

# SALES REFRESHER COOKING THE FROG WORKBOOK 2



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## GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a highly successful leadership, sales and service coach and a keenly sought after workshop facilitator.

### GRAHAM HOLDS:

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations and customer experience workshops each year and is the founder of Success Resources International a registered training organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ.

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands. Graham works live in NZ and Australia on a monthly basis Covid permitting.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne.

## PEOPLE BUY ON EMOTION AND JUSTIFY WITH LOGIC

Presenting your product WITH PASSION is the best chance you have to excite your customer and get them wanting to buy you and what you sell.

You are facilitating the sale more than ever today as the information that is available online is crazy, but it is impossible for the customer to feel the WOW online.

Product knowledge is a must but not so you become a walking/talking brochure, tailor your presentation to their needs and dominant buying motives.



### WORKING ON YOUR BUSINESS

#### FACT

WHAT ARE 3 ACTIONS THAT WILL THAT WILL INCREASE THE CHANCE OF YOUR CUSTOMER BUYING AND REFERING TO 75%?

SELL IT WITH GREAT CSI \_\_\_\_\_ CHANCE

FINANCE IT \_\_\_\_\_ CHANCE

SERVICE IT \_\_\_\_\_ CHANCE

A CHALLENGE. ARE YOU COOKING THE FROG OR SCARING IT OUT OF THE WATER

REVIEW YOUR SALES PROCESS.

BUILD TRUST AND CONFIDENCE DURING THE SALES EXPERIENCE BY ENGAGING THE GOLDEN CIRCLE.

BUILD VALUE IN FINANCING WITH YOU.

IMPROVE BM TURNOVER.

IMPROVE SERVICE INTRODUCTION.

PRESENT WITH PASSION.

CLOSE WITHOUT GIVING MONEY AWAY.



HOW CAN YOU CONTRIBUTE TO A HIGH PERFORMING TEAM?

OWN YOUR PROCESS AND BUILD THE WHY.

PRESENT WITH PASSION.

INCREASE PRODUCTIVITY.

CONTRIBUTE TO A TRUSTING TEAM.

IMPROVE THE EXPERIENCE FOR EVERYONE.

INCREASE PROFIT AND YOUR INCOME.

LEARN TO MANAGE YOUR INNER VOICE.

ASK YOURSELF

1. DO YOU WANT TO GET BETTER AT WHAT YOU ARE DOING? ☐ YES ☐ NO ☐

2. HAVE YOU REACHED YOUR FULL POTENTIAL? ☐ YES ☐ NO ☐

3. DO YOU HAVE A CLEAR PICTURE ABOUT WHAT YOUR NEXT LEVEL LOOKS LIKE? ☐ YES ☐ NO ☐

The stark reality is that most people plateau in their careers early on and reach a level of competence they feel comfortable with and stop pushing. 10 years' experience = ONE YEARS EXPERIENCE 10 TIMES.



SALES, FINANCE AND SERVICE CULTURE

SO WHERE DO WE START?

WITH THE WHY

PEOPLE DON'T BUY WHAT YOU DO BUT THEY  
DO BUY WHY YOU DO IT

PRESENT FROM THE INSIDE OUT

WHY

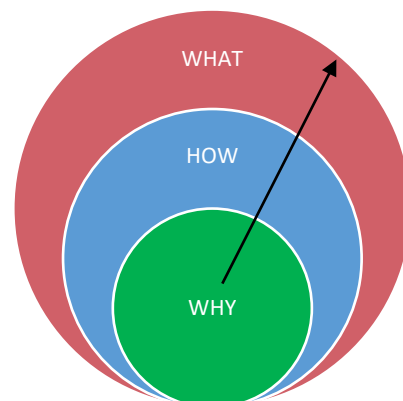
HOW

WHAT

(BRAND)

(FINANCE)

(SERVICE)



## THE POWER OF THREE

SIMPLE, EASY AND CONVENIENT

COMFORTABLE, QUALITY AND SAFE

WHAT ABOUT YOUR PRODUCT OR SERVICE?

