

EY

UNIVERS

Playbook for Success www.ClayCooley.com

FAS USA



Clay Cooley Auto Group has been serving consumers as a Metroplex-area dealer with professional sales and service for decades now. Family-owned for over 20 years, Clay and his family have served the community meeting a variety of sales and service needs. We believe that selling a car is not just a sale. It's taking care of consumer automotive needs, which is not a one-time event. We view a purchase as the beginning of a continuous ongoing relationship and the start of an ongoing sales and service bond with consumers, their family, and friends. There are exciting and innovative product introductions from a wide selection of vehicles. In addition to a great product, attractive sales and incentive programs and terrific service department special promotions will provide exceptional value and savings. Whatever your customers interest is, whether it be a sports utility vehicle, coupe, or sedan and whether it be to buy or lease a new or pre-owned vehicle, we hope you will encourage your customers, friends, and family to come in for a test drive and experience exactly what all of the excitement is about.

Welcome to our family. We look forward to working with you.

Sincerely,

Clay Cooley

Clay Cooley University is located upstairs behind Clay Cooley Automotive Group Corporate Headquarters.

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Recruitment and Training Tom Stokes 214-482-9135 tstokes@comeseeclay.com ClayCooleyJobs.com

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CLAY COOLEY PLAYBOOK FOR SUCCESS



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THIS PLAYBOOK IS ASSIGNED TO:

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Team	
Sales	Manager
	A YP.
Sales	Manager Cell
Team	Leader
Team	Leader Cell DEALERSHIP
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	HOURS OF OPERATION
	HOURS OF OPERATION

2

CLAY COOLEY DEALERSHIP DRESS CODE



PERSONAL APPEARANCE/CLOTHING

Dress, grooming, and personal cleanliness standards contribute to the morale of all employees and affect the business image that Clay Cooley dealerships present to customers and visitors. Employees are expected to present a clean, neat and professional appearance and to dress according to the requirements of their positions. Your manager has been instructed to talk with you if your choice of apparel, hair styling, or personal hygiene is inappropriate for our business environment. Employees who appear for work inappropriately dressed will be sent home by management and directed to return to work in proper attire.

Under such circumstances, nonexempt employees will not be compensated for the time away from work. Exempt employees will need to make up the time missed.

Please refer to the dress code requirements and sign the acknowledgement form at the end of the handbook and the acknowledgement associated with the specific dress code policy. The dress code requirement list demonstrates unacceptable attire, but cannot be considered an all-inclusive list. Therefore, management reserves the right to determine what attire is inappropriate for the Dealership.

You can read more about this and many other subjects in your employee handbook. You can find a copy of the dress code in your iSolved account under Employee Messages > Policies > Employee Dress Code

If you need help, contact your HR designee also listed on the right side of your iSolved "Welcome" landing page.



ROAD TO THE SALE

- 1. Meet and Greet
- 2. Qualification
- 3. The Right Vehicle
- 4. Presentation
- 5. Demonstration
- 6. Trade-in Walk
- 7. Close
- 8. Service
- 9. Delivery
- 10. Follow-up

3 DAY MONEY BACK GUARANTEE

At Clay Cooley Auto Group, we offer a 3-day or 150 mile money back guarantee on new and used vehicles.

7 DAY VEHICLE EXCHANGE

Change of heart? Simply bring your vehicle back in the same condition within 7 days or up to 250 miles and exchange it for another vehicle in stock.

Offer valid only until vehicle is registered. Excludes factory/specialty ordered vehicles and additional exclusions may apply.

Please see your manager for details around the 3/7 Guarantees.

(A) If we can get the numbers right in every way where you're HAPPY with the numbers wouldn't you buy it today?

(B) You repeat (A) again prior to presenting numbers...

Step 1: Meet & Greet

Welcome > Identify Guest > Build Excitement > Ask a Control Question > Gain Control > Always Smile.

Step 2: Interview Customer (Guest Sheet)

Establish Common Ground > Create Urgency > Family > Occupation-Recreation > Motivation Numbers right in every way (A) - <u>Trial Close #1</u> You must input customer's information in Elead CRM before moving forward.

Step 3: Select Vehicle

Determine Guest *wants, needs and desires* -Match to *right vehicle… Pull vehicle up for customers* (AC on during summer / heat on during winter)

Step 4: Walk-Around

Features functions benefits > Build Value - *Clay Cooley Connected and Protected* > Hot Buttons > Power Listen > <u>Trial Close #2</u>

<u>Step 5: Demonstration Drive & Tour the</u> Dealership

Drive to Service > Exceed Expectations > <u>Trial</u> <u>Close #3</u>

Step 6: Drive the Trade & Trade payoff

Silent walkaround on trade and secure payoff > Trade in Provision

Step 7: Closing/Present Numbers

Numbers right in every way (B) > <u>Trial Close #4</u> prior to close > Paperwork and negotiation > Referral and CSI Script > Exceed Expectations > Under Promise Over Deliver

Step 8: Service

Introduce customer to service director and/or adviser

Step 9: Financial Products and Services T.O. to Finance

Step 10: Delivery Process

Send Thank You Card & 24hr Follow-up Call



SALES TEAM STANDARDS

Notes: ready to sell cars. promise and over deliver. **Reputation:** Your others, be accountable. after the sale.

