What product/service does our Company offer to customers?

Gives them reliable transportation that we stand behind

Access to financing which may be difficult for them to obtain

The opportunity to establish good credit with on-time payments

All of the above

Why are customers in the situation to need our product/service?

1. They are deadbeats and untrustworthy
2. They do not know how to be responsible
3. They do not like buying new cars
4. They have had life issues that have impacted them in a negative way.

What is the primary mission of our Company?

1. To sell cars
2. To make money
3. Provide a product/service to help customers have a better life
4. To collect money

Where and how are the vehicle we sell obtained?

1. From the salvage yard
2. They are the cheapest vehicles we can get at auction
3. From people that are looking to sell their vehicles
4. Hand selected from auctions or wholesalers

What is the primary consideration of our vehicle inspection process?

1. Make the vehicles like new
2. Fix only cosmetic items
3. To repair the car as quickly as possible
4. The safe operation of the vehicle

When a vehicle is sold, what is the primary consideration(s)?

1. That we maximize our profit
2. Ensuring the customer loves the color of the vehicle
3. Getting the customer to say “Yes”
4. Ensuring the vehicle meets the customer’s transportation needs and that they can afford it.

What one key goal with review the final sale paperwork with customers?

1. Ensuring they understand all parts of the transaction.
2. Getting through it as quickly as possible
3. Just making sure they sign where is needed
4. Presenting the deal in the best way possible.

In the Finance Company’s collection process, what is the principle manner of collecting?

1. Threatening the customers that they must pay
2. Shaming them to make them feel bad about themselves
3. Remind them of their commitment and the benefits of paying
4. Repossessing their vehicle

When a customer has a major mechanical breakdown and emotionally calls Service, what is the best response service should give?

1. Tell the customer it is not our fault
2. Apologize that they are inconvenienced and schedule them into Service ASAP
3. Get emotional back to them
4. Recommend an outside service shop to repair the vehicle

If someone we know or meet outside of work asks what we Company “does,” what is the best and most descriptive answer?

1. We sell cars
2. We finance vehicles
3. We service vehicles
4. We provide a Program to help customers get a vehicle with a warranty, and financing which gives them the opportunity to establish a good credit history

Why is the primary reason we have Company values?

1. They set the standard for how we are to serve customers and interact with fellow Team Members
2. They allow us to make nice plaques to put on the wall
3. It gives us something to talk about at meetings
4. If you have a mission you should have values as well