WHY	
HOW	
WHAT	

## PRODUCT KNOWLEDGE

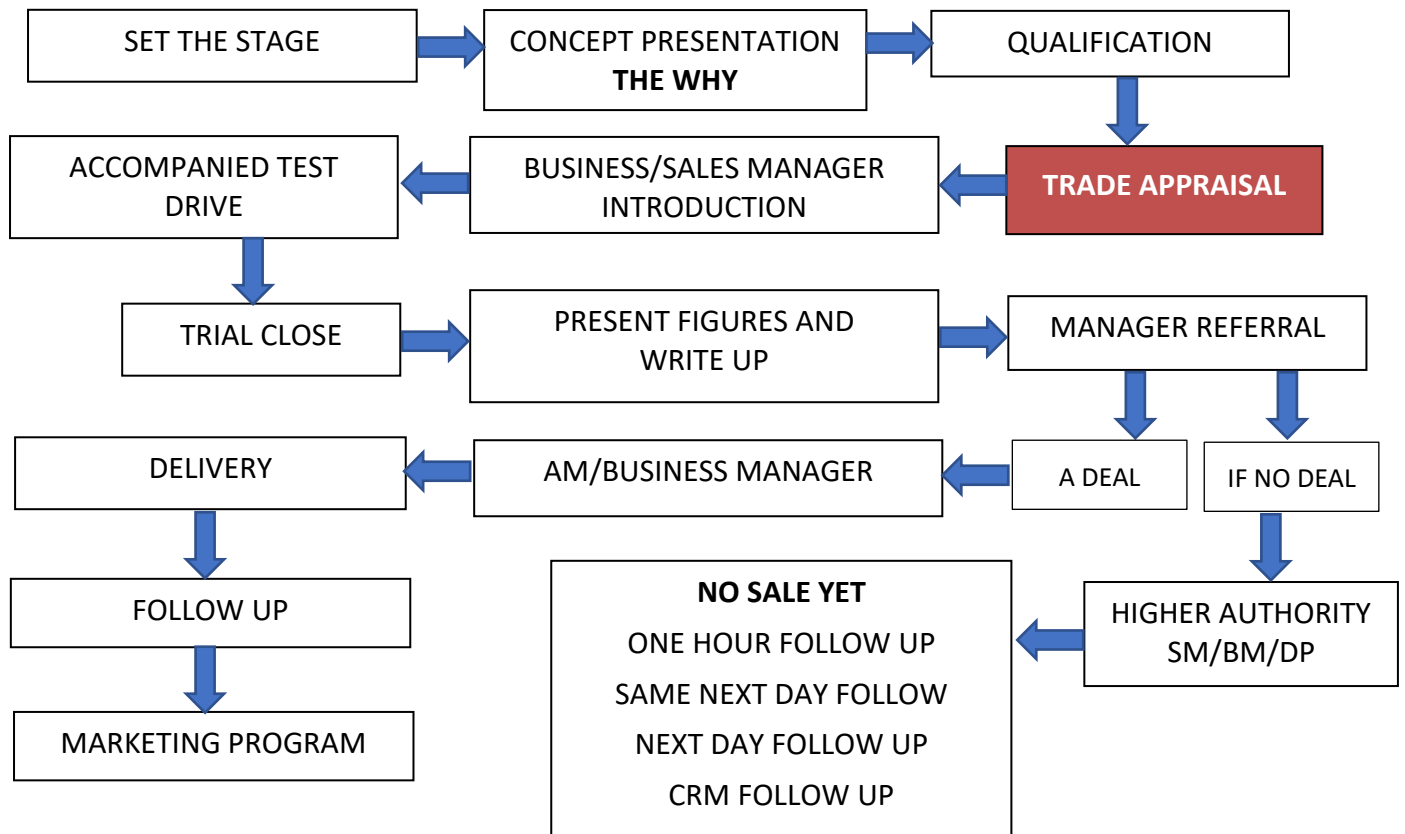
ONE THING YOU LOVE

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## ORGANISATION

<b>PREPARED</b>	DAILY ACTIVITY SCHEDULE. HAVE A THOUGHT-OUT GOAL FOR THE MONTH AND A DAILY PLAN ON ALL ACTIVITIES NEEDED TO BE SUCCESSFUL AMP UP ATTITUDE/MOTIVATION/PERSISTENCE TEST DRIVE ROUTE
<b>APPEARANCE</b>	NAME BADGE, UNIFORM IF APPROPRIATE - DRESS SLIGHTLY ABOVE YOUR MARKET, CLEAN POLISHED AND IRONED. NO RUBBISH OR LEAVES ON THE GROUND. CARS GROOMED
<b>SALES YARD</b>	CARS LINED UP, FUELED, SPACE BETWEEN, CLEAN, WINDOW CARDS FRESH AND UP TO DATE, D PLATES AVAILABLE AND LOOK OPEN AND READY FOR BUSINESS
<b>SHOWROOM</b>	CLEARLY SIGN POSTED, CLEAN DESKS, MARKETING AND PROMOTIONS CLEAR AND CURRENT, WARM WELCOME
<b>FACILITIES – TOILETS, COFFEE LOUNGE</b>	HAND TOWELS, SPRAY, CLEAN, TOILET PAPER, COFFEE, CUPS, MILK OPTIONS, PEOPLE TO PAY ATTENTION
<b>OTHER</b>	

## THE SALES PROCESS



## YOUR SALES PROCESS



## PRESENTING WITH PASSION

### RECONFIRM TEST DRIVE

WHY	HOW
Build expectation	"Let's go for a drive so you can experience the road handling features and I will show you the technology applications and unbelievable driving experience"  Salesperson drives first to change over spot

### PRESENTATION

PRESENTATION CAN BE IN THE DEALERSHIP OR ON THE TEST DRIVE. (A combination of both)

1. Enthusiasm: Enthusiasm helps establish rapport and draws out the customer's buying motives naturally

2. Product and stock Knowledge: It reinforces both the trust and confidence a customer has in YOU

There are no shortcuts to a professional presentation. The YOU need to be committed and aware that while YOU may sell many cars per month, the customer normally only buys one EVERY FEW YEARS.

### CUSTOMER INVOLVEMENT IN THE PRESENTATION

Customer involvement personalises the approach, which leads to strong mental ownership.

Having the customer emotionally involved is vital for successfully reducing the customer's natural resistance to price and decision making.

### PRESENT THE VEHICLE ACCORDING TO THE CUSTOMER CRITERIA

#### DRIVER SIDE OVERVIEW

WHY	HOW
