Social Media.
- Social Media such as Yelp, Facebook, Google Reviews, Twitter refers to interaction among people in which they create, share and/or exchange information and ideas in virtual communities and networks.
- Social Media differs from traditional media in many ways, including quality, reach, frequency, usability, immediacy and permanence. There are many effects that stem from internet usage.
 - According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the US across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011

How can Social Media help E-Z?

How Can Social Media hurt us?



JD Power Survey Results

- Despite price being the most frequently cited reason for customers to choose a particular rental car company, those who select based on price are the least satisfied with their overall rental car experience.
- In its 18th year, the study measures overall customer satisfaction with rental cars at airport locations by examining six factors (listed in order of importance); cost & fees; pick-up process; return process; rental car; shuttle and reservation process.
- A critical factor associated with rental car satisfaction is expediency of pick up.
- A smile from the rental car staff can have a huge impact on overall satisfaction. Overall satisfaction among customers greeted with a smile from one member of staff is 58 points higher than among those not greeted with a smile. Satisfaction among customers greeted with a smile by four staff members is 200 points higher than among those not greeted with a smile.



- While price is the first filter, lowest price is often associated with a negative experience.
- 2013 Satisfaction ranking – National, Enterprise, Alamo, Hertz, Avis, Budget, Thrifty and Dollar.

Smile Campaign

S

Smile



M

Make eye contact



I

Introduce yourself

Hi, my name is Vicky, How can I help you today?

L

Learn and use customer's name

Mr. Jones, Is there anything else I can help you with?

E

Express Thanks

Thank you for choosing E-Z!
Have a great trip!



Customer Satisfaction

- Your commitment to E-Z's Smile Campaign will lead to increased customer satisfaction and greater sales opportunities.
- People buy from people they like!
- What retailer or restaurant do you frequent because of great service?



Sales Opportunities

- Offering value added products and services happens in all retail settings.
 - What are some examples?
-

- Being a value brand, it's essential for long term growth and profitability to offer all products and services to 100% of customers.
- E-Z has one of the best agent incentive plans in the industry.
- To maximize earning potential it's important to focus on quantity ***and*** quality of each rental transaction .



- Use your knowledge, skills and unique techniques to become more successful.
- Tools, such as coverage mat, fleet mat and sales workbook will guide you to full potential.

S.M.A.R.T Goal Setting



- ✓ Goal setting involves establishing Specific, Measurable, Achievable, Realistic and Time-targeted goals.
- ✓ By setting goals at work, you have road map to maximum incentive payout. On a personal level, it allows you to fulfill dreams; buy a home, drive a nice car, provide for family or take a vacation.

What is your goal?

A	B	C	D	E	F	G	H
How many days will you work this month?	How many rentals do you avg/day?	Multiply Column A by Column B for total # of opportunities	What is average length of stay? (usually 5 to 6 days)	Multiply Column C by Column D for total days	What revenue is needed for top tier payout?	Divide Column F by Column E for Daily Revenue Goal	Divide Column G by Column D to get sales yield

Is goal S.M.A.R.T? Specific? Measurable? Attainable? Realistic? Time Targeted? Focus on what you can control. Can you use tips, tools and techniques to improve quality of sale? Can you make small tweaks to make goal attainable?

		Quantity					Quality
# of days worked per month	# of rentals per day	Total Oppty	Average length of rental	Total Days	Revenue Tier	Revenue per day	Sales Yield
21	20	420	5.8	2436	\$ 50,000	\$ 2,381	\$ 20.53
21	20	420	5.8	2436	\$ 45,000	\$ 2,143	\$ 18.47
21	20	420	5.8	2436	\$ 40,000	\$ 1,905	\$ 16.42
21	20	420	5.8	2436	\$ 35,000	\$ 1,667	\$ 14.37
21	20	420	5.8	2436	\$ 30,000	\$ 1,429	\$ 12.32
21	25	525	5.8	3045	\$ 50,000	\$ 2,381	\$ 16.42
21	25	525	5.8	3045	\$ 45,000	\$ 2,143	\$ 14.78
21	25	525	5.8	3045	\$ 40,000	\$ 1,905	\$ 13.14
21	25	525	5.8	3045	\$ 35,000	\$ 1,667	\$ 11.49
21	25	525	5.8	3045	\$ 30,000	\$ 1,429	\$ 9.85
21	30	630	5.8	3654	\$ 50,000	\$ 2,381	\$ 13.68
21	30	630	5.8	3654	\$ 45,000	\$ 2,143	\$ 12.32
21	30	630	5.8	3654	\$ 40,000	\$ 1,905	\$ 10.95
21	30	630	5.8	3654	\$ 35,000	\$ 1,667	\$ 9.58
21	30	630	5.8	3654	\$ 30,000	\$ 1,429	\$ 8.21

Agent Sales Activity

- Monitor productivity throughout the day by using Agent Sales Activity.

Agent Sales Activity

Locations: MCO - EZ RAC MCO, MIA - EZ RAC MIA, MIAD - EZ RAC MIA DADE, OIA - LM / EZ OIA, RSW - EZ RAC RSW

Agent: ALL (dropdown), RA Type: Opened (dropdown)

Charges: Interest, Custom, Damage Waiver, Pai/Pec, Addl. Driver

Rate Codes: CUSTOM, NONE, 1, 1DAY, 2

From: 03/04/2014 To: 03/04/2014

Include Inactive Agents: ☐ Display Detail: ☐ Include Yield: ☒ Include % Penetration: ☒ Include % Total Revenue: ☐ Exclude RA w/Driver Balance: ☐ Include RA's in History: ☐ Remove Agents w/Zero Opens: ☒ Include Adjustments After Return: ☐

	# of RAs	# of Walkups	# of RAs From Res	# of Substitutions	Substitutions %	Substitutions Days	LOR Avg	Total Days	Non Walkup Days	Walkup Days
NY	5	1	4	2	50.00%	10	5	23	18	5
	38	8	30	3	10.00%	17	6	209	171	38
	29	8	21	11	52.38%	43	5	155	104	51
	19	4	15	6	40.00%	46	6	116	97	19
	27	6	21	9	42.86%	71	7	187	148	39
	29	11	18	8	44.44%	32	6	160	113	47
	33	9	24	11	45.83%	88	6	205	157	48
	1	1	0	0	0.00%	0	2	2	0	2
	16	6	10	6	60.00%	22	6	100	48	52
AD	27	5	22	3	13.64%	11	4	119	99	20
Total	342	85	257	98	38.13%	547	6	1975	1522	453

Page 1 of 1, items 1 to 14 of :

Build Save Setup Clear Setup Export Close

- Select charges to build report, save setup for ease of use. Report can be run on Opened or Closed rental data. Be sure to select “Include yield” and “Include % Penetration” to confirm performance.

