### Sale Process Car Dealership

**1. Customer Inquiry:**

Customer reach the dealership through advertisements or

walk-ins and greeted by a salesperson who identifies their

car preferences.

**2. Needs Assessment**

Questions are answered by the customer in order to

understand the budget, type of vehicle, the purpose of the

car, and features wanted.

**3. Vehicle Presentation**

Customer are shown vehicles around the showroom that

meets their requirements. The salesperson highlights

important pros and cons of each vehicle. Customers are

then invited to test drive the vehicle to experience the

driving performance and comfort.

**4. Price Discussion**

Detailed price breakdown is presented to the customer

including tax and fees, Price adjustments, and other

discounts are considered to reach an agreement.

**5. Financing and Payment options**

If the customer chooses financing, the dealership help

applying loan with financial institutions. Different payment

plans are considered such as down payment, monthly

installments, or full payment.

**6. Documentation**

The dealership prepares the necessary documents and

customer will review as well as sign the required forms.

**7. Vehicle Preparation**

The vehicle undergoes the final quality check including

cleaning and polishing the car. Additional accessories

requested by customer will be Installed.

**8. Delivery**

The salesperson explains important information including

features operation, and maintainance tips during the

handover. A small celebration is made for the customer to

take photos or a gift to them.

**9. After-Sales Service**

The customer will be given follow ups to ensure satisfaction

and resolve any problems. Scheduled maintenance

informations are provided.

### Customer Management