



The Welcome: More Than Just Hello

Check Point #1:
Self-Study Module

For Sales and Service
Lincoln Brand Champions

The Welcome: More Than Just Hello

INSTRUCTIONS

- Have a copy of the *Luxury Truths* Pocket Guide at hand for reference
 - The Pocket Guide can be downloaded from the LBC Dashboard
- Have a note pad and writing instrument for writing down responses and taking notes

The Welcome: More Than Just Hello

- First, we all have to get on the same page of what we mean when we say we *“feel welcome”*
- When you visit a friend or relative in their home and you say you feel welcome, **what do you feel?**

➡ **WRITE DOWN YOUR RESPONSES TO THE QUESTION**

- Check your list for such feelings as:

- ☒ Glad to see me
- ☒ Appreciated
- ☒ Respected
- ☒ Valued



The Welcome: More Than Just Hello

- The question is: **How we can extend the welcome feelings throughout the client visit?**
- In the **Sales area** for example, while they are:
 - Browsing
 - Selecting a vehicle
 - Negotiating the contract
 - Going through finance
 - Experiencing Orientation and Delivery



SALES BRAND CHAMPION

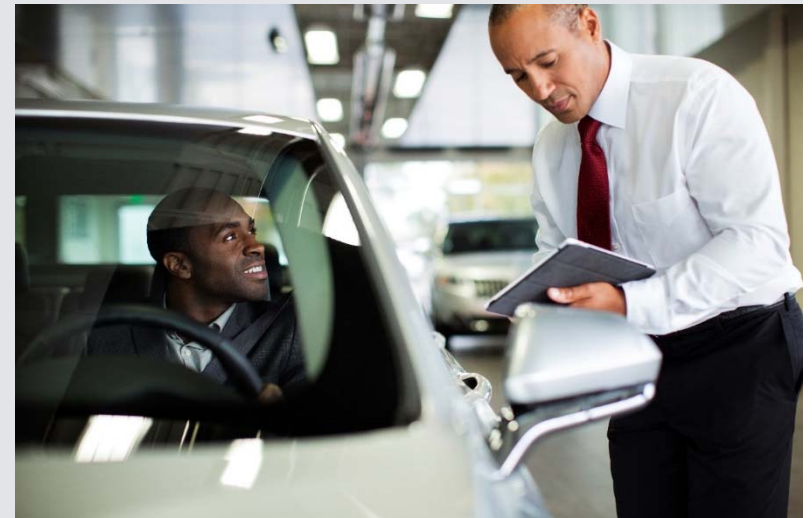
Write down your responses
to the question

SERVICE BRAND CHAMPION

Think of answers to the question
from your personal experience
and write them down

The Welcome: More Than Just Hello

- The question is: **How we can extend the welcome feelings throughout the client visit?**
- In the **Service area** for example, while they are:
 - Making an appointment
 - Reviewing the work to be done
 - Interacting on an update phone call
 - Receiving their vehicle after service is completed



SALES BRAND CHAMPION

Think of answers to the question from your personal experience and write them down