Agent Sales Activity

- Monitoring “Selected Total” Revenue and “Selected Total Yield” will confirm if daily goals are met.

Agent Sales Activity

Locations

MCO - EZ RAC MCO

MIA - EZ RAC MIA

MIAD - EZ RAC MIA DADE

OIA - LM / EZ OIA

RSW - EZ RAC RSW

Agent

ALL

RA Type

Opened

☐ Display Detail
☐ Include Inactive Agents

☒ Include Yield

☒ Include % Penetration

☐ Include % Total Revenue

Charges

Interest

Custom

Damage Waiver

Pai/Pec

Addl. Driver

Rate Codes

CUSTOM

NONE

1

1DAY

2

From

03/04/2014

☒ Remove Agents w/Zero Opens
☐ Exclude RA w/Driver Balance

To

03/04/2014

☐ Include Adjustments After Return
☐ Include RA's in History

Walkup Time & Mileage % Penetration	Non Time & Mileage	Non Time & Mileage Yield	Non Time & Mileage % Penetration	Selected Total	Selected Total Yield	Selected Total % Penetration	Total	Total Yield
20.00%	115.89	5.04	20.00%	115.89	5.04	20.00%	943.64	41.03
21.05%	1435.07	6.87	36.84%	1435.07	6.87	36.84%	7859.56	37.61
27.59%	2110.09	13.61	58.62%	2110.09	13.61	58.62%	7530.62	48.58
21.05%	476.63	4.11	57.89%	476.63	4.11	57.89%	4120.59	35.52
22.22%	2171.82	11.61	62.96%	2171.82	11.61	62.96%	8845.91	47.30
37.93%	952.64	5.95	34.48%	952.64	5.95	34.48%	7442.07	46.51
27.27%	1396.73	6.81	48.48%	1396.73	6.81	48.48%	8091.08	39.47
100.00%	0.00	0.00	0.00%	0.00	0.00	0.00%	58.92	29.46
37.50%	391.70	3.92	31.25%	391.70	3.92	31.25%	3922.65	39.23
18.52%	1013.54	8.52	62.96%	1013.54	8.52	62.96%	5046.29	42.41
24.85%	15634.91	7.92	50.00%	15634.91	7.92	50.00%	82677.10	41.86

- Higher % Penetration is indicative of “working smarter, not harder”. Convert soft “no’s” to build sales yield which drives revenue.

Addl. Driver Yield	Addl. Driver % Penetration	SLI	SLI Yield	SLI % Penetration	Upgrade	Upgrade Yield	Upgrade % Penetration
0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
0.29	5.26%	107.94	0.52	2.63%	35.00	0.17	2.63%
0.26	3.45%	431.76	2.79	13.79%	419.00	2.70	13.79%
0.00	0.00%	53.97	0.47	5.26%	30.00	0.26	5.26%
0.21	3.70%	179.90	0.96	3.70%	567.93	3.04	22.22%
0.00	0.00%	233.87	1.46	6.90%	198.00	1.24	13.79%
1.07	15.15%	0.00	0.00	0.00%	0.00	0.00	0.00%
0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
0.00	0.00%	71.96	0.72	12.50%	0.00	0.00	0.00%
0.00	0.00%	251.86	2.12	11.11%	381.00	3.20	29.63%
0.21	2.92%	1942.92	0.98	6.14%	2648.14	1.34	11.11%

Penetration Targets

- ✓ Upgrades – minimum 10%, ideally 20%+, minimum yield of \$2.00
- ✓ CDW, LPC2 and LPC products combined – minimum 20%, ideally 25% to 30%.
- ✓ SLI – minimum 10%, ideally 15% to 20% or higher.
- ✓ PAI/PEC – minimum 2.5%, ideally 5% or higher.
- ✓ RSA – minimum 10%, ideally 15% or higher
- ✓ E-Z Toll – city specific
- ✓ GPS – minimum 2.5%, ideally 5% or higher
- ✓ Prepaid Gas – minimum 10%, ideally 20% to 30%



Walk-up Rentals

E-Z Rent-A-Car relies heavily on walk up business. As we all know, our specialty is providing every customer, even in the most difficult situation, a rental vehicle. We make it E-Z to allow customers to enjoy their vacation even though they may not qualify to rent a vehicle at other car rental agencies. Even in the case of those customers who do not have a credit card or perfect credit. It is our goal to provide professionally trained Customer Service Representatives to bring those customers to us.

CSR brings you a walk-up renter

This is and will continue to be of the utmost importance as far as our business goes. There is absolutely no reason for any rental agent to walk a customer for ANY reason other than total and complete non-qualifying circumstances based on payment options. E-Z has zero tolerance for agents who turn away a rental for incremental sales reasons.

When the CSR brings us a customer, they will quickly and discretely introduce you and tell you the weekly and daily rate, type of car, duration of rental and any special needs the customer has mentioned. It is imperative that you listen closely and memorize the quotes. It's your turn to secure rental and offer products and services to enhance experience.

There are many exceptions and circumstances that can dictate the outcome, always check with supervisor/manager to ensure positive outcome.



Be Prepared



➤ **Know your car availability**

- ✓ Review daily game plan at start of shift. This will identify reservation activity, vehicle availability, walk-up potential and rate plans for the day. This information should be updated and/or adjusted as the day progresses.
- ✓ Check for specialty vehicles! Your rate quote should reflect not just the size but the availability of the car class.
 - When we're low on cars, rates should be adjusted upward to capitalize on demand and maximize revenue opportunities.
 - Don't get discouraged by limited availability, emphasize coverage and optional products/services
 - When we have abundance of cars you can lower rates to stimulate sales and increase upgrade penetration.

