



# The 8 Step Sales Consultative Process

Module 2

## Reception – Meet & Greet

Participant Workbook



WELCOME to the Workbook for Step 2 of the Sales Consultative Process: Reception - Meet and Greet.

The objectives for this section are:

- 🕒 Appreciating the customer's mindset
- 🕒 Recognising different ways of communicating
- 🕒 Handling customer defense questions
- 🕒 Understanding the dynamics of building a great rapport with the customer

Complete these worksheets as you work through the on-line training module. Research shows that the more you explore, analyze and implement new information, the more likely you are to remember it...and *use* it to get better results!

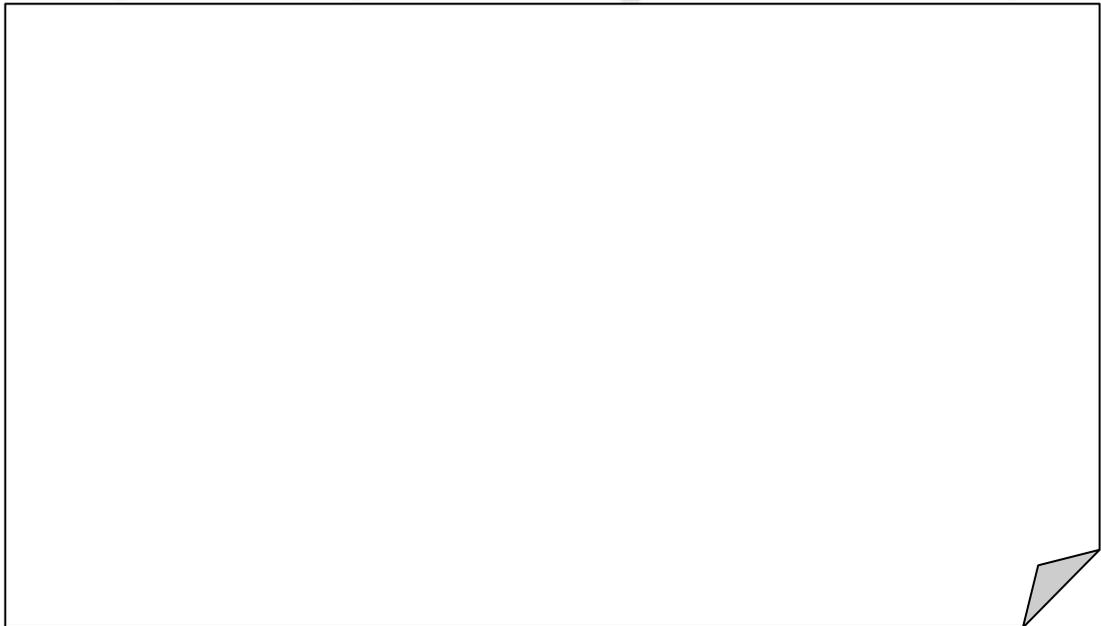
The "IATI 8-Step Sales Consultative Process" is:

1. Customer Enquiries
- 2. Reception – Meet and Greet**
3. Consultative Interview
4. Vehicle Presentation
5. Test Drive
6. Purchase Process
7. Vehicle Delivery
8. Customer Follow-up

## MEET AND GREET

### The Customer's Mindset

- ⦿ Before a customer even drives into a dealership yard, what are they thinking about?
- ⦿ Think about some of the things that could be going through the customer's mind as they step out of their car – how are they preparing themselves mentally?



## DIFFERENT WAYS OF COMMUNICATING

☉ A higher percentage of meaning is gained through body language and paralinguistics than through the actual words themselves. Use the table to demonstrate how meaning can be gained through other ways of communicating

	Body Language	Words	Paralinguistics	Meaning
1	Folded arms	Few words spoken	Slow and measured	Guarded, defensive
2				
3				
4				
5				





## HANDLING CUSTOMER DEFENSE QUESTIONS

- 🕒 A customer walks into the dealership. Through an appreciation of their body language and paralanguage you correctly identify a customer who has their “defenses up”.
- 🕒 Focus on what your approach should be to build trust.

### **Key elements of building confidence**

- Study and be familiar with the current models (features, specifications etc)
  - Understand both dealer’s sales procedures and customer’s approach
  - Self introduction
  - Introduction of dealer
  - Introduction of brand
- 🕒 Write down a list of things to say about: yourself, your dealership, the brand.

