

**ABSOLUTE  
RESULTS**

we help dealers **sell** cars...

Absolute Results®

# Intelligent Conversation™

2017

POWERED BY INTELLIGENT WORD TRACTS™

MAKE MORE APPOINTMENTS

SELL MORE CARS

# DEAR SALES PROFESSIONAL:

The Automotive Retail Sales Experience is a highly relational sales transaction.

Every customer is an individual, with their own unique needs.

Cars also are very personal, with so many brands, models, and features, not to mention the purchase complexities of finance and trade options. Consumers want a sales professional they can trust to guide them through this experience.

You build trust with your customers when you listen and dialogue with them. Effective sales dialogue starts with good questions and leads to action.

At Absolute Results, we call this dialogue “Intelligent Conversations”.

Intelligent Conversations are built around Intelligent Word Tracts which will help you interact with your customer and guide them towards their purchase decision. As you guide your customer on the Road to Their Purchase Decision, you will need to pass 3 Milestones. These are the Connection Milestone, the Story Milestone and the Offer Milestone.

Module One of this book reviews 6 Intelligent Word Tracts to help you connect with your customer and engage them. As there are six, we call these the Connection Cube. The Second Module contains 6 more Intelligent Word Tracts to tell the Story and give Reasons to Buy, we call these six the Story Cube. The Third Module contains 6 more Intelligent Word Tracts to Ask for the Sale, we call these six the Offer Cube.

Practice these Intelligent Word Tracts, combine them together, and use them every day as you guide your customers along the Road to Their Purchase Decision.

Happy Selling,



Jeff Williams

President of Absolute Results

Believer and Evangelist of the Retail Car Sales Experience

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## Module One

# The Connection Cube

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INTELLIGENT WORD TRACTS TO CONNECT AND ENGAGE

**QM**

QUICK MINUTE

**OTD**

ONE THING DIFFERENT

**LYV**

LOVE YOUR VEHICLE

**VIP**

VIP CUSTOMER

**LG**

LATEST & GREATEST

**TMM**

TELL ME MORE

**ABSOLUTE  
RESULTS**

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## Do you have a Quick Minute...

When we reach out to our guests it's important to keep in mind they could be at work, in their car or at home and it is unlikely that they are expecting our call. Starting the call, we should keep the questions simple and speak with a respectful tone. Starting our conversation, our goal is identify if they have a legitimate time objection and introduce ourselves with an easy confidence:

***"Good morning Mr. Customer, this is Ken calling on behalf of ABC Motors, I have some important information to share with you, do you have a quick minute for me?"***

***"This is Jeff calling from ABC Motors. I just came out of a meeting with my sales manager, and we were reviewing files of some of our VIP customers driving late model cars. Your name came up and he asked me to give you a call. Do you have a quick minute for me to ask you a couple of quick questions?"***

By assuming nothing and asking permission to speak with them, we identify ourselves as being considerate and likely have earned the right to move to the purpose of our call.

If you get a yes, you can follow up with these three questions:

***"Do you still have your 2012 Grand Caravan?" "Do you love it like the day you drove it home?"***

***"My Manager wants to know, if he could match your current payment and get you into a brand new or newer car, would you be interested?"***

## Other Powerful Uses...

In addition to "taking the curse off the call" and getting permission to engage the customer in an Intelligent Conversation, this Intelligent Question can also be used on the lot to overcome objections like:

***I'm kind of busy right now – "I understand, I won't take a lot of time, may I have a couple quick minutes to ask 2 or 3 questions?"***

***I'm just looking and I don't have a lot of time – "No Problem, do you have a quick minute to sit down so I can ask you a few questions? follow me..."***

***This is taking too long, we will just come back another time – "Please allow me to check with the Sales Manager? I just need a couple of quick minutes... I'll be right back."***

**\*\*\* One of the most POWERFUL marketing techniques is the Power of Permission, use this Intelligent Question to leverage the Power of Permission.**

**Intelligent Conversations help you make more appointments, and sell more cars!**

## INTELLIGENT WORD TRACTS TO CONNECT AND ENGAGE

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# OTD “One Thing Different”

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## What One Thing Different would you like...

With virtually every decision we make, we have a series of reasons to explain or justify our actions, yet underlying each decision is usually one dominant motivating reason. Uncovering that reason usually unlocks the sale. When you ask your customer to tell you one thing they want different in their new car, they mentally pause, reflect, and then give you the answer. That answer usually is the key.

***“Mr. Customer, if there was one thing, one feature, or one option you could change about your current car, what would it be?”***

***if you could wave a magic wand over your car and add or change one thing, what would it be?***

***if you could go back in time and re-do your current vehicle purchase, and get one thing different, what would it be?”***

Often your customer will answer **“only one thing...there are several things!”**. You can ask what they all are, but then also ask which is the most important, and focus on that one thing.