➤ **Convey the value of what you're selling**

- ✓ Use the information you gathered during the qualifying process to stimulate interest in your recommended vehicle. Relate features and benefits back to the customer's needs, which will establish value in your selection. Create a sense of urgency...limited promotions/availability.

➤ **Sell it before we give it away**

- ✓ There are times when the customer's reserved vehicle class is unavailable. Economy and Compact vehicle classes tend to be in high demand and on occasion we need to substitute a larger car for no additional cost. Before we find ourselves in an oversold situation, we should be pricing effectively. This means discounting "Top of the Line" vehicles which will in turn adjust our fleet mix accordingly. We need to be proactive rather than reactive to limited availability.

What are SIPP Codes?

(Standard Interline Passenger Procedure)

- SIPP codes are used to summarize the key features of a vehicle. They're the industry standard for describing vehicles.
- Standard car codes are created by selecting one character of each column and combining them into a four-character car code.

Size of vehicle		Type		Transmission/Drive		Fuel & A/C	
E	Economy	B	2-Door	A	Automatic	R	Yes
C	Compact	C	2/4 Door	M	Manual	N	No
I	Intermediate	D	4-Door	D	AWD	H	Hybrid
S	Standard	E	2 Door Coupe			E	Electric
F	Full-Size	F	SUV				
P	Premium	G	Crossover				
L	Luxury	J	Open Air All Terrain				
U	Premium Elite	K	Cargo Van				
W	Luxury Elite	P	Pick-up Regular Cab				
X	Special	R	Recreational				
M	Mini	S	Sport				
		T	Convertible				
		V	Passenger Van				
		W	Wagon				
		X	Special				

Code	Type	Make/Models
ECAR	Economy	Chevy Spark
CCAR	Compact	Hyundai Accent, Nissan Versa, Chevy Cruze, Chevy Sonic, Hyundai Elantra, Kia Forte, Kia Rio, Toyota Yaris,
ICAR	Intermediate	Toyota Corolla, Nissan Jetta, Dodge Avenger, Mazda 3, Kia Optima, Ford Fusion, Mazda 6
ICAH	Intermediate Hybrid	Toyota Prius
SFAR	Standard SUV	Jeep Laredo, Chevy Captiva, Nissan Pathfinder, Toyota 4Runner, Kia Sportage, Hyundai Santa Fe, Kia Sorento, Nissan Rogue, Toyota Highlander, Chevy Equinox, Nissan Murano, Ford Escape, Nissan Xterra, Toyota Rav 4, Nissan Venza, Jeep Liberty, Ford Explorer
SPAR	Specialty	Jeep Wrangler, Chevy Camaro, Ford Mustang, Nissan Cube, Volkswagen Beetle,
STAR	Standard Convertible	Ford Mustang, Chevy Camaro, Chrysler 200
SVAR	Standard Van	Chevy Express – 12 Passenger Van
FCAR	Full-Size	Toyota Camry, Nissan Altima, Legacy, Chevy Impala, Hyundai Sonata, Chevy Malibu, Chrysler 200
PCAR	Premium	Nissan Maxima, Buick Lacrosse, Ford Taurus
PFAR	Premium SUV	Volvo XC90
PVAR	Premium Van	Toyota Sienna (8 passenger)
PVDR	Premium Van AWD	Toyota Sienna AWD
LCAR	Luxury	Hyundai Genesis, Toyota Avalon
LXAR	Luxury Special	Infiniti Q50, Infiniti XC60, Cadillac CTS, Toyota Land Cruiser, Infiniti QX70, Infiniti QX80, Lincoln Navigator, Cadillac Escalade
FFAR	Full-Size SUV	Chevy Suburban, Chevy Tahoe, Toyota Sequoia, Nissan Armada
FPAR	Full-Size Pick-up	Chevy Silverado, Nissan Titan, Toyota Tacoma
MVAR	Mini-Van	Dodge Caravan, Kia Sedona, Chrysler Town & Country
FVAR	Full-Size Van	Chevy Express – 15 Passenger Van



Infiniti QX70



Hyundai Santa Fe



Volvo XC90



Jeep Wrangler



Cadillac XTS



Chery Camaro Convertible



Chery Camaro



Ford F-150



Infiniti Q50



Jeep Grand Cherokee



Toyota Sequoia



Chevrolet Suburban



THERE SOME CASHLESS TOLLS IN FLORIDA
Save time and money with prepaid E-Z TOLL.
No waiting in long line at the toll booth!
Only \$6.99 Day or \$34.95 week!

**E-Z
RENT-A-CAR**
The Best Value In Car Rental

NOT SURE WHERE YOUR GOING?



GPS AVAILABLE!!

Features and Benefits

Features – Refers to specific options and equipment that are found on a vehicle

- ❖ 2014 Model
- ❖ 7 Passenger
- ❖ Convertible Top
- ❖ Sun Roof
- ❖ Leather Interior
- ❖ Stow & Go Seating



As a sales professional, it's your duty to make it abundantly clear what's in it for the customer. We have found that the most effective way to do this is by utilizing benefit statements. These statements, paint a picture for your renter so they'll clearly understand, why a larger vehicle will meet their particular needs.

- ❖ Comfort
- ❖ Convenience
- ❖ Memorable Experience
- ❖ Fun & Sporty
- ❖ Smooth Ride
- ❖ Sits up higher for better visibility



Features and Benefits

Exercise: Indicate two features and two benefits for vehicles below

 Top of the Line	 Chevy Camaro	 Infiniti QX70	 Chevy Suburban	 Toyota Sienna
Feature	1) 2)	1) 2)	1) 2)	1) 2)
Benefit	1) 2)	1) 2)	1) 2)	1) 2)
 Top of the Line	 Mustang Convertible	 Cadillac Escalade	 Volvo XC90	 Camaro Convertible
Feature	1) 2)	1) 2)	1) 2)	1) 2)
Benefit	1) 2)	1) 2)	1) 2)	1) 2)
 Middle of the Road	 Toyota Camry	 Hyundai Sonata	 Chevy Malibu	 Chevy Equinox
Feature	1) 2)	1) 2)	1) 2)	1) 2)
Benefit	1) 2)	1) 2)	1) 2)	1) 2)

Product Knowledge

Confidence behind rental counter is essential to success. Knowledge is power! Let's take a look at products which will benefit renter and enhance trip.