TIP: Always be mindful of setting and achieving expectations, know your competition, and always be aware that information is power.

Be on Time: Be at the designated place at the designated time prepared and

Commitment: Doing what you say you will do long after the feeling of when you said you would do it has passed. Under

Reputation is everything. Have the best reputation among your peers and prospects.

Be Supportive: Trust your manager. You're not being supportive if you think everyone else is wrong. Don't blame

Do Each Car Deal Completely: Follow the sales process. Be clear... don't work in the gray, and don't make anything up then you're black and white.

Excellence: Give 100%, give your best, and perform to the highest possible standard. Do this before, during, and

Be a Great Listener: Listen to what managers/prospects are saying. Be a POWER listener. (Hear – Listen-Understand - Ask Relevant Questions -Repeat) Use effective communication.

Repetition: Repetition creates perfection.

Have Fun: Have Fun, Sell Cars, and Make Money!



MEET AND GREET WITH ENTHUSIASM



Notes:

Meet and greet with enthusiasm. When a customer enters your dealership, approach them with confidence, warmth, and kindness.

First impression is so important and the customer needs to feel like you are being authentic with them. Meet the customer in a way that doesn't feel overwhelming or overbearing, but in a way that shows you are there to help.

Remember this is where it all begins and you have about 30 seconds to start gaining their trust to make the second largest purchase of their life and in some cases, the biggest purchase.

Walk to the customers, greet them with a firm handshake and smile, and begin asking questions about what kind of car they are looking for.

Welcome to Clay Cooley My name is ______ What kind of vehicle are you looking for?

"Are you here for our big sale?", "Follow me" and take them into the showroom for qualifying.

TIP: Keep a small stack of guest sheets on your desk ready to go.



ASK GOOD QUESTIONS



Notes:

After the greeting, have your customer follow you to the showroom, get them seated, offer them water or coffee. Use your customer information guest sheet to determine what exactly they're looking for, what equipment they require, i.e. trim level etc.

Refrain from asking yes or no open ended questions so that the customer will begin talking to you to loosen them up. By asking "Can I help you today?" or "How can I help you today?" a customer can easily respond with "I'm just looking, thanks" and then you've likely lost your chance at selling a car.

Try asking more directed questions like "Are you looking for a sedan or SUV today?" or "what type of vehicle can I help you find today?" "What's your monthly budget?" (Up to... no more than, same with down payment) Credit qualify, either pull credit or if your customer doesn't want you to pull credit ask them "On a scale of 1-10, how do you think your credit is?" Go to the desk ask for help from your manager he or she will help you pick out a vehicle that best fits your customers wants, needs, and most of all, credit.

Keep in mind, open ended questions require longer, more detailed answers, close ended questions require yes or no answers. Listen carefully to what your manager is saying. Write down the stock number (s) and pull key.

Don't forget you MUST type customer's info in the Elead CRM and click to put them on the showroom.



ENTER INFORMATION IN ELEADS					
		elead			
Go to https://www.eleadcrm.com		Enter user name (@ComeSeeClay email)	Your user name and password comes from your manager and/or HR. If you do not have login information please see your		
		Remember This			
		Forgot your password?	manager ASAP.		
		Sign In	Ν		

Although it may not seem like it at first but entering your customer information in the Elead CRM will speed up the buying process. Customers get frustrated quickly these days, so if you're using the CRM, you will speed up the buying process. This is necessary for the customer and the dealership alike. When you can keep deals moving quickly both in off hours and in the showroom, everyone wins.

Always remember the number one offender of all deals is TIME... Time kills deals... the longer you take to get that customer into finance, the harder it is to keep them closed. You must do everything via the CRM so that you will always keep things moving and your customers will love you for it.

The CRM will also help you retain happy, loyal customers You will have a much better chance of keeping your customers happy when you utilize customized follow-up processes tailored to an individual buyer's needs and wants. The CRM comes with preloaded emails, text, and has a click-to-call button, making it nearly impossible not to keep up with your customers.

The CRM will schedule maintenance appointments for your customers and notify you when your customer is in service. The system will send out Happy Birthday text and will notify you when your customer is ready to trade.

You knowing your way around the CRM is vital to your long-term success with Clay Cooley Auto Group.

Notes:



Notes:

POSITIVE BODY LANGUAGE



Notes:

Exhibit positive body language.

When talking to customers, make eye contact with them so they know that you are really interested in what they have to say. Using body language that is friendly and welcoming will also make your customer feel more at ease.