This question works really well as a follow up to **“Do you love your car like the day you drove it home? What one thing would you want different?”**

You can also ask **“What’s changed in your life since you bought the car? What one thing...”**

## Other powerful uses...

Sometimes you are on the phone and the conversation is dragging. You are getting passive responses or a tone that suggests a developing apathy. Logical suggestions, event exclusive incentive offers, the VIP appointment proposal are not eliciting any positive responses. Time to hit the emergency button! When you ask this Intelligent Question it guides your customer to focus and provide one simple answer. Agreeing that there is at least one thing is a great start.

***Objection: “Thanks for the call. We will give this some thought but I don’t think we are really interested in a new car.”***

***“Mr. Customer, before I let you go could I ask you just one quick question?” (pause)***

***“if you think back to the time you purchased your current vehicle, is there one thing you wished you would have gotten different?”***

Not everybody is good at making conversation or relating to someone they do not know, find out what’s important to them and why an options review might make real sense to them.

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## INTELLIGENT WORD TRACTS TO CONNECT AND ENGAGE

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TELL ME MORE



# "Love Your Vehicle"

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**Do you Love Your Vehicle like the day you drove it home...**

This Intelligent Question gets the customer to open up. Is there an option missing that they regret not getting originally? Has something happened to their vehicle that has made them less attached to it? Accidents, minor damage, service issues, out of warranty etc. If they show any sort of disengagement with the existing vehicle this sets you up to share all the benefits of doing an **Options Review** and let them know why they should consider **Trading Keys** today.

***"Do you love your car like the day you drove it home?"***

***"Well, it a good car but it's not new anymore" - OR - "it's great but my payments are too high."***

***"If there was one thing you could change about your current car or one feature or option you don't now have, what would it be?" - OR -***

***"If we could Trade Keys and get you in our Latest and Greatest, would you invest 30 minutes to stop by the dealership so we can review your options?"***

## **Other Powerful Uses...**

We often hear the objection "I'm happy with my car" or "I don't need a new car" or 'I can't afford a new car". The caller expects us to tell them why they should change their vehicle and the leap into the "unknown" is a bit too much for them so they object. This is just a defensive response. Reply by celebrating the fact that they like their car, then use the **LYV Intelligent Question**.

**Customer: "The truth is we love our vehicle and haven't given any thought to changing it."**

***"Mr. Customer, I am happy to hear that you love your vehicle, it means that you made a great choice when you purchased it but may I ask you this: do you love it like the day you drove it home?"***

With this question, you are very likely to come across some things that have changed in their lives or you can share about new technologies that are available now. By opening up the reality of change we are far more likely to identify why an **Options Review** might make sense for them to consider and further the conversation, giving our guest a chance to fall in love all over again.

This Intelligent Question also works on the lot to find out their true motivation for visiting the dealership, or when you are at a roadblock negotiating payments or trade value...simply put down your pen, push the paper away, and ask;

***"Lets make sure we haven't missed anything, if you loved your car like the day you drove it home you wouldn't be here, so let's review what features are most important to you and to make sure we haven't missed anything."***

**Intelligent Conversations make more appointments, and sell more cars!**

## **INTELLIGENT WORD TRACTS TO CONNECT AND ENGAGE**

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**VIP CUSTOMER**

**LG**

**LATEST & GREATEST**

**TMM**

**TELL ME MORE**



# VIP “VIP Customer”

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## You're a VIP Customer...

When you hear the word VIP, what do you think? Red Carpet Treatment, an American Express Advertisement, a special section of a theatre reserved for high rollers or celebrities, Exclusivity?

What makes someone a VIP? Social or Economic Status? Ownership of Something Special? Loyalty to a brand? Belonging to a club?

What does a VIP get? Special Treatment? Exclusive access to limited product? Extra special service perks? Access to special pricing and deals?

Successful salespeople generate most of their business from repeat and referral customers. Customers who have purchased multiple cars from you and who have referred others to you are your **VIP Customers!** It's easier and more profitable to sell repeat customers than new or cold customers, and when a customer feels special, they are less likely to be a tough negotiator!

***“Mr. Customer, as a loyal customer of ABC Motors, you are a VIP and you qualify for special incentives at our VIP Private Sale.”***

Combine this Intelligent Technique with other Intelligent Word Tracts to close on the appointment:

***“You are a VIP Customer, but you're not driving our Latest and Greatest, we would like to Trade Keys with you and we have Private Sale Bonus Cash to help lower your Cost of Driving...”***

## Other Powerful Uses...

***Customer: “Your sale sounds good and we may need to look at making a change at some point, but right now we are too busy with work and hockey with our boys to come down to your sale.”***

***“Dan, I understand that your time is at a premium but would you allow me to schedule a VIP Appointment for you? When you arrive at the store I will have the vehicle we talked about ready to go at the front door, our factory affiliate will be waiting to meet with you for a few minutes to discuss what is important to you and the extra incentives available to us. Please bring your keys and registration with you, I will make sure that our used car manager is able to look at your trade in right away, so we can give you an Options Review. Sound good?”***

The **VIP Appointment** makes the process simple and easy.