CDW – Collision Damage Waiver

- ❖ Waives renter's financial responsibility for physical damage to rental vehicle that is caused by collision or upset. It covers the vehicle bumper to bumper for any damage due to an accident. Authorized additional drivers listed on rental agreement are also covered.
- ❖ Includes Loss of Use which means the loss of our ability to use the vehicle for any reason due to damage or upset.
 - ✓ Loss of use is calculated by multiplying the number of days from the date the vehicle is damaged until it is replaced or repaired, times the daily rental rate.
- ❖ CDW cost is \$_____per day
- ❖ **Benefits include:**
 - Peace of mind
 - Hassle free
 - No deductible
 - Freedom to enjoy trip
 - Covers while car is parked



Limited Protection

Limited Protection 2 – LPC 2

- ❖ Waives renter's financial responsibility up to \$3,000 for physical damage to rental vehicle that is caused by collision or upset. It covers the vehicle bumper to bumper for any damage due to an accident. Authorized additional drivers listed on rental agreement are also covered.
- ❖ Loss of Use is included up to \$3,000 limit.
- ❖ LPC 2 cost is \$_____per day
- ❖ Benefits include:
 - Peace of mind
 - Hassle free
 - Freedom to enjoy trip
 - Covers while car is parked



Limited Protection – LPC

- ❖ Covers renter and authorized additional driver's deductible up to \$500 limit.
- ❖ LPC cost is \$_____per day
- ☐ LPC 2 & LPC are not available in CA or NV.

Supplemental Liability Insurance

Supplemental Liability Insurance – SLI

- ❖ Protects the renter and/or authorized additional drivers against claims made by a 3rd party for bodily injury and/or property damage sustained as a result of an at fault accident while operating the rental vehicle up to \$1 Million Dollars.
- ❖ This Insurance is in excess to the renter and/or authorized additional drivers own automobile liability insurance and over the underlying insurance specified with rental agreement.
- ❖ SLI cost is \$_____per day.
- ❖ Benefits include:
 - Peace of mind
 - Encourages a worry free trip
 - Provides substantial layer of financial protection
 - Protects assets
 - Gives more coverage than most personal policies



Personal Accident Insurance

Personal Effects Coverage

Personal Accident Insurance - PAI

- ❖ Provides accidental death and accidental medical expense coverage.
- ❖ Renter is covered 24 hours per day. Passengers are covered only while in, boarding or exiting from the rental car.
- ❖ Benefits - Renter
 - \$250,000 Loss of Life
 - \$2,500 Medical Expenses
 - \$500 Ambulance
- ❖ Benefits – Each Passenger
 - \$100,000 Loss of Life
 - \$2,500 Medical Expense
 - \$500 Ambulance
- ❖ Maximum benefit for any one occurrence - \$458,000



Personal Effects Coverage – PEC

- ❖ Provides limited coverage for renter's personal belongings from loss or damage caused by theft, damage or accident with rental car. Immediate family traveling with renter are also covered.
- ❖ Provides reimbursement for the actual cash value of most items, subject to certain maximums, deductibles, limitations and exclusions.
- ❖ Benefit: Maximum of \$750 per person/\$2,000 total limit per rental period. No deductible.

PAI/PEC cost is \$_____per day

- ❖ **Benefits include:**
 - Pays in addition to own insurance
 - Offsets out of pocket expenses
 - Pays directly to claimant
 - Covers renter 24 hours per day and passengers while riding in rental vehicle for accidental death and medical expenses
 - Peace of mind
 - Hassle free

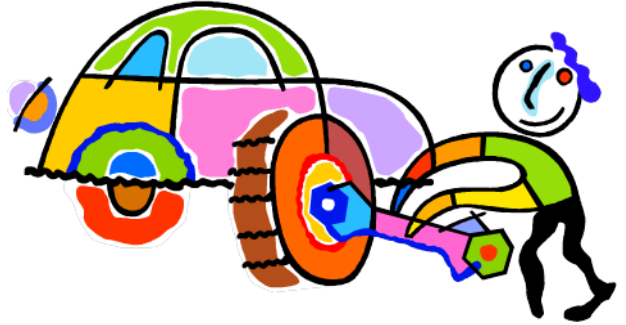
Roadside Assistance

Roadside Assistance – RSA

- ❖ Offers an additional sense of security to primary renter and/or authorized additional driver by eliminating the hassle and expense for services beyond our basic roadside assistance.

Plan includes:

- Lock-out service
 - Lost key service
 - Jump starts
 - Flat tire changes using spare located in vehicle
 - On scene fuel delivery (up to two gallons)
- ❖ RSA cost is \$_____per day
 - ❖ Benefits include
 - Peace of Mind
 - Hassle Free
 - Saves \$\$ on Roadside Fees

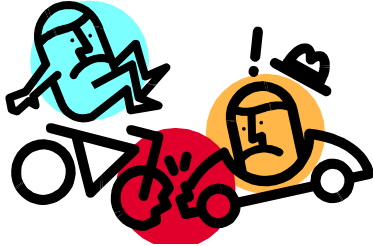


A typical objection to Roadside Assistance is “I have AAA...” What can you say to overcome resistance to service?

Product Knowledge Review

Which products or services would benefit the renter in each scenario below:

1.



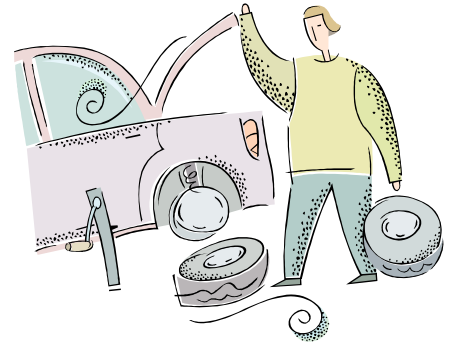
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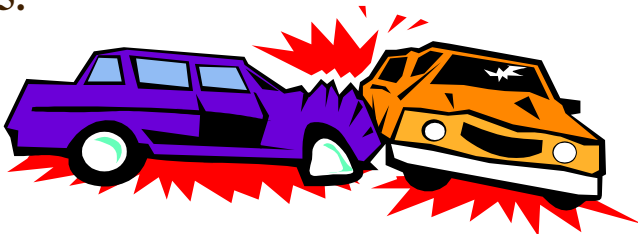
3.