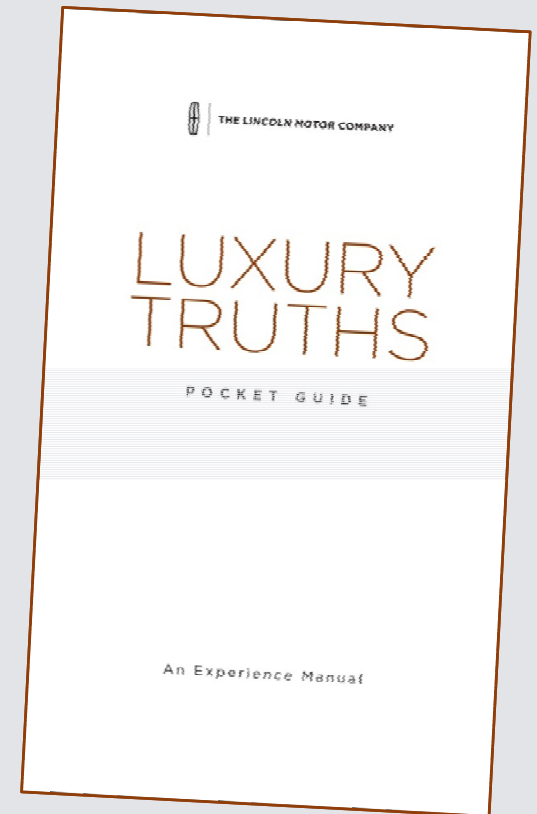
SERVICE BRAND CHAMPION

Write down your responses to the question

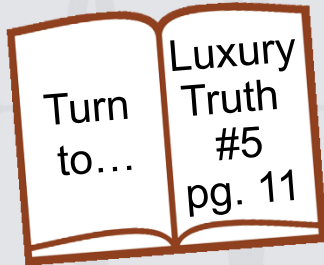
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REFER TO YOUR COPY OF THE LINCOLN *LUXURY TRUTHS* POCKET GUIDE

- This pocket guide is an invaluable resource for you as you look for ways to extend the welcome feeling through every client touch-point at your store
- **Question:** Where did these Luxury Truths and Lincoln Luxury Processes come from and how do we know they are relevant and true?
- **Answer:** Lincoln did extensive research – focus groups with luxury clients, benchmarking, competitive analysis and dealer interviews
- The point is, these are real-world truths, tips and techniques for you to take advantage of as you work with your associates



The Welcome: More Than Just Hello



“Luxury requires an experience.”

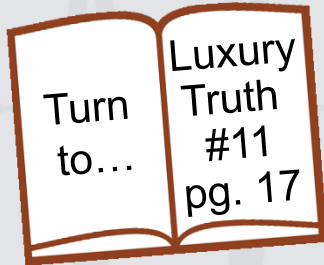
- A high-end product without the emotional experience is NOT luxury

- Think about what that means – a memorable experience impacts on an emotional level – *“they may forget what you said but they will never forget how you made them feel.”*



Write down one “emotional experience” you provide clients at your store

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“Luxury requires a stress-free environment.”

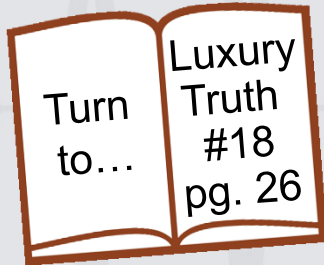
- There are no clocks in a spa

- Clients want to follow their own pace
- They do not want high pressure
- They want to feel safe, reassured and in control



Write down one thing you do at your store to make clients feel “safe, reassured and in control.”

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*“Be careful on the first date.
Caution is advised”*

- For luxury automotive clients, the first store visit is like a first date

- Clients are looking for a store that will be “the perfect fit.”
- They see themselves as candidates for the exciting and inspiring experience you will offer



Write down one thing you do to help your clients
feel you are the “perfect fit” for them

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Those are only three of the **49** Luxury Truths
in the Pocket Guide

➡ Pause here to scan the Luxury Truths in ⬅
Sections 1, 2, and 3

Write down the Luxury Truth and page number of
those you want to use with your associates

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The next 3 sections of the Pocket Guide cover the Lincoln Luxury Processes

- **Section 4, Acquisition** (*Pgs 63-79*) – Phases of Welcome, Browse (for the vehicle they want), Select (make the selection decision) and Contract (agree on the price and terms and sign the contract)

➡ **Browse** through these pages so you are familiar with the content blocks

- **Section 5, Delivery and Orientation** (*Pgs 81-88*) – Client is oriented to their new vehicle and takes delivery

➡ **Browse** through these pages so you are familiar with the content blocks

- **Section 6, Ownership** (*Pgs 89-108*) – The service phase of the process, which luxury clients refer to as their “ownership” phase ... everything that takes place after they take delivery of their new Lincoln

➡ **Browse** through these pages so you are familiar with the content blocks

The Welcome: More Than Just Hello

- These are real-world leading practices based on luxury client expectations that are being used in luxury stores today
- They are NOT standards. They are leading practices... tips and techniques that we can use to improve the experiences we provide our clients
- Note that each of the Lincoln Luxury Processes presents leading practices for three levels:

The Operational Level – Consists of the basics

The Emotional Level – Creates emotional connections with clients

The Transformational Level – “Wows” or delights clients

- It is critically important that we continuously improve... perfecting the **Basics** while we get stronger and stronger at the **Emotional** and **Transformational** levels

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- To see how these levels are applied, look at “WELCOME” in the **Acquisition Processes** (Pgs 65-68)

➡ **Carefully review this section** in the Pocket Guide

- For dualled stores, be sure to review the “**Dualed Store Considerations**” section

SALES BRAND CHAMPION

Write down key points or highlight/underline them in the Pocket Guide to help you remember them

SERVICE BRAND CHAMPION

Review the content and use it to:

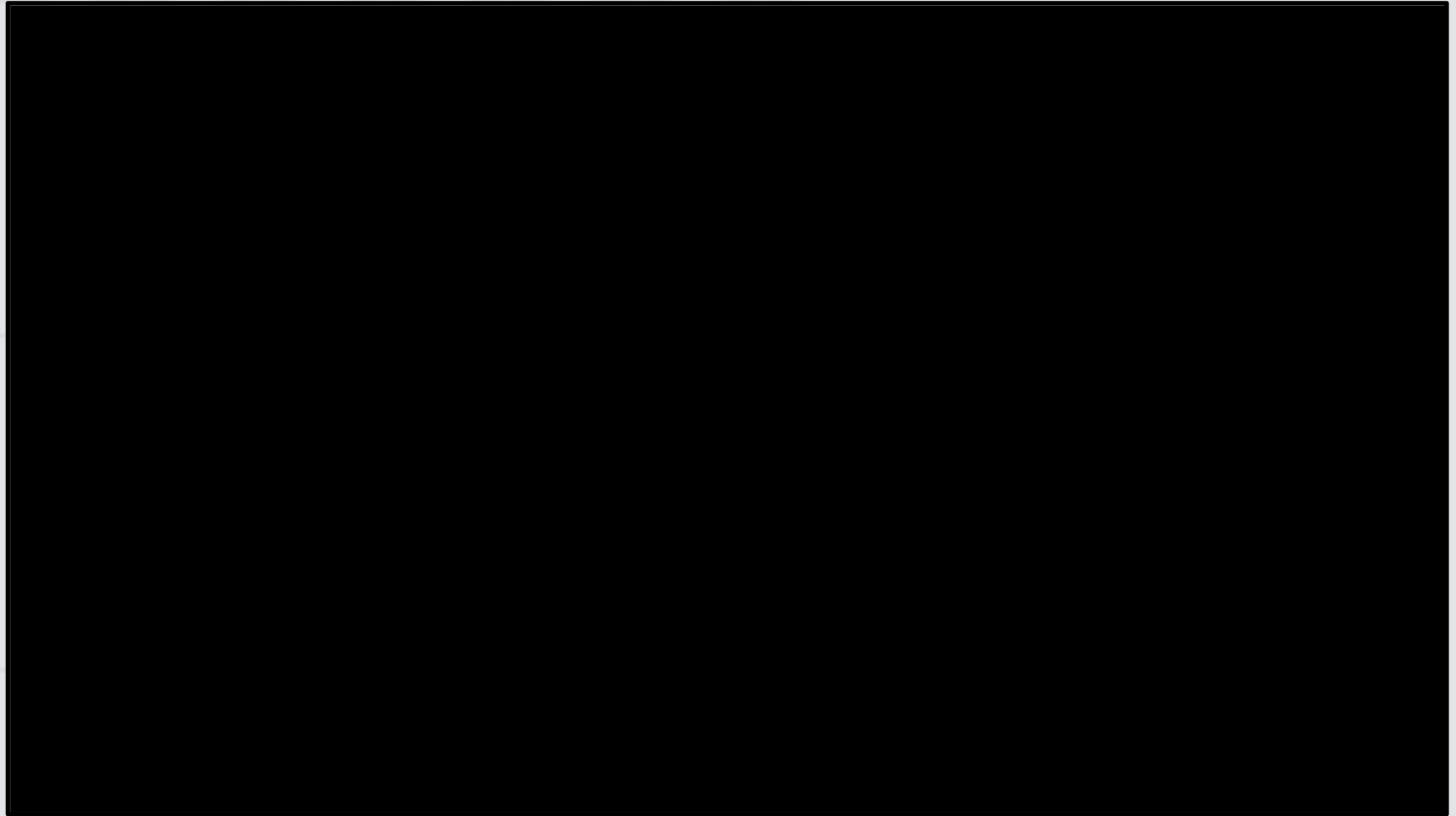
- (A) Understand the client experience issues on the Sales side and
- (B) Look for any tips or techniques you might be able to apply to the Service area