*Intelligent Conversations make more appointments, and sell more cars!*

## INTELLIGENT WORD TRACTS TO CONNECT AND ENGAGE

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TELL ME MORE



# "Latest & Greatest"

**ABSOLUTE  
RESULTS**  
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## You're not driving our Latest and Greatest...

We live in a world that's driven by innovation, where our customers are constantly asking "what's new". Marketing everywhere says **Latest and Greatest**, "new and improved", and "better than ever". Most auto manufacturers are releasing new models every year, and even where the models are only a few years old, they are continuously being refreshed with new technology, safety features, and improvements. There is a **Race For Innovation** in our industry.

A combination of this race for innovation, a stable growing economy, strong used car values, and a pent-up demand by millennials to buy cars, has resulted in a **Shorter Trading Cycle**. People who used to trade every 5 to 6 years are now trading every 3 to 4 years.

When you tell your customer that you want to show them the **Latest and Greatest** they are instantly intrigued. You have their attention. And when you tell them that new vehicles are more affordable, possibly even offering more value than their last car purchase, and you want to offer them a no charge **Options Review**, the next logical step is for them to make an appointment.

As they are a **VIP Customer**, you want them to be the first to see, drive, and maybe even own this exciting new product.

***"Mr. Customer, you are a VIP Customer, and we want you to have the opportunity to see and drive our Latest & Greatest new product at our Private Sale Event this Wednesday. We have allocated some Marketing Funds to reward you with a Loyalty Bonus. We have several VIP Appointment times available and I would like to pick the one that works best for you..."***

This technique works really well when there is a new product release, update or model launch. We call that a **Showcase Event**. Remember that most customers in your database are driving a vehicle that is 2 or 3 models cycles old. The average on the road today is 11 years old. Familiarize yourself with the model years and cycles, because for most of your customers, the new vehicles on your lot are "new" to them. Invite them to see the **Latest and Greatest**.

## Other Powerful uses...

Combine this technique with the **Cost of Driving** both on the phone or when you are encouraging a customer to engage in an **Options Review** after the test drive.

***"Mr. Customer, allow me to prepare an Options Review for you on our Latest and Greatest, we may even be able to Lower your Cost of Driving, saving you money every month."***

*Intelligent Conversations make more appointments, and sell more cars!*

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TELL ME MORE



## Really, why is that? Do Tell Me More...

These are all very powerful questions; they allow you to dig deeper and truly find the reason why...or as we might say, the “reason behind the reason” that the customer is looking to buy a car. For example, a customer might tell you that they want a vehicle that’s cheaper on gas or to have a lower payment, but when you ask them **Tell Me More**, they tell you that they have a student loan to pay or they have a life change that is motivating them to become more frugal.

Taking time to ask **Tell Me More**, shows the customer that you care, that you want to listen to them and this helps you build trust and connection with the customer.

Successful salespeople help customers buy a car, they ask questions, uncover problems, needs, and wants and show the customer how buying a car solves their problem or meets their needs. Often a successful salesperson even helps a customer discover **Reasons To Buy** that the customer was unaware of prior to their conversation. This technique works great with the **One Thing Different** question.

***“Mr. Customer, if there were One Thing you want Different in your next car, what would that one thing be? Why do you say that? Really - Tell Me More!”***

## Other Powerful uses...

This technique works great when you are closing a car deal. Often you will get an objection that you don’t understand or which doesn’t make sense. You feel that you have found the right vehicle, answered the customer’s questions, but they still aren’t buying. It’s time to dig deeper.

***“Why? Really, how do you mean? Tell Me More...So what I hear you saying is...So if you could see and feel that...it would make sense to you to drive home in a new car today?”***

The thing you can’t fake is sincerity. Sometimes on Private Sale Day, we are in a hurry to move on to other appointments. The key is to ask, listen, and then to repeat back to the customer their concern. That is why on Private Sale Day the Absolute Results Trainer can be such a help. It sometimes just takes a fresh face and a fresh set of ears to listen to the customer, and tell them the **Private Sale Story**, and give them a **Reason To Buy** that makes sense to them.

Remember the quote “a man convinced against his will, is of the same opinion still”. If you understand the reason behind the reason, you will know which **Private Sale Story** will connect with your customer, and they will enjoy buying from you again and again and again.