4.



5.



6.



Rev your engine!



Preparation for Success

Be Sure To Have the Customer's Full Attention

- Use the customer's last name
- Eye contact

Confidence

- Know your products
- Be prepared for objections
- Speak clearly
- Practice, Practice, Practice



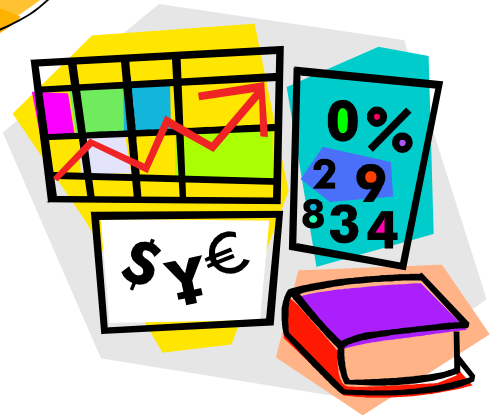
Body Language

- Smile
- Lean forward
- Maintain eye contact
- Nod your head
- Be ready to assist
- Attitude is everything



Use Sales Tools Properly

- Fleet Mat
- Coverage Mat
- Upgrade Matrix



Make it Personal

- Based on what you told me....
- I recommend....
- What many people do....

Paint a Picture

- Describe car features
- Use benefit statements
- Explain advantages



1st Gear - Greet and Build Rapport

Maintaining a positive attitude and building rapport are key components to sales success. What happens in the first few seconds is critical in determining if a customer will allow you to make a presentation.

Skills to Master:

Create a positive first impression

- ✓ Smile
- ✓ Establish eye contact
- ✓ Acknowledge customer's in line.
 - ✓ "Someone will be with you shortly"
- ✓ "May I please help the next customer in line?" rather than calling "Next!" or a hand wave.
- ✓ "Welcome to Orlando!"



Make a Connection

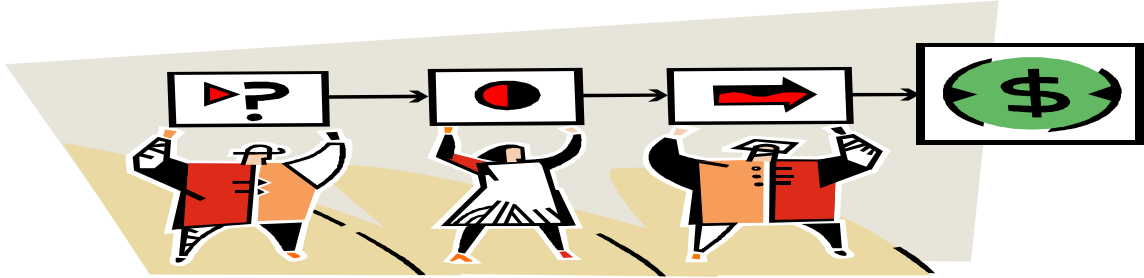
- ✓ Use the customer's name
 - ✓ "Mr. Jones, is this your first time here?"
- ✓ Find something in common
 - ✓ "You're from San Diego? That's a great city"
- ✓ Compliment
 - ✓ Be Sincere
 - ✓ Flattery will get you everywhere
 - ✓ "You're smart to choose E-Z, we have great prices"
 - ✓ "Your child is adorable!"



Situations to Avoid

- ✓ Unnecessary conversations with co-workers
- ✓ Asking "How was your flight?" Keep conversation positive!
- ✓ Saying "No"! Tell renter what you "do have" or "can do" for them.

1st Gear - Greet and Build Rapport



Key Phrases to Gather Information

What brings you to town?

What sights are you planning to see?

Where will you be staying?

Is this your first visit to Florida?

Have you rented with us before?

Less Successful Approach

Agent: Next! Do you have a reservation?

Customer: Yes, for an economy car. I've been waiting in line for over half an hour. Please just hurry up.

Agent: I'm doing the best I can. We had two people call in sick today.

Customer: (No response)

Successful Approach

Agent: Hello! Welcome to Orlando! How may I help you?

Customer: I've been waiting in line for over half an hour. Just get me out of here as fast as you can!

Agent: No problem, I'm one of the fastest here! I'll get you on your way in just a few minutes! Is this your first time here?

Customer: Yes, it is.

Agent: Well, before you go, I'll be happy to help you with directions.

Customer: Thanks a lot!

2nd Gear – Qualify 3 Ways

1. Observe

- ✓ Body language
- ✓ Physical needs
- ✓ Travel companions
- ✓ Quantity of bags
- ✓ Be sure to confirm verbally what you observe



2. Asking Questions

- ✓ Proper timing of questions are critical
- ✓ Make qualifying more conversational – “Are you headed out of town?” or “Where are you headed to?”
- ✓ Solicit specific answers
 - Who
 - What
 - Where
 - When
 - How



3. Active Listening

- ✓ Listen for clues & information
- ✓ Give your customer your undivided attention
- ✓ Never interrupt
- ✓ Keep your response appropriate to customer’s comments
- ✓ Be sure to confirm your understanding



2nd Gear - Qualify

The questions you ask during the qualifying process are a critical part of the set up for a sale. Asking enough of the right questions will give you clues to products and services to recommend.

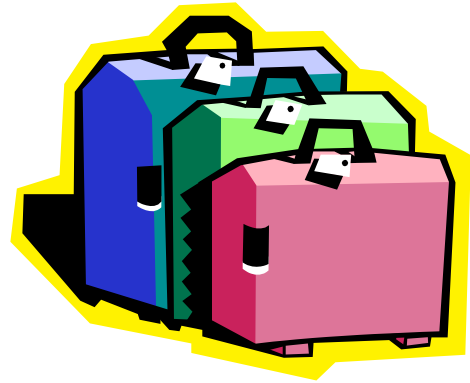
People



Travel



Luggage



How many passengers do you need to accommodate?