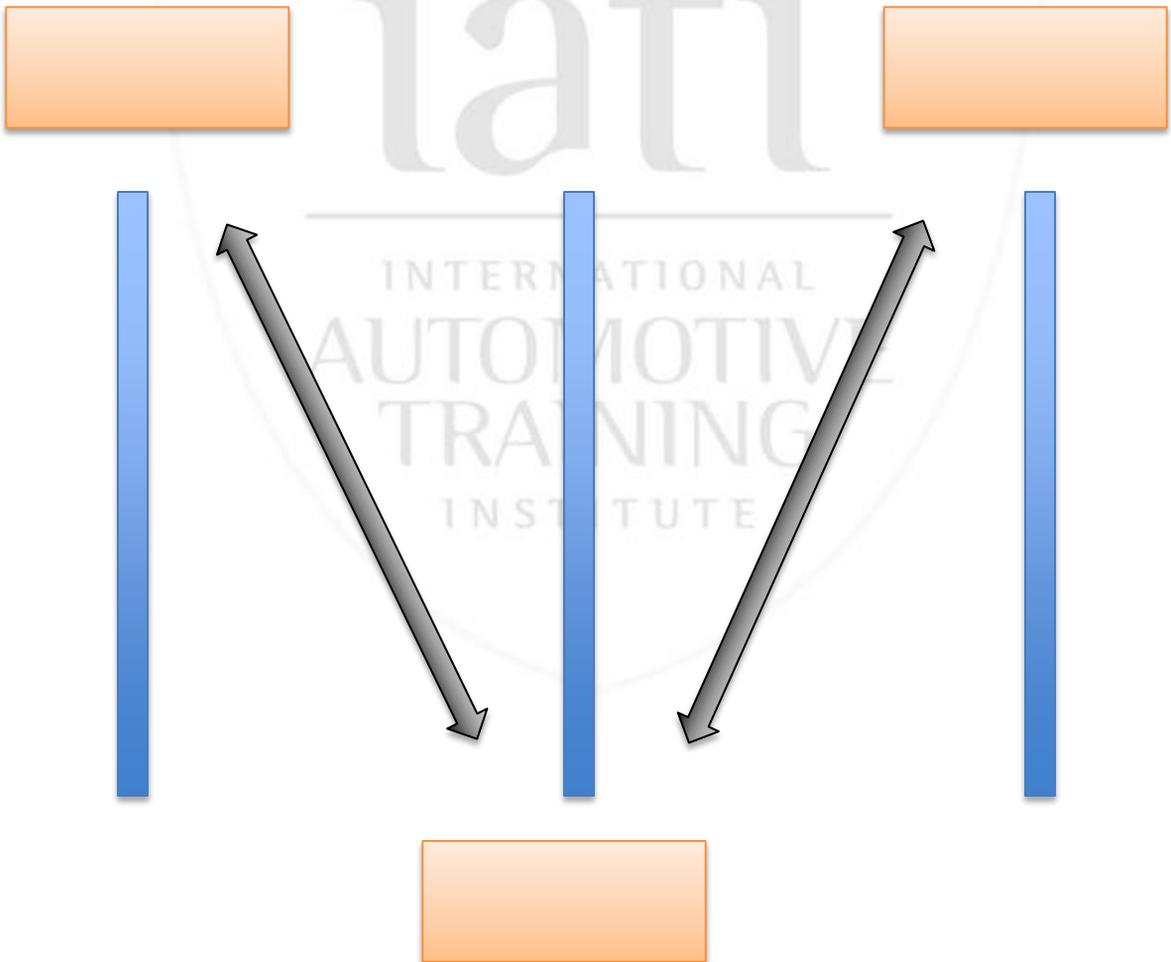
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## THREE KEY CRITERIA TO BUILDING A RELATIONSHIP

☛ What are the attributes that make up the TTV model?

<b>TRUST:</b>	
<b>TENSION:</b>	
<b>VALUE:</b>	

☛ To build great rapport with the customer, the goal is to increase trust while decreasing tension and so build value





# BUILDING RAPPORT

## Using the OBP Model

☞ The stronger the rapport with a customer, the higher the chance of a sale. Use the OBP Model to overcome customer defense questions

☞ **O**verview: Acknowledge the customer's question

☞ **B**enefit: Tell them how you can help them get an answer to their question

☞ **P**ermission: Ask a closed question to proceed with the sales process

QUESTION	OVERVIEW	BENEFIT	PERMISSION
"What's your" best price?"	I can understand you want the best price	My job is to help you get the best price	For me to do that, can I ask you a few questions?
"I'm just looking"			
"How much trade-in value?"			





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