**Intelligent Conversations make more appointments, and sell more cars!**

## INTELLIGENT WORD TRACTS TO CONNECT AND ENGAGE

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**TMM**  
TELL ME MORE

## Module Two

# The Story Cube

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INTELLIGENT WORD TRACTS TO TELL THE STORY

**BM**

**BUYERS MARKET**

**COD**

**COST OF DRIVING**

**NYC**

**NEED YOUR CAR**

**PM**

**PAYMENT MATCH**

**PSS**

**PRIVATE SALE STORY**

**SS**

**SWEET SPOT**

**ABSOLUTE  
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# BM “Buyer’s Market”

**ABSOLUTE  
RESULTS**  
we help dealers **sell** cars...

**it’s a Buyer’s Market right now...**

Everyone knows that the best time to buy, is when there is a **Buyer’s Market**. While this term is most often used in real estate, there is currently a **Buyer’s Market** in the car business! Both Trade-In Values and new car incentives are at an all-time high. Interest rates are at an all-time low, and with the **Race for Innovation**, there are so many exciting new models for your customer to choose from. It’s both an exciting and beneficial time to buy a new car.

***“Mr. Customer, in the car business we are experiencing a market phenomenon called a Buyer’s Market. There are more exciting cars to choose from and there are amazing deals. To make the deals even better for customers like you, there is a shortage of used cars and we really Need Your Car. If you have even dreamed of Trading Keys for a new car, the Time Is Now,”***

It’s a fun and exciting time to shop for a new car, and the **Buyer’s Market** story helps the customer feel in control, and like they have options they never knew existed. Use this with the **Latest and Greatest** and the **Cost of Driving** technique.

***“Mr. Customer, the deals are so good right now, and thousands of customers like you each week are Trading Keys from a 1 to 3 year old car for a brand new car. I’d like to book a VIP Appointment, show you our Latest and Greatest, and see if we can lower your Cost of Driving and Trade Keys for a newer car.”***

**Other powerful uses...**

When you are on the lot with a customer you can talk about the **Buyer’s Market**.

***“Mr. Customer, we are experiencing a Buyer’s Market right now. I’m not sure if it’s because of all the exciting new product, the economy, or the crazy factory incentives, and I don’t know how long it will last, but the Time is Now to Upgrade your Ride.”***

You can also talk about the **Buyer’s Market** when you are not at work, but having casual conversation at social and sporting events. You position yourself as a market expert and for sure people who have never bought a car from you, will ask for your card or for you to give your opinion on whether they should keep their car or trade it.

Remember, last year 29 % of customers buying a vehicle on Private Sale Day were driving a 1 to 2 year old car and their new payment only increased \$13 per month – that’s a **Buyer’s Market**!

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## INTELLIGENT WORD TRACTS TO TELL THE STORY

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**BUYER’S MARKET**

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**COST OF DRIVING**

**NYC**

**NEED YOUR CAR**

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**PAYMENT MATCH**

**PSS**

**PRIVATE SALE STORY**

**SS**

**SWEET SPOT**

# COD “Cost Of Driving”

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RESULTS**  
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## If we could lower your Cost of Driving...

When you ask your customer what their current car is costing them, they are likely to tell you what their payment is. But that is their payment, not their **Cost of Driving**. This includes maintenance and repair, and if a new car gets better fuel economy (and most new cars get much better fuel economy) then their **Cost of Driving** their current car is even higher. This works especially well with customers who have 3 year or older cars which are likely now off warranty.

***“Mr. Customer, many of our VIP Customers are Trading Keys for one of our Latest and Greatest new cars, and we are able to Lower their Cost of Driving. We would like to invite you to our Private Sale Event where we can offer you a no obligation Options Review.”***

The average customer with a three year old car is spending \$1500 per year on maintenance and repair. It might be brakes, tires, or other expensive costs and they are usually not planned for, they are unexpected.

***“Mr. Customer, if you are like many customers, you have a budget each month and when you get an unexpected bill it can be really frustrating. One of the benefits of owning a new car is that it is under warranty so you have a fixed expense and zero surprises. By the way, how many miles do you have on your car? Have you just replaced the brakes and tires or are you just about to?”***

## Other Powerful uses...

You can use this technique when closing a car deal. If the customer is paying \$300 per month, and the new car payment is \$400, ask them how much they spend on fuel each week? Then do a rough calculation of the fuel savings and factor in \$125 per month for repair and maintenance.

***“Mr. Customer, what if I could lower your Cost of Driving, and you would be driving our Latest and Greatest, with all the new safety, technology and better fuel economy? If we found the right vehicle, and the numbers made sense, that would have to work for you, wouldn't it? Let's do an Options Review.”***

***“Considering where you stand, you made a good decision when you purchased your last car, and it's my goal to help you make a smart decision again.”***

Remember, people buy with emotion, but they often just need a “sliver of reason” so that purchasing a new vehicle makes sense.

**Intelligent Conversations make more appointments, and sell more cars!**

## INTELLIGENT WORD TRACTS TO TELL THE STORY

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**PSS**

**PRIVATE SALE STORY**

**SS**

**SWEET SPOT**

## We Need Your Car...

Over the last several years, there has been a market shortage of good clean pre-owned cars. As a result, most used car managers are actively looking to buy used cars from previous customers, and they will pay top dollar for a choice late model trade. Especially cars that are 3 to 6 years old and which have under 100,000 km or 60,000 miles. These cars are easily financeable, they require minimal repair to fix up, and extended warranties are usually available.