Don't assume all people are present at rental counter, many times they're at airport or will be picked up along the way.

Response:

0 -1 passenger = FUN!!!
2 - 4 passengers = legroom/comfort
5 - 6 passengers = extra cargo space, legroom, comfort

What brings you to town?

Is this your first visit?

Where will you be driving to?

Listen closely and use responses to recommend products and services to enhance rental experience.

Response:

"First time in Florida, driving to Disney with family" = Huge Opportunity for larger, more comfortable car, complete protection, GPS, E-Z toll and prepaid gas

How many pieces of luggage do you have?

Always confirm luggage quantity to ensure trunk size is adequate. Many times customers have items not present at rental counter. Be prepared for unique items: Surf Board, Golf Clubs, Skis or Bicycle

Response:

1-2 pieces = Fun Car
3 - 4 pieces = Full-size or larger
5-6 pieces = SUV, Minivan or Luxury

3rd Gear – Recommend Upgrade

Sales Tips to Use Daily:



- * Use “**Top Down Sell**” method to maximize revenue potential and increase probability of sale. Select the best, “Top of the Line” model based on features and benefits that will enhance renter’s trip.
- * **Paint a picture** as to how nicer vehicle will accommodate their needs and increase driving pleasure.
- * **Focus on the product, not the price**
 - ☐ Infomercials are all about the product - Have you seen one lately that sparked your interest? Why are they compelling?
- * **Look for a “Buying Signal” - Give a few examples:**

- * **Have a back-up plan if customer says “NO”**
 - Drop down from Luxury to Premium
 - Drop down from Full Size SUV to Standard SUV
- * **Emphasize Benefits – What’s in it for the customer?**
 - Comfort
 - Convenience
 - Smooth Ride
 - Fun and Sporty
 - Creates Memorable Experience- think of photos you can put on Facebook

Top Down Sell

Quality

If you made connection with renter, offering nicer vehicle will be easy

People/Travel/Luggage

2 adults, 2 bags, first time in city

2 adults, 2 kids, 4 bags, visit relatives

1 adult, 2 bags, business trip

4 adults, 4 bags, driving to golf resort

Offer

Give everyone an opportunity to treat themselves to the very best !



Top of the Line



Chevy Camaro



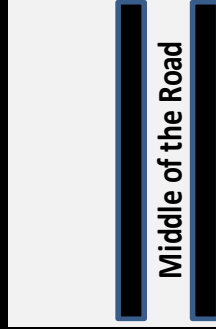
Toyota Sienna



Cadillac CTS



Chevy Tahoe



Middle of the Road



Hyundai Sonata



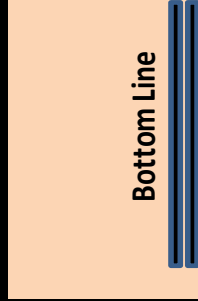
Hyundai Santa Fe



Chevy Malibu



Jeep Wrangler



Bottom Line



Chevy Spark



Hyundai Accent



Nissan Versa



Hyundai Elantra

Reserved Class

3rd Gear – Recommend Upgrade

Use 3-Step Process to make recommendation more conversational

1. Use confident opening phrase

- Based on what you told me, I recommend...
- I have the perfect car for you...
- We have a great special today...
- With 4 passengers and 6 pieces of luggage, I recommend...
- Small cars are intended for short trips, I suggest...
- We had a cancellation this morning...

2. Mention 2 features & 2 benefits to paint picture of advantages to nicer car

- The Volvo S-80 seats 5 passengers and comes with leather interior. It will provide a comfortable ride and memorable trip.
- Our Dodge Caravan accommodates 7 passengers and comes with stow & go seating. It will provide comfort and convenience on your road trip.
- The Nissan Maxima has a great sound system and spacious interior. It's luxury and affordable, at the same time!

3. Ask for the Sale!

- I have white or black. Which do you prefer?
- Let's put you in that today!
- The kids will love it.
- Treat yourself!

Putting it all together:

Mr. Johnson, based on what you told me, I recommend a 2014 Chevy Camaro. It's fully loaded and has convertible top. It's fun and sporty and will make your trip extra special. I have red or grey. Which do you prefer?



3rd Gear – Recommend Upgrade

Create conversational dialogue to enhance your upgrade presentation in the following rental scenarios. Use 3-step process as described on previous page.

1. **Family of four is booked in compact car for two week rental:**

2. **Honeymoon couple is booked in full-size for one week rental:**

3. **Customer is booked in economy car for five days with 2 passengers, golf clubs and 3 suitcases:**

4. **Girlfriends are renting compact for fun & sun weekend and have tons of luggage:**

5. **Elderly couple is booked in mid-size for one month rental:**

3rd Gear – Recommend Upgrade

Customer Focused Pricing equals perception of value.
When making an offer, quote price, as a savings of.

The Formula: Can – Today = Savings

Examples:

- **Can** – Convertibles can rent for as much as \$99/day.
 - **Today** - Today they are only \$79/day.
 - **Savings** – That's a savings of \$20/day!
-
- **Can** – Mini-Vans can rent for as much as \$599/week.
 - **Today** – Today they are only \$499/week.
 - **Savings** – That's a savings of \$100/week.

Practice:

- **Can** - _____ can rent for as much as \$_____/day.
 - **Today** – Today they are only \$_____/day.
 - **Savings** – That's a savings of \$_____/day!
-
- **Can** - _____ can rent for as much as \$_____/week.
 - **Today** – Today they are only \$_____/week.
 - **Savings** – That's a savings of \$_____/week!



3rd Gear – Recommend Upgrade

Methods for lowering the price to keep the sale

- Always start high so you have room to negotiate
- Qualify for Discount
 - AAA or AARP discount
 - Airline Discount
 - First time renter
 - Frequent renter
 - Web booking
- When asked if you offer additional discounts.....
 - Say “Yes”, we offer 50% discount on upgrades to specialty vehicles
- On second offer, drop to middle of the road vehicle.
 - Our Hyundai Sonata has roomy interior and large trunk and will provide comfort and convenience on your road trip.
 - Quote the price as “it’s only a difference of \$___/day”
 - After quoting the price, always refer back to the vehicle.
 - It’s fun to drive and you’ll love it.