Now let's look at some of the Focus Group comments that guided the development of this process

The Welcome: More Than Just Hello

Here are luxury clients on “The Welcome.”

→ Be sure to take notes on any ideas you see that you could use ←



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The Welcome: More Than Just Hello

- Now look at “CONTACT” in the **Ownership Phase** (*Pgs 91-94*)

➡ **Carefully review this section** in the Pocket Guide

- For dualled stores, be sure to review the “**Dualed Store Considerations**” section

SALES BRAND CHAMPION

Review the content and use it to:

- (A) Understand the client experience issues on the Service side and
- (B) Look for any tips or techniques you might be able to apply to the Sales area

SERVICE BRAND CHAMPION

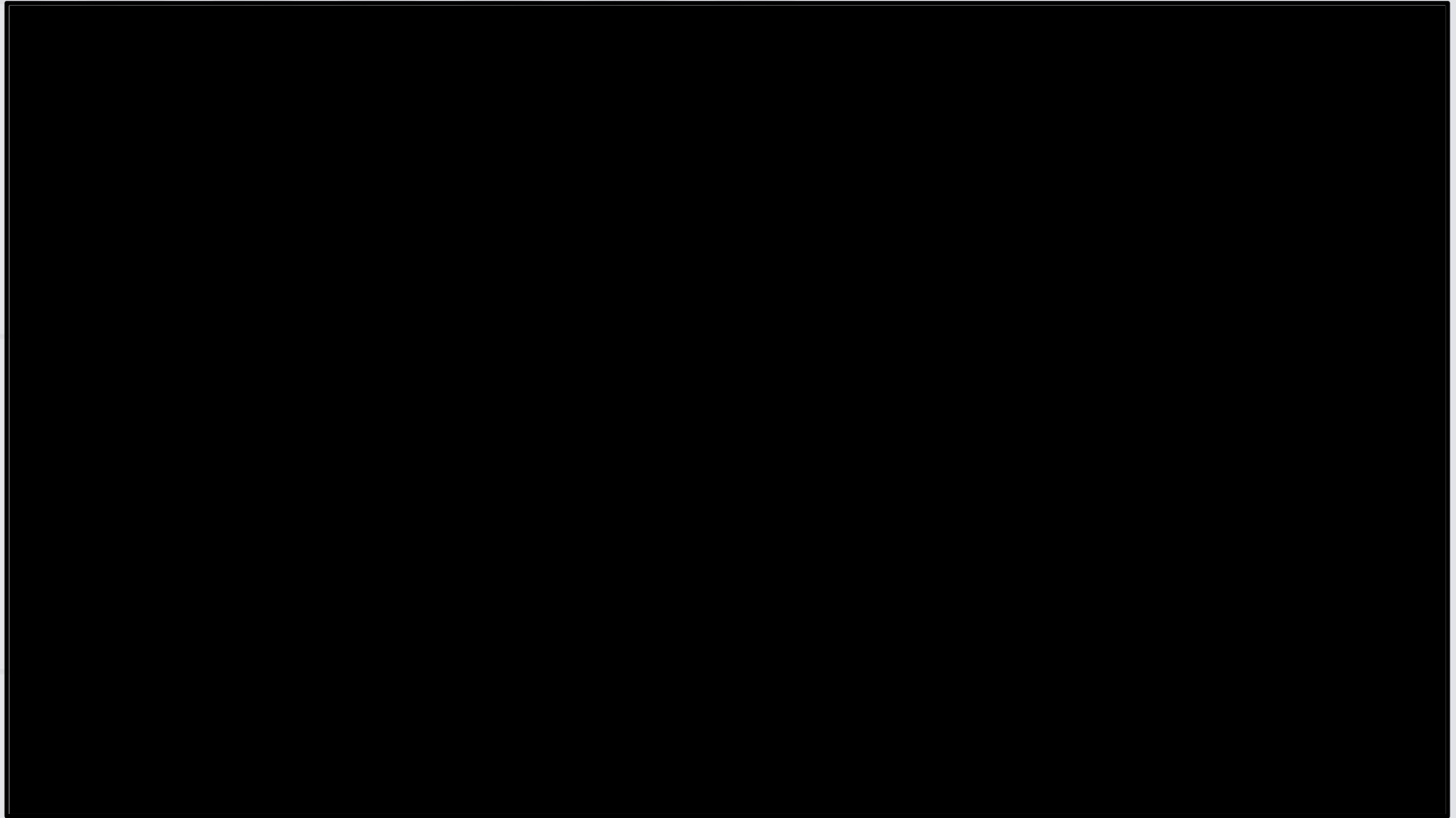
Write down key points or highlight/underline them in the Pocket Guide to help you remember them

