



The 8 Step Sales Consultative Process

Module 3

Consultation Interview

Participant Workbook



WELCOME to the Workbook for Module 3 of the **8 Step Sales Consultative Process Course: Consultation Interview.**

The objectives for this section are:

- 🕒 To understand what motivates the customer
- 🕒 To grasp the correct use of open and closed questions
- 🕒 To be aware of the sequencing of questions

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:

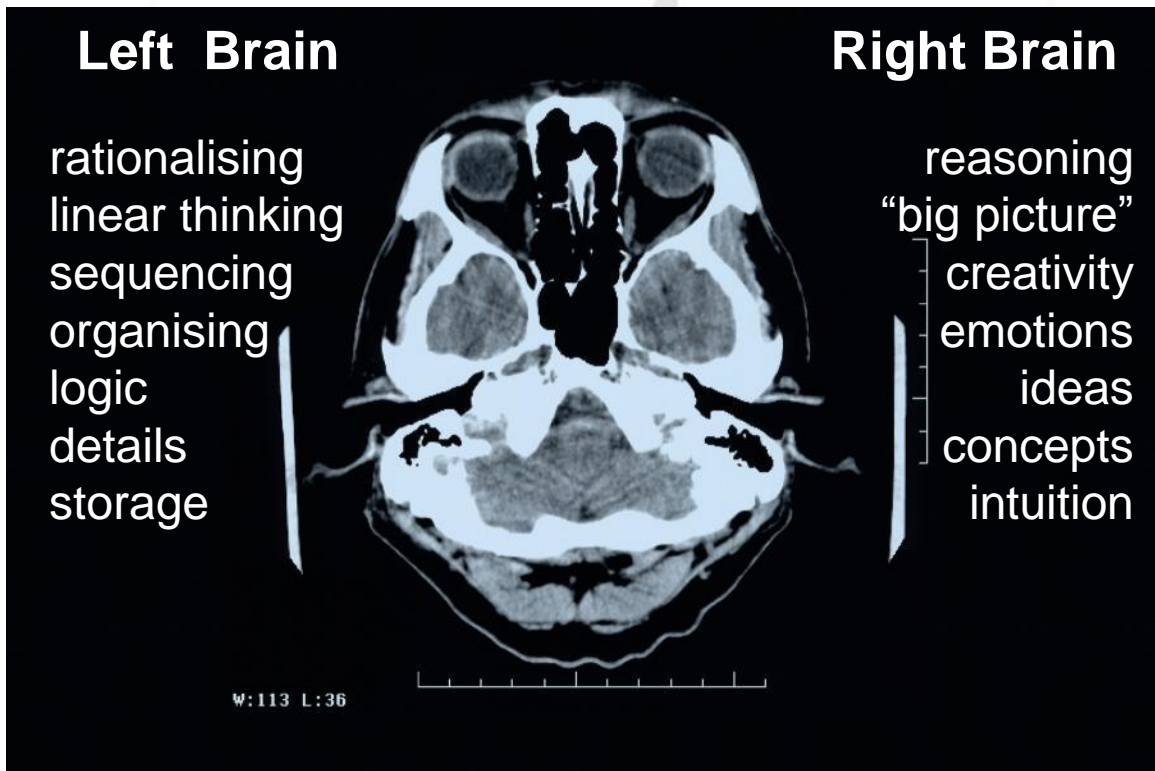
1. Customer Enquiries
2. Reception – Meet and Greet
- 3. Consultative Interview**
4. Vehicle Presentation
5. Test Drive
6. Purchase Process
7. Vehicle Delivery
8. Customer Follow-up

CUSTOMER MOTIVATIONS

Understanding what happens in the mind to create motivation and desire

BUYING DECISIONS = BRAIN ACTIVITY

☉ The brain has a left hemisphere and a right hemisphere, both of which are used to understand and interpret information – to help us make decisions



70% of all decisions, including purchasing decisions are made using thought patterns on the right side of the brain, the emotional side

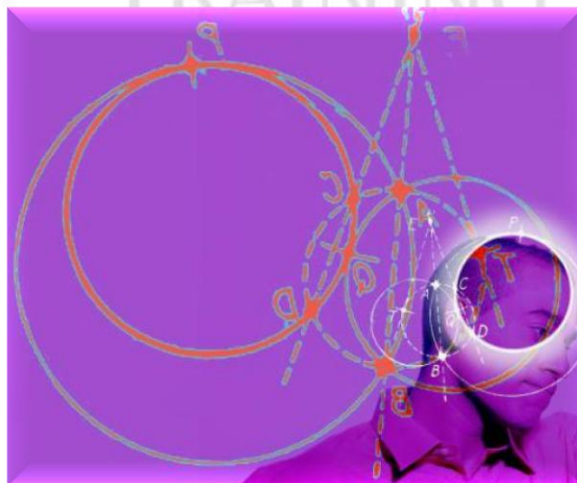
CUSTOMER MOTIVATIONS

Rational and Emotional Motives

☛ List the rational and emotional motives for buying a new car

Rational Motives (Left Brain)		Emotional Motives (Right Brain)	

☛ Increase the chance of a sale, by using **OPEN QUESTIONS** to get the customer to think on the right side of their brain.



OPEN AND CLOSED QUESTIONS

- ④ **Open questions** are used for collecting information. Write down some key words used for asking open questions

e.g when?

- ④ By asking open questions you can gather more information about your customer : their needs, their lifestyle, their wants and desires. This will help you to choose the right car for them
- ④ What sort of open questions could you ask to find out this information?

e.g How often do you drive a car?

OPEN AND CLOSED QUESTIONS

- 🕒 **Closed questions** are asked when you want to confirm specific information. Closed questions are useful for getting clarification and gaining understanding.
- 🕒 The table below shows some common words that a closed question would begin with - write down some closed questions

CAN:	
IF:	
ARE:	
WOULD:	
IS:	

- 🕒 **Closed questions** give you facts and are quick and easy to answer.
- 🕒 More often than not with one word answers and frequently with “yes” or “no”.





SEQUENCING

Be Aware of the Sequence of Your Questions

- 🕒 Use an open question to gather information (open response)
- 🕒 Follow with a closed question to confirm the information (closed response)
- 🕒 Gather further information with another open question (open response)

EXAMPLE:

Sales Consultant: “What sort of car are you looking for today?”

Customer: “Something similar to what I’ve already got”

SC: “ So, you are interested in looking at the latest model?”

Customer: “Yes”

SC: “What is it that you like about this kind of car?”

Customer: “Well, I like the fact that I can just throw all the kids’ stuff in the back and there’s still room for the dog...”

Thinking back to the session, write down some more great open questions:

A large, empty rectangular box with a thin black border occupies the bottom half of the page. The bottom right corner of the box is folded over, creating a triangular shadow effect. This box is intended for the student to write down additional open questions based on the example provided.



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