Aligns the customer's criteria to the features and specifications of the vehicle. Creates ownership.  Build expectation and excitement.  Start the teamwork experience.	Start where the customer is. Stand back from the vehicle side on and ask what they like best  Involve the customer by asking them to pull the bonnet release and move to the front of the vehicle.

### FRONT OF VEHICLE

#### HELP LIFT THE BONNET AND HAVE THE CUSTOMER CLOSE WITH POSITIVE FORCE

WHY	HOW
Creates the feeling of teamwork and we are working together.  Establishes their product knowledge and is memorable.  Sounds great and creates teamwork.  Building value.  Set unconscious anchors with embedded commands.	When lifting the bonnet say, "When you BUY A NEW CAR It can be a bit awkward the first time, just put your hand in here and see HOW EASY IT IS".  Key things to talk about here are: <ol style="list-style-type: none"><li>1. Branding</li><li>2. Dealership history and culture.</li><li>3. Service intervals.</li><li>4. Cap priced service (If available).</li><li>5. DBM relate to them. (FBI)</li><li>6. Warranty and durability.</li><li>7. Aftermarket benefits.</li></ol>



## PASSENGER SIDE

WHY	HOW
Continue to get the customer involved. Relate any stories to their situation. LET THEM DO THE WORK	Open both doors Refer to their criteria Involve the customer even things as child locks Seat adjustment Leg room Cup holders Get them finding things and trying things

## REAR OF THE VEHICLE

WHY	HOW
Continue to get the customer involved	Encourage them to open the boot Ask them to find the spare jack etc If they have kids get them to jump in Have fun here Leave the side doors and boot or tray open

## DRIVERS SIDE

WHY	HOW
Continue to get the customer involved. Leave the boot and doors open.	Let them get comfortable Allow them to position the seat without you doing it Help if required (Are you happy adjusting the seat and your driving position) Move to the passenger side and close the boot and passenger doors If there are 2 people, there they sit in the front and you behind the passenger Have a second change over location if on a test drive or complete a loop