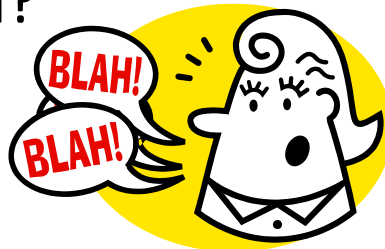


Sales Tip: As long as you have two vehicles, you have upgrade potential. The one your selling and the one your giving. Don't let limited availability impact your sales ability and earning potential

4th Gear – Suggest Coverage

Steps for Success

- ✓ Focus on the benefits the customer will receive if they take our optional coverage, not the CONSEQUENCES they'll suffer if they decline.
- ✓ Give customers the opportunity to make informed buying decisions.
- ✓ Top Down Sell – Offer Complete Protection
- ✓ Explain benefits before price
- ✓ Show value in price
- ✓ Be prepared for objections
- ✓ Remain positive – don't challenge or debate
- ✓ Welcome objections. They allow you to clarify and provide more information.
- ✓ Assume the sale:
 - “You do want....”
 - “I recommend....”
 - “We suggest....”
 - “Most people go with....”
- ✓ Avoid passive talk – “would you like”, “we have” or “do you need?”



Suggested Coverage Dialogue



We recommend our Complete Protection Package. **Pause.** Wait for customer's response.

Customer's Response	Sales Agent Response	Rebuttal
What is it?	It covers the car 100% for collision damage due to accident, Loss of Use, Supplemental Liability Insurance up to \$1M, protects you, your passengers, some personal belongings and includes Roadside Assistance.	
How Much?	For \$0 deductible, Supplemental Liability Insurance up to \$1M, protects you, your passengers and some personal belongings and Roadside Assistance, its \$_____per day.	It's not worth the risk over a vehicle you don't own, that's why I always recommend covering the vehicle along with roadside hassles.
That's more than the car rental!	You've got a great rate! With car and coverage, you'll be paying what most people pay for just the car.	At minimum, I suggest protecting the car 100% and covering roadside hassles. It provides peace of mind while traveling in an unfamiliar city.
It's too expensive!	Actually, when you consider the rental is only _____ days, and your covering a \$25K car, up to \$1M in liability and certain medical benefits and Roadside Assistance. It's worth it.	Most renters go with collision to avoid paying a deductible and roadside service allows for worry free trip.
Doesn't my insurance cover me?	Policies vary. What I recommend and what many renters do is take collision, liability up to \$1M and Roadside Assistance. This way you won't have to worry about your deductible and it's hassle free.	For peace of mind while traveling, I suggest covering the car 100% and take roadside. You can sign an accident report and walk away.
I'm fully covered!	That's great. Our coverage is actually designed for people who are fully covered. This way you can avoid having to pay a deductible, or risk your premiums going up over a vehicle you don't own.	Enjoy your vacation with peace of mind knowing vehicle and roadside hassles are covered. It's what many people do.
Doesn't my credit card cover me?	Credit card coverage varies from card to card. What I do know is that most cards are secondary to your own insurance and don't cover liability or medical. We always recommend complete protection.	Rely on your card to protect the vehicle, let us cover liability and roadside hassles. This way you'll have peace of mind while traveling.
NO!	Move on to other optional products – GPS, E-Z Toll, Prepaid Gas.	

5th Gear – Offer Other Products & Services

❖ Other Products

- GPS
- Prepaid Gas
- E-Z Toll
- Baby Seats

❖ Services

- Additional Drivers
- Under 25 Driver
- One Way Drop

GPS - Complete portable navigational system that will make driving in an unfamiliar city much easier and more enjoyable.

Features:

- Simple & easy to use
- Turn-by-turn audio directions
- Multi-language capability
- Easily find destinations (food, lodging, ATM, etc)

Benefits:

- Saves time and hassle
- Fun way to discover new city
- Promotes safe trip

How do you respond when customer says “I have my smart phone...”?
Ask – “Did you bring your car charger?”
Using smart phone for GPS drains battery, that’s why I always recommend portable GPS. It comes with car charger.

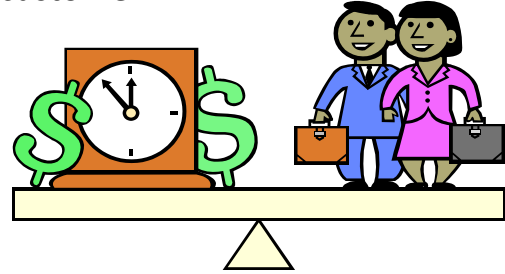


Prepaid Gas Option

- ❖ Allows the customer to purchase a Half tank or Full tank of gas at the time of rental.
- ❖ 100% of customers buy fuel somewhere – why not from you? It saves time and hassle.
- ❖ It's all about convenience - offer it every time to every customer.

Benefits:

- Convenience
- Time Saving
- Hassle Free
- Worry Free
- Avoid Inclement Weather – “It’s hot/cold out!”
- “It’s all on one receipt”
- “It’s what many people do”



Keep in Mind: Average length of rental is between 5 days and 6 days.

- ✓ **Half Tank – 3 day rental or less**
- ✓ **Full Tank – More than 3 days**

Suggested Dialogue:

- Based on your travel plans, I recommend paying for a full tank of gas, to avoid hassle and inconvenience on day of return.
- Mr. Johnson, for your convenience, I recommend our Prepaid Gas Option, you buy the tank now and don't have to worry about refueling. It's a great time saver!
- So you don't have to stop and refuel, I suggest adding a tank of gas to your rental contract. It's convenient and hassle free!
- When asked the price - It's competitively set against the street price, currently \$_____ per gallon. It's a time saving option to avoid delays and hassles when returning your rental vehicle.

AVOID:

- ✓ “Empty”
- ✓ “Will you be using a full tank?”
- ✓ Assuming they don't need it



DO:

- ✓ Remind of hassles of catching flight such as traffic delays, catching shuttle, checking luggage, going through security, taking tram, getting to gate.....