Now let's look at some of the Focus Group comments that guided the development of this process

The Welcome: More Than Just Hello

Here are luxury clients on “The Contact” phase of the Ownership Process.

➡ Be sure to take notes on any ideas you see that you could use ⬅



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- In the ACQUISITION WELCOME, what kinds of things do you think will connect with a client at the **Emotional** and **Transformational Levels**?
(Reference Pages 66-67)

SALES BRAND CHAMPION

Carefully review the leading practices and write down any new ideas that come to mind. Highlight or underline any content you want to remember or refer to in the future

SERVICE BRAND CHAMPION

Review content for any ideas you can use in the Service area and write them down

The Welcome: More Than Just Hello

- In the OWNERSHIP CONTACT, what kinds of things do you think will connect with a client at the **Emotional** and **Transformational Levels**?
(Reference Pages 91-94)

SALES BRAND CHAMPION

Review content for any ideas you can use in the Sales area and write them down

SERVICE BRAND CHAMPION

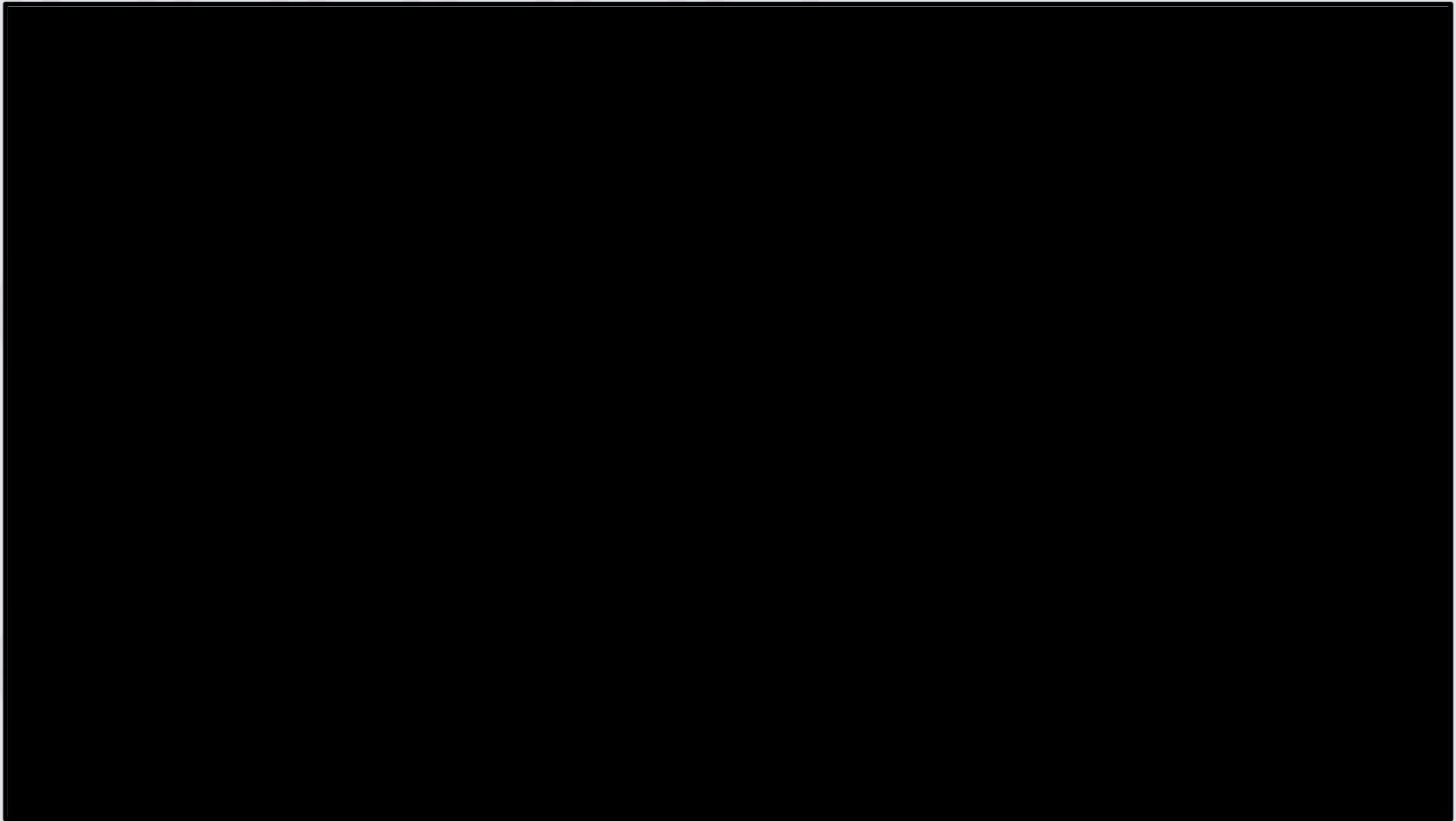
Carefully review the leading practices and write down any new ideas that come to mind. Highlight or underline any content you want to remember or refer to in the future

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- Moving beyond the “WELCOME” and “CONTACT” phases of the processes for Sales and Service, what are the ways that you can elevate the “**welcome feeling**” at every touch-point in your store?

The Welcome: More Than Just Hello

For some ideas that you may be able to use, let's listen to some comments on what luxury clients look for during Orientation and Delivery.

