

NAVIGATING THE SALE



The Customer-Driven Parts Sales Process

- Providing consistent, high-quality customer service leads to long-term dealership loyalty, which leads to greater return on investment and profitability
- Using a customer-driven parts sales process, like the one below, at your dealership can help you provide the level of service customers expect and overcome their objections



RETAIL PARTS SELLING SKILLS NAVIGATING THE SALE



The Customer-Driven Parts Sales Process

Step 1: Initiate the Customer Relationship

Customers want you to establish a relationship with them built on respect. This begins at the start of the sales process, when you greet the customer. It's your first opportunity to make the customer feel welcome and valued. Each type of customer requires slightly different interaction.



Customer Types	How to initiate the customer relationship
Phone	<ul style="list-style-type: none"> • Answer the phone within three rings • Put a smile on your face and in your voice as you answer, giving your department and your name • Ask for the customer's name to make a personal connection • Ask how you may help and give customer your full attention • If you need to put a customer on hold, ask for permission, explain why, and get back to him or her within 30 seconds
In-Person	<ul style="list-style-type: none"> • Welcome the customer promptly and sincerely • Make eye contact and smile • Be aware of your posture and body language to make sure you are presenting a professional appearance • Give the customer your full attention • If you need to answer the phone, explain you will be right back with them • If you are on the phone, acknowledge the customer promptly and explain you will be right with them
Internal	<ul style="list-style-type: none"> • Greet them promptly and treat them as you would an in-person customer • Make sure they know exactly what information you need to provide a price quote • Develop a "buddy" system with a Sales Consultant who can come to you for whatever they need
Internet	<ul style="list-style-type: none"> • Acknowledge the customer and respond within 20 minutes of receiving the inquiry • Provide the information requested • Maintain a professional style • Respond using business language that is grammatically correct with no spelling errors • Include the dealership name and phone number and dealership employee contact information in the message



RETAIL PARTS SELLING SKILLS NAVIGATING THE SALE



The Customer-Driven Parts Sales Process

Step 2: Identify the Need

Customers may or may not be aware of what they really need. You can identify the true need of your customer by following the tips below for gathering information and identifying additional selling opportunities.



Gathering Information

- ☐ Get the VIN
- ☐ Ask open-ended questions (what? how? why?) to identify the customer's true need
 - What is the problem you're having with your vehicle?
 - How do you intend to use this accessory with your vehicle?
 - Why do you think you need a new battery?

Identifying Additional Selling Opportunities

- ☐ As you gather information, listen for additional needs to make sure the customer gets everything he or she needs the first time:
 - Related parts to complete the repair
 - Kits that offer a price advantage over individual parts
 - Seasonal parts, like windshield wipers and floor mats
 - Dealership promotions
 - Accessories



RETAIL PARTS SELLING SKILLS NAVIGATING THE SALE

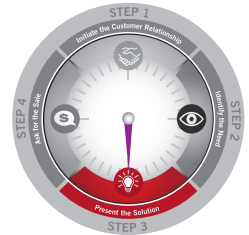


The Customer-Driven Parts Sales Process

Step 3: Present the Solution

At this stage of the customer interaction:

- You have begun to build a relationship with your customer, establishing mutual trust and respect
- You understand the customer's need and have identified any additional selling opportunities
- You are ready to make recommendations, always highlighting the benefits and value of what you're selling



Selling Tips to Remember

- ☐ Be positive
 - Stay focused on the solution and how you can help rather than what is not available
- ☐ Address your customer's initial request
 - Present the solution to the initial request before asking about additional parts
 - Address all of a customer's needs and concerns, explaining the benefits and value of your recommendation
- ☐ Keep it simple
 - Avoid using technical jargon and complicated explanations - use plain language, examples and visuals to confirm you're recommending the correct part
 - Use tools and resources (e.g., mopar.com, StarParts) at the counter, or by fax or email to phone and internet customers
- ☐ Provide cost and time estimates
 - Always provide the customer with the cost after presenting the solution and its features and benefits
 - If the part or accessory is to be installed, be prepared to quote an installed price, when it will be installed and how long it will take



RETAIL PARTS SELLING SKILLS NAVIGATING THE SALE



The Customer-Driven Parts Sales Process

Step 4: Ask for the Sale

Asking for the sale can be the most challenging step for some sales people. But, if you don't ask, you may not get the sale. Done well, you not only make a sale, but gain a loyal customer and even more sales.



Gaining Customer Commitment

- ☐ Demonstrate how your solution matches the customer's needs
 - Take the approach that you are there to help the customer
- ☐ Engage the customer's emotions (e.g., relief, security, pride)
 - Make the benefits of what you're selling as real and attractive to the emotional need as possible
- ☐ Build trust
 - Build credibility by being knowledgeable, listening, and being professional and ethical at all times

Asking for the Sale

- ☐ Do a trial close: ask questions and gain agreement throughout your presentation to confirm the customer's interest
- ☐ Speak as if the customer has already agreed to the order
- ☐ Offer customers a choice as if they have agreed
- ☐ Summarize the customer's priorities/needs and how your solution supports them