Disclosure:

- ✓ “You may return the vehicle with any fuel level you're comfortable with. However there is no refund for unused fuel.”

E-Z Toll

Provides an unlimited number of tolls in a 24-hour period for one flat fee.

Benefits include:

- ✓ Convenience
- ✓ Time Saving
- ✓ Ease of Use
- ✓ Unlimited use of toll roads in Florida
- ✓ No digging around for dollars or coins
- ✓ One receipt for the rental vehicle and tolls.



Additional Drivers – Benefits include:

- ✓ Convenient Option
- ✓ Covered under terms and conditions of rental agreement

Note: Daily fee is no longer waived for spouse, life partner or due to referral source

6th Gear (Reverse)

Close Positively

Customers remember the last thing they hear from you. Make it count! Review rental charges to avoid challenges upon return.

It's important to handle all customers in the same professional manner whether they buy from you or not. Show customers that you are a **professional**. Treat everyone with the same enthusiasm.

- ❖ Explain all charges in detail
- ❖ Ensure all questions have been answered
- ❖ Obtain required initials and signature
 - When renter declines coverage – say “Initial, that you are accepting full responsibility for damages, liability and personal injuries.”
 - Note: Key word is “accepting”. Let's establish habit of “accepting” responsibility *or* purchase of product. This avoids negativity of “declining”.
 - This gives you another opportunity to say – “What many of my customers do is at least cover the car and roadside, it will give you peace of mind *and* it's hassle free.
- ❖ Call customer by name
- ❖ Offer directions
- ❖ Give clear and precise instructions on where to find our vehicles.
- ❖ Thank the customer for their business



Rev your Engine Review

1. What does SMILE represent?

- S _____
- M _____
- I _____
- L _____
- E _____

2. What are S.M.A.R.T Goals?

- S _____
- M _____
- A _____
- R _____
- T _____



3. What are 6 Gears of Success? Give example.

1st Gear _____

- Example _____

2nd Gear _____

- Example _____

3rd Gear _____

- Example _____

4th Gear _____

- Example _____

5th Gear _____

- Example _____

Reverse _____

- Example _____

4. What will you do to **Rev your** Engine?

E-Z – Rental Standards

Appearance:

- Nametag with company issued uniform
- Uniform neat and clean
- Well groomed, clean shaven and professional appearance

1st Gear – Greet and Build Rapport

- Acknowledge customers in line
- Offer friendly greeting
- Smile and eye contact are essential
- Use the customer's name

2nd Gear – Qualify

- Obtain driver's license and credit card, confirms address, phone and email
- Ask open ended questions to determine People, Travel and Luggage requirements. Use information gathered to recommend products and services.

3rd Gear – Recommend Upgrade

- Top Down Sell - Offer top of the line vehicle (LCAR, FFAR, MVAR, PFAR or similar)
 - If declined, drop down one car class (PCAR, SFAR, STAR or similar)
 - If no, go to 4th Gear
- Use two features and two benefits when describing recommended vehicle.
- Know vehicle availability and current pricing standards
- Use Customer Focused Pricing - "savings of..." or "only a difference of..."

4th Gear – Suggest Coverage

- Top Down Sell – Offer complete protection
 - If no, offer lesser package
 - Final Offer – CDW/RSA
- Use assumptive dialogue – We recommend, I suggest, You do want, What many customers take is.... Unacceptable phrases – Do you want? Or Do you need?
- Respond to objections with emphasis on benefit statements
- Always discuss benefits before price

5th Gear – Offering Other Products and Services

- Offer Prepaid Gas Option to every customer
- Offer GPS Unit to every customer
- Discuss Toll Pass, Additional Drivers, UA fees and/or Baby Seats if applicable

Reverse – Close Positively

- Review estimated rental charges and obtain initials/signature.
- Offer thanks and appropriate parting comments
- State where vehicle is parked, how to exit lot and where to return vehicle
- Use the customer's name

Presentation Style

- Delivery is confident, conversational, and reflects thorough product knowledge



Rev your Engine – Helpful Dialogue

1st Gear – Greet and Build Rapport

- May I please help the next in line?
- Welcome to E-Z Rent A Car, my name is _____ and I'll be assisting you.
- Have you rented with us before?
- Mr. Johnson, Is this your first visit to Miami

2nd Gear – Qualify

- What brings you to town? , Where will you be traveling to?
- How many passengers do you need to accommodate?, Where are you staying?
- How much luggage do you have?

3rd Gear – Recommend Upgrade

➤ *Recommended Opening Lines*

- Mr. Jones, based on your needs, I recommend...
- Ms. Jackson, our Nissan Maxima has a roomy interior and plenty of trunk space. It will provide comfort and convenience for you and your passengers.
- I have the perfect car for you.....

➤ *Assumptive Closing Lines*

- Let's put you in that today...
- It's perfect for you and your family...
- I have a red or black Mustang Convertible, which do you prefer?

➤ *Customer Focused Pricing Strategies*

- Price as a "savings of ... Convertibles can rent for as much as \$99/day. Today Mustangs are only \$79/day. That's a savings of \$20/day.
- "Only a difference of ..." if upgrade is \$15 or less.

➤ *Reinforce Customers Acceptance*

- Great choice! You'll have fun driving with the top down.
- Smart choice, extra room will make traveling hassle free.

4th Gear – Suggest Coverage

- Mr. Smith, I recommend our Complete Protection.
 - It covers our car 100% for collision damage, provides supplemental liability protection up to \$1M, protects you, your passengers, personal belongings and covers roadside hassles.
- Final Offer – What many of my customers do is at least protect the car and take roadside, it gives peace of mind and it's hassle free.

5th Gear – Offer Other Products and Services

- **Prepaid Gas Option** - For your convenience, I recommend our Prepaid Gas Option. You buy the tank now and don't have to worry about refueling.
- **GPS** - GPS units are great time savers. It makes traveling in an unfamiliar city much easier and more enjoyable.
- **Toll Pass** – E-Z toll allows you to cruise through toll plazas, quickly.

Reverse – Close Positively

- Please initial here that you are accepting (product or responsibility)
- Can I help you with directions?
- Ms. Jackson, do you have any questions?
- See agent in Kiosk to obtain keys to vehicle



Notes

