

Automotivaters



Automotivaters Sales Meeting Express

Professional Staff Development Meeting Agendas

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ISI / P.A.L. Automotivaters Inc.

2328 Government St

Victoria BC V8T 5G5 Canada

1-800-828-8681

250-920-7775

Automotivaters.com


Customer Shopping Behaviour

SME# 1	Materials	Time Required
Why do customers behave as they do when shopping?	Whiteboard/Flipchart	25-30 Minutes
Learning Objectives:		
Participants understand why customers may seem uninterested or guarded when we first meet them.		
Participants understand what we can assume when a customer contacts the dealership.		
Participants learn the correct attitude and expectation when meeting a new customer.		

Opening

Introduce the topic by suggesting to the group: **“ever notice how when we first meet a new customer on the lot they can seem to be guarded, uninterested or even abrupt with us?”**

Suggest that: **“today we’re going to look at what causes that behaviour and what we need to be thinking about when we first meet the customer.”**



Discussion

What’s behind that behaviour? Why do customers put up a wall? What are they afraid of?


Make note of the group’s ideas on the whiteboard/flip chart. Make sure they get:

- The customer may fear meeting a pushy salesperson
- The customer doesn’t know, like or trust us yet
- The customer may fear paying too much or getting the wrong product
- The customer may have had a bad experience somewhere else
- The customer may be uncertain about the buying process.

Acknowledge that the customer’s fears may be well founded based on their previous experiences. It’s up to us not to be offended but to keep positive ourselves and remember what we know.

Activity – Customer Truths

Suggest that it is easier to keep positive when the customer seems uninterested, guarded, or abrupt if we remember the customer truths.

	<p>Discussion</p> <p>What do we know to be true just by a customer engaging with the dealership? Why are they here?</p>
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Mark the group's ideas on the whiteboard/flip chart. Make sure they get:

- **They have a want or need.** Customers do not engage a dealership without reason.
- **The time is right.** Time is most often used as a stall to circumvent stereotypical pressure to buy.
- **Our dealership is acceptable.** They now visit less than two dealerships before making a final decision.
- **Our product is acceptable.** Just by contacting you, you know that your product is what they want (or is on a very short list.)
- **Our product's price range is acceptable.** Customers are well equipped now to assess affordability through websites and payment calculators.
- **They may no longer want their current vehicle.**
- **They are looking for a professional** to justify value.

Attitude Adjustment

Suggest to the group: "OK so we see that some people have fears that drive their behaviour and make it seem like they are not very interested. But... we also know that people do not visit dealerships for the sport or amusement of tormenting sales consultants. They are here for a reason - they want one of our vehicles! It is only natural for them to be a little apprehensive when they first meet us so relax and don't be offended."

When we welcome the customer either in person or on the phone we need to be thinking: "Here's a nice person who wants to buy one of our vehicles today – and I'm going to help them do just that!"

Conclusion & Coaching Focus

Suggest to the group that with customers only visiting 1-2 dealerships in person before they buy, we must view every customer opportunity as gold. Remind them that their next customer might be the only one they see today!

Commit your availability for questions and coaching on the topic.

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Resource Guide

Why Sales Meeting Express?

The sales manager role can be overwhelming at times with the combination of customer interaction, managing the transactions in progress, evaluating trade vehicles, administrative duties, inventory management, coaching salespeople on the fly, daily one-on-one coaching and developing the skills of the team.

When we ask sales managers what the biggest challenge is to conducting regular skill development meetings for their team the answer invariably is “I don’t have enough time to prepare an agenda and figure out the content”.

Sales Meeting Express was designed to give managers a “paint by numbers” resource for conducting high quality skill development meetings with a minimum of preparation time. It’s all here: Opening comments, conversation starting questions, group activities, practice scenarios, and coaching follow-up.

Choose the topic that addresses an identified skill gap with your team. By the time you get around all the meetings, it will be time to start back at the beginning.




Reflection


Repetition is the mother of learning.
-Zig Ziglar





Resource Guide – Icons


Many of the meetings will use the following icons to alert you to a facilitation activity or key point.

	<p>Key Point</p> <p>This is where you want to give special emphasis to content or request a specific future action from your audience.</p>
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	<p>Reflection</p> <p>This is where you give them an assignment to think about something between now and the next meeting. This could be a homework assignment or thinking about how to solve a challenge.</p>
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	<p>Discussion</p> <p>This is where you pose a question to the entire audience or smaller groups to get a discussion going. Encourage free and non-judgemental brainstorming. Try to get everyone participating.</p>
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	<p>Group Activity</p> <p>This is where you get them making lists, collaborating, creating a word track or setting action items either individually or in groups.</p>
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	<p>Scenarios / Real Play</p> <p>This is where you give small groups a specific scenario to act out using “Real Play”. Keep the environment risk free. Participants taking the role of customer are not permitted to be extreme.</p>
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