

READY-MADE MEETINGS[©]

Sales Meetings On-Demand for the Auto Industry

A HARVEY COHEN LEARNING SYSTEMS INC. PROGRAM

The Dangers of Pre-Mature Payment Quotations

- 1) We admit that shoppers will ask you for a payment on a vehicle they are interested in. When you do give them a payment, do they always buy?

Yes

No

- 2) We suggested that many training programs today preach the “less pressure type presentations”. Although we respect the philosophy, we suggested a potential danger as well. What was the “*danger*”?

- 3) What does the prospect’s presence in your dealership (with a payment received from another dealership) prove in regards to prematurely quoting payments?

- 4) We suggested we use a “technique” in order to “control” the conversation with your prospect. What was that “technique”?

- 5) We named two other things people want other than “low payment” when buying something. Understanding that there are even more than the two listed, which were the two we did list?

a) _____

b) _____

- 6) Contrary to the opinion some folks may have, getting someone to believe they can afford a payment can be accomplished if you first do what?

- 7) The fact that people buy the best equipped vehicle they can proves what theory?

- 8) When the prospect challenges you to provide a payment what did we suggest you say in order to “stop them in their tracks”?

_____ (Please turn over this page to add more if needed.)