

READY-MADE MEETINGS[®]

Sales Meetings On-Demand for the Auto Industry

A HARVEY COHEN LEARNING SYSTEMS INC. PROGRAM

DEMO VERSION

The program is 15 minutes in duration, and I would suggest that participants come prepared with pen and paper for note taking.

Meeting Suggestions:

Prior to the listening to the presentation, ask your sales people how they feel when someone demands a payment from them. Ask them what they do...

Chances are they will simply respond with *"I give it to them!"*

Just thank them, and then play the program. The subject of this episode is to share some tried and true methods of getting commitment **prior** to giving any numbers out... without using pressure.

After listening to the presentation, we suggest having a meeting to cover some of the details.

This program covers the dangers of *quoting payments too quickly*. **After the session**, ask your team what else they can do to prevent fast quotes. This extends to fast price reductions on the sales floor as well... or pre-quoting interest rates.

The danger in pre-quoting rates is... **they may quote the wrong rate**. They may quote a payment that the client doesn't qualify for (e.g. 60 mos. when they only qualify for 48.)

Get them to repeat: *"May I assume that if the installment fits your budget, this is the vehicle you want"*, or *"I know that payment is important to you. Obviously you won't take it if it's too high. Let's fill this paper out now (Order form) and put **"Subject to your liking the payment"** right on it. Then I can really go to work for you!"*

The goal here is to obtain a commitment to purchase before committing to final price, payment or rate. Old fashioned selling? Nope... it's called **closing!** Will it work every time? Also no! But odds for closing the sale will increase dramatically!

The next step is the professional turn to your Business Office where final payments can be discussed. Everyone will make more because the control will return to its rightful owner... the dealership.

The opinions shared on Ready-Made Meetings[™] are those of Harvey Cohen and may not represent those of IAP Life, The SAL Group or its representatives. We encourage you to seek legal counsel for any matters pertaining to legal issues.

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