***"Mr. Customer, our records show that you own a 2013 Grand Caravan, do you still own it? Great, how many miles does it have? Have you taken good care of it? Wow, we need used cars like that!"***

***"Do you still own it? How many miles does it have? Can I have it?"***

The vast majority of the time, the customer needs a car, so if they sell it to you they will need to buy another one. Sometimes they will object by saying...

***Customer – "You just want to sell me a new car..."***

***"You're right, I really would like to sell you a new car, but we are also very sincere about buying your car. There is a shortage of good clean used cars, as a matter of fact I bet we have several buyers on file for a vehicle like yours. When can we book a VIP appointment so we can offer you an Options Review? We may even be able to Match your Payment on a new car."***

## Other reasons this works...

Dealers also buy used cars at the auction, but many of those cars are fleet and rental returns. A car that was previously purchased or serviced at the dealership has substantially more value. This technique leads into the **Best Case Scenario** technique, and the customer feels empowered when we are wanting to buy something from them, instead of them just buying from us.

***"Mr. Customer, allow us to appraise your car. While my manager is doing that, I will register you for Private Sale Bonus Cash, and show you some new vehicles. That way we can do a proper Options Review, and whether we buy your car or not, we can give you a Best Case Scenario."***

Remember, the average age of cars on the road is 11 years old; people driving older cars are more likely to buy these trade ins, especially if you can tell them the used car's history.

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## INTELLIGENT WORD TRACTS TO TELL THE STORY

**BM**

**BUYER'S MARKET**

**COD**

**COST OF DRIVING**

**NYC**

**NEED YOUR CAR**

**PM**

**PAYMENT MATCH**

**PSS**

**PRIVATE SALE STORY**

**SS**

**SWEET SPOT**

# PM "Payment Match"

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## You qualify for a Payment Match opportunity...

When your customer has a high demand trade, where the new model has new or substantial incentives, and finance terms are favorable, they can likely **Trade Keys** for a new vehicle and match their current payment. Wow, a new car and the same old payment.

***"Mr. Customer, current market conditions are allowing many of our customers like you to Trade Keys into a new or newer vehicle, and we are able to Match their Payment at or near what they are currently paying."***

Most people do not remember what they paid for their current vehicle but can answer, to the penny, what their payment is. At the **Private Sale** we will give each customer an **Options Review**, showing them how changes in market conditions, factory incentives, historically low interest rates and additional **Private Sale Bonus Cash** will benefit them. Many of our guests are able to move up a few model years, add additional options or even change vehicles, **Trading Keys** at or near their current monthly payment. Have fun telling the story of other customers Just Like Them who have Traded Keys...

***"Mr. Customer, if you woke up in the morning, walked out in your driveway and found a brand new car with the same or more options than your old car, and your payment didn't change would you be upset? That's what the Payment Match opportunity is like."***

## Other Powerful uses...

You can use this powerful technique with the **Cost of Driving**, **Private Sale Bonus Cash**, and the **Sweet Spot** on the phone, on the lot, and when closing the deal.

***"Many of our customers, by taking advantage of the Private Sale Bonus Cash are able to lower their Cost of Driving, sometimes even Matching a payment at or near their current payment and getting our Latest and Greatest."***

***"The market is always changing, but what if we could take advantage of the Sweet Spot opportunity, and you could drive home in a new car at or near your current payment. That would have to work for you, wouldn't it?"***

Remember, when you tell customers that their vehicle ownership qualifies them for the **Trade Up Sweet Spot**, you are also affirming their last vehicle purchase as a smart decision.

*Intelligent Conversations make more appointments, and sell more cars!*

## INTELLIGENT WORD TRACTS TO TELL THE STORY

**BM**

BUYER'S MARKET

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COST OF DRIVING

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NEED YOUR CAR

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PAYMENT MATCH

**PSS**

PRIVATE SALE STORY

**SS**

SWEET SPOT



**Let me tell you why we are having a Private Sale...**

The **Private Sale Story** works so well because it simply makes sense, and it makes your customers feel special. Everyone wants to receive great service, and everyone intuitively knows that if a business rewards good customers they will likely purchase again and again, and that business will be super successful.

***“Mr. Customer, the owner of our dealership has traditionally invested a lot of money on expensive advertising – radio, TV, print, internet. Sometimes it worked and other times it didn’t. One day he took a big risk. He substantially cut back the advertising and instead he mailed a letter to a group of loyal customers, offering them an exceptional deal. He then took the money he saved from the canceled ads, and he used that money to lower prices for that one day. Guess what? His customers responded and bought new cars...more than when he ran traditional advertising. Now every month, he picks a select group of customers to receive a Private Sale offer.”***

You can then set realistic expectations by explaining how much money is available to them.