→ Be sure to take notes on any ideas you see that you could use ←

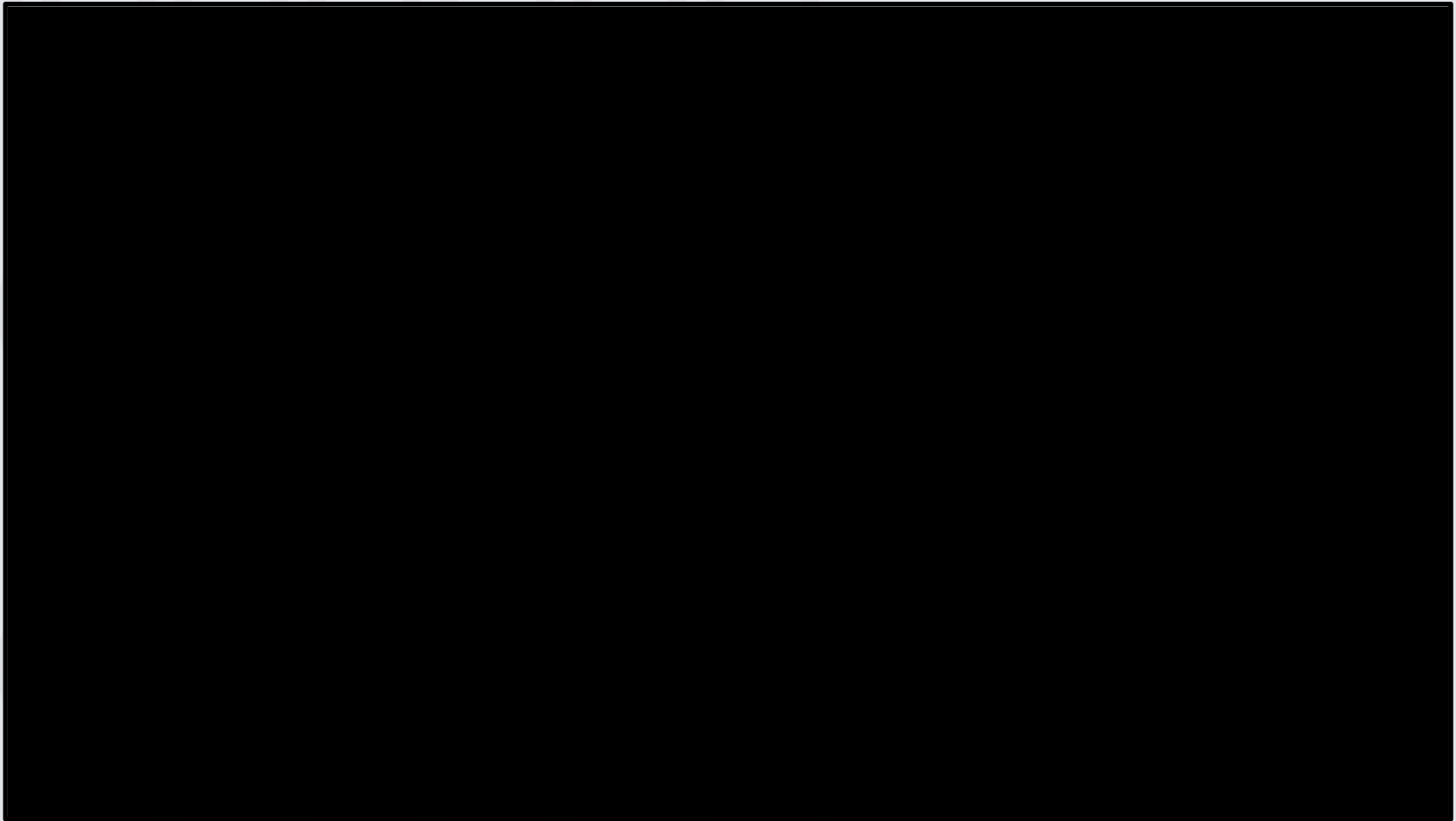


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On the Service side, let's look at some comments on what clients look for during the "Exchange," "Inform" and "Receive" phases of the process.

→ Be sure to take notes on any ideas you see that you could use ←



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The Welcome: More Than Just Hello

- We've just covered quite a range of ideas for creating luxury client experiences in both the Sales and Service areas.
- We started the module looking at ideas on how we could extend the good feelings of the welcome throughout the client experience.

➡ **REVIEW YOUR NOTES** on the ideas you have captured on making the WELCOME and CONTACT memorable and think about how you can take those ideas up a notch... what you can and should do to “**WOW**” and delight your clients to make them feel genuinely welcome throughout all the touch-points of the process... anywhere they are in your store

First, in Sales...

▶ Write down three major ideas/action steps ◀

Then in Service ...

▶ Write down three major ideas/action steps ◀

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- That concludes this self-study module. The next step is to prepare for the Check Point #1 Team Meeting



- Meet with your Brand Champion counterpart to review what you have learned and what you consider important
- Put your thoughts together on what to use in your Check Point #1 Team Meeting:
 - Key review points
 - Thought-starters for discussion
 - Areas for Sales and Service Collaboration
 - High-potential Action Steps to present, discuss and agree on

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SALES AND SERVICE BRAND CHAMPIONS

- Now that you are more familiar with each other's operations, look at what each of you (and your teams) could do better if you collaborated more... working together to enhance the client experience
 - Identify **THREE** specific areas where **Sales and Service** could team up to be more effective, such as:
 - Sharing client information that would lead to more personalized client experiences
 - Creating the “wow” factor that creates genuinely engaging relationships
-
- Prepare for the Check Point #1 Review (Course 8100W) on STARS
 - Remember that the Check Point #1 Assignment and the Review on STARS must be completed by **June 30, 2015**