## CHECK IN STRATEGY DURING THE PRESENTATION AND TEST DRIVE

"AM I MAKING SENSE?" "WHAT DO YOU THINK DO FAR?" "IS THIS WHAT YOU HAVE IN MIND?" "ARE WE TICKING THE BOXES?" "CAN YOU SEE THE BENEFIT TO <u>YOU</u> IN THAT?" "HOW GOOD IS THAT?" ANY MORE:	
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## TRIAL CLOSES (COOKING THE FROG)

1. "BASED ON YOUR EXPERIENCE IS THIS A CONSIDERATION?"
2. "ARE YOU LEANING TOWARD THE RED OR THE BLUE?"
3. "ASSUMING THE MONEY WORKS WHEN ARE YOU HOPING TO TAKE DELIVERY?"
4. "LET US GRAB A COFFEE AND WORK OUT A DEAL FOR YOU"
5. "WHAT NAME IS THE NEW VEHICLE GOING IN?"



ANY MORE:

BONUS CLOSE:

"MY MANAGER WILL ASK ME IF YOU LIKE THE CAR ENOUGH TO BUY IT, WHAT DO YOU THINK?"

STAGE	PROCESS
<input type="checkbox"/> Desk	
<input type="checkbox"/> Closing room	
<input type="checkbox"/> Coffee lounge	
<input type="checkbox"/> Round table in showroom	
<input type="checkbox"/> On computer	
<input type="checkbox"/> Write up form	
<input type="checkbox"/> Contract	
<input type="checkbox"/> Write Pad	



## REFERRAL PROCESS



- ☐ FACE TO FACE WITH MANAGER (REFERRAL WITH MANAGER AWAY FROM CUSTOMER)
- ☐ PHONE CLOSE (NEGOTIATION ON THE PHONE)

## REFRESHMENTS



1. CHOICE OF REFRESHMENTS, MILK, SOY, HERBAL, SPECIAL BISCUITS OR BREAD/GLUTEN FREE
2. REAL COFFEE
3. DO IT TOGETHER
4. PERSONAL WAITER (AM/BM/SM)

## TRIAL CLOSE AT WRITE UP



### HAVE CONFIDENCE IN THE CLOSE

1. WHAT THEY PAY IS A NUMBER
2. WHAT WE PAY IS A DOLLAR
3. CONFIRM CHANGE OVER NUMBER
4. ASK THEM TO SIGN/OK/AUTOGRAPH
5. CONFIRM DELIVERY WITH SECONDARY QUESTION

### CHECK COLOUR, AVAILABILITY, ANY FURTHER RELEVANT CONDITIONS THAT MAY BE CONSIDERED STRUCTURE

1. CONFIRM THE NAME THE NEW CAR IS GOING IN?
2. CHECK DATE (MORNING ONLY) SPELLING OF NAME AND STREET AND SUBURB
3. COMPLETE THE DETAILS OF THE CUSTOMER, NO SHORT CUTS TO THE NUMBERS
4. COMPLETE THE DETAILS OF THE NEW VEHICLE VERBALLY AS YOU WRITE
5. NO DOLLAR SIGNS OR ZERO'S
6. ADD TRADE OFFER IN DOLLARS (MANAGER REFERRAL / COMPUTER / OR PHONE

### SUMMARY CLOSE WITH SECONDARY QUESTION

When you summarise the benefits and value of the product your offering, it's easier for a customer to see the value. The second question is easier to answer and carries the close.

For example

1. WE HAVE THE COMPACT PIXIE DELUXE ESPRESSO MACHINE THAT TAKES UP VERY LITTLE COUNTER SPACE.
2. IT COMES WITH A BUILT-IN FROTHER AND IT HAS A 2-YEAR WARRANTY.
3. WE ALSO OFFER FREE DELIVERY THIS MONTH
4. WITH ALL THAT THE TAKE HOME PRICE IS ONLY 00000
5. **DO PREFER THE RED OR THE BLUE?**

If you help the customer visualise what they're purchasing — and sum it up in a concise way — it's easy for them to understand what they're actually getting what they want and even what they have forgotten.

## VEHICLE EXAMPLE

THE NEW 2020 XXX HAS A

FREE 3 YEAR SERVICE/ROADSIDE ASSIST

FREE 3 YEAR WARRANTY

ALSO INCLUDES BLUETOOTH, ETC.