***“The savings on Private Sale Day is substantial. Is it thousands, no; hundreds, yes; likely enough for a payment or two.”***

***“The Private Sale Event is the best time to Trade Keys!”***

Use the **VIP Customer** and the **Latest and Greatest** to further develop the **Private Sale Story**.

***“As a VIP Customer, we would like to invite you to come down to our dealership for the Private Sale so we can show you the latest and greatest new product, and give you the opportunity to Trade Keys for a newer car, and possibly even lower your Cost of Driving.”***

**This technique also works...**

During your Private Sale, new additional customers will walk in either with the invitation, or just show up in their natural course of shopping for a car. You have the opportunity to explain the **Private Sale Story**, hand them an invitation, and personally invite them to purchase at the event.

***“Mr. Customer, we are having a Private Event for loyal customers. The owner of the dealership has authorized special savings just for today. I have a customer who wasn’t able to attend, would you like me to extend their savings to you?”***

**Intelligent Conversations make more appointments, and sell more cars!**

## INTELLIGENT WORD TRACTS TO TELL THE STORY

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**BUYER’S MARKET**

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**COST OF DRIVING**

**NYC**

**NEED YOUR CAR**

**PM**

**PAYMENT MATCH**

**PSS**

**PRIVATE SALE STORY**

**SS**

**SWEET SPOT**



# "Sweet Spot"

## You are in a Trade Up Sweet Spot...

When your customer is in a **Trade Up Sweet Spot**, they have a unique advantage – they can trade up sooner and more affordably than would normally be possible. Time and money is in their favor.

***"Mr. Customer, today the market is in your favor. You are in what we in the auto industry refer to as a Trade Up Sweet Spot. As a result, you can very likely trade up sooner and more affordably than you normally would otherwise."***

***"We would like to invite you to the dealership for a VIP Appointment, where we can show you our Latest and Greatest, and present you with an Options Review. We may be able to Lower Your Cost of Driving, and Trade Your Keys with a newer car."***

This allows you to position yourself as an auto market advisor, just like a stock broker who tells his clients "Now is the time to buy or sell". Your customer doesn't know the market, but you do. Your manager knows what used cars are hot, and when the incentives are at an all-time high. You get to share this good news with your customers!

You can also add a level of urgency to the appointment, because we don't know the future market conditions, but based on deals we have made for other customers with a similar year, make, and model, we can very likely leverage this **Trade Up Sweet Spot** to their advantage.

## Other powerful uses...

You can use it on the lot to engage a customer in an **Options Review**.

***"Mr. Customer, due to market conditions, you may be in a Trade Up Sweet Spot, let's go for a test drive and afterwards my manager will prepare an Options Review so you can decide."***

You can use this technique when closing the car deal.

***"Typically to move up 3 model years and the get the Latest and Greatest, it costs an increase in payment of about \$150 per month, or \$50 monthly per model year. But today, based on high demand for your trade in, exceptional incentives on new vehicles, the Private Sale Bonus Cash, and Historic Low Interest Rates, you can Trade up for only \$\_\_\_ more per month."***

Remember... the market is constantly changing. Encourage your customer to take advantage of their **Trade Up Sweet Spot**!

*Intelligent Conversations make more appointments, and sell more cars!*

## INTELLIGENT WORD TRACTS TO TELL THE STORY

**BM**

BUYER'S MARKET

**COD**

COST OF DRIVING

**NYC**

NEED YOUR CAR

**PM**

PAYMENT MATCH

**PSS**

PRIVATE SALE STORY

**SS**

SWEET SPOT

## Module Three

# The Offer Cube

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INTELLIGENT WORD TRACTS TO ASK FOR THE SALE

**NCP**

NEW CAR PAYMENT

**OR**

OPTIONS REVIEW

**PTM**

POSITION TO MOVE

**BCS**

BEST CASE SCENARIO

**SME**

SMART MONEY EXPLORES

**SNL**

SAY NO LATER

**ABSOLUTE  
RESULTS**  
we help dealers **sell** cars...

# NCP "New Car Payment"

**ABSOLUTE  
RESULTS**  
we help dealers **sell** cars...

**You are making a New Car Payment on a three year old car...**

In 2015, the average used car payment was \$361 per month. This is for a 4.5 year old car, with an average transaction price of \$18,800, typically financed at or around 6.9%.

Today, with extended finance terms for new cars, rates often as low as 0%, combined with new car incentives at an all-time high, often a new car payment is not much more than a used car payment. Even with an average new car transaction price of \$10,000 or higher.