TWELVE MONTHS REGISTRATION

FLOOR MATS

AND IS ONLY 000 TAKE IT HOME/DRIVE AWAY/DRIVE IT HOME

PLUS THE GOOD NEWS IS WE HAVE \$4500 FOR YOUR OLD VEHICLE, WHICH MAKES THE  
CHANGEOVER DOWN TO ONLY 000

JUST OKAY THERE AND I WILL DOUBLE CHECK THE COLOUR AND AVAILABILITY

*WILL TUESDAY AT 5PM STILL BE OKAY FOR DELIVERY?*

EXAMPLE 1\_\_\_\_\_

CLOSE

## SECONDARY QUESTION

EXAMPLE 2\_\_\_\_\_

CLOSE

## SECONDARY QUESTION

## TURN A NO INTO A YES

**PACE AND LEAD** John, if I were in your position, I'd probably be concerned that ...Which makes sense TO ME

**FOCUS ON CUSTOMER CRITERIA** "I think the most important thing right now is you get to OWN the vehicle you want at a good price, isn't it?"

**CLOSE ON CRITERIA.** "So let's continue working together to achieve your goal, I'm not sure if this will work but why don't we relook at your vehicle / check with my manager (Distributer) to see what we can do."

## BUILD VALUE AND CONFIDENCE

**STATEMENT** "We sell over xxx cars a month"

**USED CAR**

"BECAUSE we have a fantastic Pre delivery process, hand pick the vehicles and all carry a 12-month warranty. Not to mention we have been in business here for over 20 years."

**NEW CAR**

BECAUSE THE BRAND IS VERY POPULAR AND HAS BECOME A PREMIUM VEHICLE IN THE MARKET AT VERY REASONABLE PRICING.

**THE ADVANTAGE TO YOU** is you have a great deal, great car; we are here to look after you.

**THE REAL VALUE** is peace of mind.

**BASED ON THAT** it seems to make sense to go ahead and buy it doesn't it.

**WHAT DO YOU THINK?**

**OBJECTION 1** \_\_\_\_\_

**STATEMENT**

**BECAUSE**

**THE ADVANTAGE TO YOU IS**

**THE REAL VALUE TO YOU IS**

## FEEL FELT FOUND

I think I know how you feel John

I have had a number of clients feel the same way initially

But what I found was

OBJECTION 1\_\_\_\_\_

I know how you feel some customers have felt the same way before they bought but what I have found is if you have all the information you need, the decision is easy, if not it is usually the vehicle or the deal.

May I ask which one is concerning you.

## REDIRECTION

RELAX: That is fine John (Good question/sure/no problem/ of course

RE-ENGAGE: It makes sense/some of my customers have thought the same way/from time to time.

REDIRECT: May I make a suggestion? (Go to their vehicle, our vehicle, changeover, payments, colour)

OBJECTION 1\_\_\_\_\_

## SUMMARY

1. SET THE STAGE AND EXPECTATIONS EARLY WITH A BIG WHY.
2. YOU DON'T NEED TO SELL.
3. INVOLVE AND ENGAGE.
4. LET THEM DO THE WORK AND THE TALKING (70/30).
5. REMEMBER THEY WANT TO BUY SO MAKE IT SIMPLE, EASY AND FUN.
6. RELAX AND WORK AS A TEAM.

## ACTION PLAN

1. KNOW YOUR PRODUCT AND POSITIONING.
2. THINK OF WAYS TO BUILD VALUE IN OWNERSHIP AND NOT JUST PRICE.
3. DRIVE EVERYTHING SO YOU KNOW HOW THEY WORK.
4. COMPLETE THE QUIZ ON ALL MODELS AND KEEP IN A FOLDER.
5. PRACTICE THIS WORKSHOP CONTENT UNTIL YOU OWN IT.



<b>COMPLETE THE SESSION REVIEW</b>		<b>COURSE</b>	<b>COOKING THE FROG</b>
<b>NAME</b>			
<b>REACTION TO THE TRAINING DELIVERY AND CONTENT</b>			
<b>WHAT KNOWLEDGE HAVE I GAINED FROM THE CONTENT</b>			
<b>WHAT BEHAVIOUR WILL I CHANGE BASED ON THE LEARNING</b>			
<b>WHAT IMPROVED RESULTS CAN I EXPECT TO SEE</b>			
<b>GENERAL FEEDBACK</b>			

## TAKE AWAY