***"Mr. Customer you are currently paying a new car payment, but you are driving a 3 year old car. Would you consider keeping your current payment but replacing your used car for a new one?"***

This technique can be doubled up with a **Payment Match** or **Cost of Driving Story**. When you factor the cost of maintenance and repair on their old car, plus the fact that service intervals are far less on new cars today, it's almost a no brainer for them to **Trade Keys!**

***"Mr. Customer, no matter what happens here today, you are leaving with a car payment. It's just a question of which car you will be driving in!"***

***"Right now, from the numbers we have shown you, you are already making a New Car Payment, but you are driving a used car. If we could show you how we can lower your Cost of Driving, and get a new car for the same payment, that would make sense wouldn't it?"***

Simply showing new car advertised payments, often lower than the payment they are currently making, combined with a test drive where the customer can feel the "Joy of New", why wouldn't they consider **Trading Keys**.

If a customer mentioned that their car is almost paid off, you can respond with a logical response.

***"Mr. Customer, everyone has a car payment... either they are paying a car loan or their car is depreciating, and they likely have some repair and maintenance costs. Why don't we see if we can find a car you like and then we will prepare an Options Review and you can decide which car you want to drive home in."***

Remember, your job is to find the right car, take them for a test drive and provide them with an **Options Review**. When you do your job, most of the time they will buy from you.

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# OR “Options Review”

**Allow us to prepare an Options Review for you...**

Customers love to have choices, and they like to know what their options are. Simply knowing that they will be given factual information, and allowed to make their own decision about what's in their best interest, greatly puts them at ease and removes much of the perceived risk of making a poor or wrong decision.

The **Private Sale Process** is a simplified 3 step selling system – the **Registration Desk**, the **Test Drive** and the **Options Review**.

***“As a VIP Customer, you are invited to our preferred customer Private Sale Event. At this event, we will register you for special Bonus Cash, then we will show you our Latest and Greatest which includes taking a test drive, and then we will give you an Options Review.”***

***“In the Options Review, we will compare your current car with a new one. We will review if we can lower your Cost of Driving, and see if you qualify for a Payment Match offer. You will be given special one day VIP Pricing. Once you have all the information it will be up to you to decide if it makes sense to Trade Keys.”***

You can use the **Options Review** on a voice message as a reason for a call back.

***“This is Jeff from ABC Motors. As a VIP Customer, we were reviewing your vehicle and purchase history, and we would like to schedule an Options Review. You currently qualify for additional incentives that aren't available to the general public, can you please call me as soon as possible?”***

## **Other powerful uses...**

You can also use this for a non-committal customer on the lot who might be hesitant to engage.

***“Let's just have a look around to see if we happen to have something on the lot that you like. If we do, we will assess your vehicle, go for a drive and prepare an Options Review, so that at least you will know where you stand.”***

Offering to give your customer options and letting them know that there is “no charge for information” can be a fun way to help them relax and enjoy the Private Sale Event. After all, they can always **Say No Later**.

***Intelligent Conversations make more appointments, and sell more cars!***

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**SAY NO LATER**

# PTM “Position To Move”

**ABSOLUTE  
RESULTS**  
we help dealers sell cars...

**You would be in a Position To Move ahead, wouldn't you...**

This technique logically sets up a “yes” to buying a car, early in the sales process. It also flushes out any “deal breaker” objections up front. The Absolute Results Trainer will often use this technique at the registration table as part of the qualifying process.

***“Mr. Customer, provided we can find a vehicle that meets the needs of you and your family, and the numbers make sense, you'd be in a position to move ahead, wouldn't you?”***

This works especially well after you have shared the story of the sale.

***“Mr. Customer, we are finding that so many of our customers who are driving late model older cars, are able to trade up to our Latest and Greatest, and often we are able to give them a Payment Match offer at or near their current payment. Let's start by finding the right vehicle...”***

One of the most important things is to make it easy for your customers to buy, and the more “little yeses” you get as you dialogue and show them new vehicles, the more natural it will feel for them to purchase the new car today.

## **Other powerful uses...**

This is a powerful trial close which can be used at any point in the sales process. When used as a question it will usually lead right to the sale - or at the minimum, draw out the main objection.

This technique works really well right after the test drive.

***“Mr. Customer, is there anything missing from this car, or does it have everything you need and most of what you want? That's great. So, if the numbers make sense, you'd be in a position to move ahead, wouldn't you?”***

This technique also simplifies the buying decision for the customer; they simply have to confirm that the selected vehicle is right, and that the payment works for their budget. If those two things align, it only makes sense for them to buy and drive it home today.

Selling is connecting, telling the story and asking for the sale. Lead your customer with this Intelligent Technique!

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# BCS "Best Case Scenario"

**ABSOLUTE  
RESULTS**  
we help dealers sell cars...

**Allow me to provide you with a Best Case Scenario...**

Much like an **Options Review**, suggesting a **Best Case Scenario** puts your customer at ease with the comforting knowledge that they are going to get the best price offer right up front.

By offering a customer to trade a small amount of their time to come to the Private Sale and see their Best trade value, their Best price, their Best interest rate, their Best replacement car, their Best payment, their Best cash difference, their Best everything... is a small price to pay for this knowledge.

***"Mr. Customer, on Private Sale Day, we provide all of our VIP Customers like you a very special opportunity. We show you our Latest and Greatest new product, and we prepare an Options Review maximizing every available manufacturer rebate and incentive - plus special Private Sale Bonus Cash from the dealer. We will share with you a Best Case Scenario!"***

This technique works especially well when combined with the **Risk Reversal** technique, you can always **Say No Later**.

You can leverage this technique even more with the **Power of Curiosity**...at least you will know where you stand.

***"Then we will look at your current vehicle, do some math and provide you with your Best Case Scenario. Of course, you can always Say No Later, but at least you will know where you stand."***

When you offer a **Best Case Scenario**, you imply that perhaps there are better options available to the customer. After all, who doesn't want a new car??

You can also couple the **Best Case Scenario** offer with the question that suggests a chance to change their current situation.

***"If you didn't own a car right now, and came to this dealership would you buy your current car at the payment you are making? Allow me to show you what your current payment could buy you in today's market."***

Even if the customer is happy with their current car, what would a **Best Case Scenario** look like. At the Private Sale, they will have the opportunity to discover this option with your help.

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## Smart Money always Explores options...

Everyone wants to make smart decisions. Offering information to your customers is a very non-threatening way to engage them and invite them to your dealership for an **Options Review**.

*“Mr. Customer, while you likely haven’t been thinking of Trading Keys yet, many customers are taking advantage of the current Buyer’s Market that is allowing them to upgrade to a new car for a similar payment. There’s a saying that Smart Money Explores Options, and I wanted to invite you to our VIP Event to get an Options Review on your current vehicle...”*

*“You can always Say No Later, but why not take 30 to 40 minutes to come down for a cup of coffee, a test drive of our Latest and Greatest and an Options Review. At least you will know where you stand. They say Smart Money Always Explores options.”*

Using third party verbiage, by telling them about other customers just like them, adds weight to this technique and almost always gets a positive response.

*“Mr. Customer, of course you know one of the best decisions you made was to buy our product a couple years ago. In fact, many of our customers who drive what you drive have already taken advantage of this offer. I’m not saying everybody has, but at least they have explored the option...as you know Smart Money always explores options, right?”*

## You can also use this for...

Another example of how this can work is for a customer who always pays cash and finds that the **Best Case Scenario** or cash price from their **Options Review** is too high.

*“Mr. Customer the fact that you are able to pay cash tells me you are smart with money - is that fair to say? Well, Smart Money Always Explores its options, so let’s at least look at some other options we outlined for you. Besides, you can always Say No Later.”*

You can also add the exclusivity of the Private Sale.

*“Customers are coming in every day and Trading Keys and often Lowering their Cost of Driving. With the Private Sale Bonus Cash, your Options will be even more attractive. Smart Money Always Explores Options, let’s book a VIP Appointment for you.”*

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## You can always Say No Later...

Buying a car should be an exciting experience, but sometimes people get a little nervous. They are worried that they might not make the right decision, or that they might feel pressured, or they might get carried away with excitement. That's why a **Risk Reversal** Technique can really help them feel at ease. If your customer seems hesitant to move forward with an appointment, just reassure them that they can always **Say No Later...**

***"Mr. Customer, why don't we make a VIP Appointment, so you can drop by for 30 or 40 minutes, look at some cars, have a coffee with me, and at least let us do an Options Review and present you with your Best-Case Scenario? You can always Say No Later."***

Reminding customers that they have the right to say no, helps them feel in control of the sales process and helps them relax and enjoy buying a car.

***"Mr. Customer, we really do make it easy to make an informed decision on Private Sale Day. We will show you our Latest and Greatest, go for a test drive, and then prepare an Options Review so that you have all the information. You can always Say No Later, but at least you will be informed and know what you are saying 'no' to."***

### Other powerful uses...

An example is when somebody only wants to know the value of their trade and doesn't want to look or drive something until they have their trade value; simply smile and say...

***"Mr. Customer, while we are having your car appraised, why don't you give me the opportunity to show you the new version of what you have and take it for a quick drive. I wouldn't expect you to consider any offer we might give you without knowing your trade value but I also want you to experience all the improvements... you can always say no later."***

In sales, there is a step by step process or what we call the **Road to the Sale**. The more steps you take, the closer you get to selling a car.

This technique is the virtual Swiss Army Knife of techniques, you can use it practically anywhere in the sales process, to secure commitment, at least to the next step.

***"Mr. Customer, I know you said you didn't want to (test drive, fill out a credit app, give a deposit, write a deal). You can always Say No Later, would you just allow me to.....?"***

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SAY NO LATER

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we help dealers **sell** cars...

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