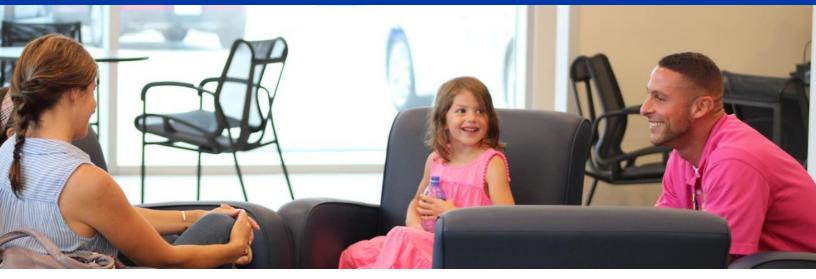
Be authentic. Don't just put on a happy face to make a sale. Actually care about your customers' needs and empathize with them. Customers will likely be able to tell if you dislike the part of your job that involves interacting with customers, or if you're trying to speed them through "meet and greet" so you can start showing them cars. Be patient and don't force any decision on your customer.

If you're not feeling the love, or if they are not feeling the love ask for a turn. Not everyone I talk to likes me. Its rare but true. If I sense that the customer does not want to talk to me I will go to the desk and tell my manager. "Hey, this customer and I are just not hitting it off, can you turn it to another salesperson?" If you turn to another salesperson, walk with him or her and introduce them to your customer and excuse yourself because you have to handle an appointment.

TIP: A turn is an expression used in the car business describing help is needed with a customer and you need to turn that customer to another salesperson or manager.



CREATE SMALL TALK



Create Small Talk

Although this can be frustrating for some customers who just want to get in and get out, striking up a conversation with customers can help build rapport and help them feel more comfortable trusting you as their salesperson. Get them to talk about themselves by asking open-ended questions.

One of the biggest influences in building your customers' trust is showing them that you're not just interested in selling them a car. Show them that you want to build a relationship with them.

Ask them about their family, job, interests, etc. Find something in common with them and build trust through that connection.

People love talking about themselves and they feel respected when they have a chance to be heard. Be so likable that your customers refer you to their friends and family.

TIP: Never leave your customer alone, especially after you agree on numbers.

Notes:



THE RIGHT VEHICLE



Notes:

Landing Them on The Right Vehicle

I see so many salespeople today landing customers on the wrong vehicle because that's what the customer wanted. It may be what they want, but is it what they can afford?

Once you show the vehicle you have selected for them, ask them "Is this the vehicle you would own today if we can get all the numbers right in every way?"

Some customers will refuse to talk monthly payments. They may only want to talk about the total price of the car. In that case, if you are unable to lower the price of the car in order to complete the sale, get with your manager and ask for help.

Ask how they selected that particular vehicle, if they say online congratulate them for being intelligent and informed shoppers, tell them "that's our best bottom line price" It saves a lot of negotiating time.

TIP: Ask what payment range they are trying to be in. If they say \$300.00, you respond "up to" and/or "If you had to stretch" if they won't budge, don't show them a new Silverado. Go to your desk manager for guidance.



TALK EXCHANGES



Talk Exchanges

Ask customer's if they have a vehicle they wish to exchange. It's good to do this before you begin showing them new cars because you can figure out the customers' buying motive and will also be able to see what they feel is lacking in their old car. It also allows the customer to relax when they begin looking at new cars, because they know their old car is already taken care of.

Make it clear that the used car buyer is the one who will appraise their car. Explain to them that the manager's job is to get them the best possible deal for their car.

After looking over the vehicle, noting any damage (silent appraisal), and asking any questions you may have about it, take their appraisal form into your sales managers office. It should take him only a minute or so to come up with his initial offer, but inform the customer it will take about 10 minutes and use that time to begin looking at new cars. Notes:



FIND OUT THE PARTICULARS



Notes:

Find Out The Particulars

After you've figured out what type of car your customers are looking for, narrow down the search by asking them specifics about their budget, the space they require, and any special features they may want.

Part of your job may be to sell them those extra features like the navigation system, heated and cooled seats, blind spot detection, etc.

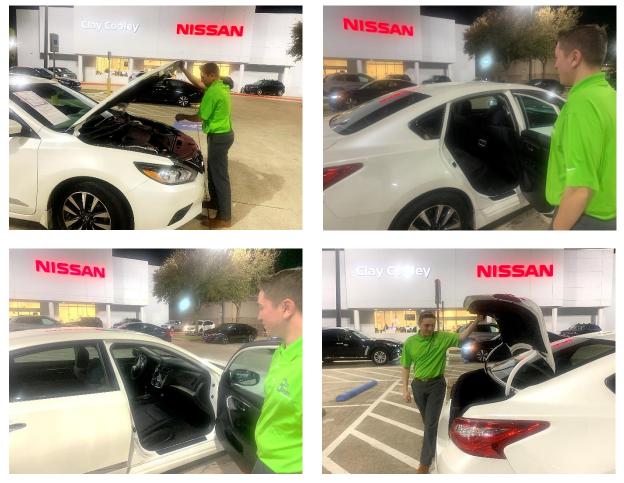
Selling these extra features to your customers will be much easier if you learn what they need and what they want.

TIPS: Plant the seed early for Clay Cooley Connected and Protected packages.

Did you know that most all Clay Cooley vehicles come with connected and protected package? This is why we can't just delete it from the buyers order.



PROVIDE A GREAT WALK-AROUND



Do a good walkaround

Remember my favorite line when I get to the trunk. *"It's a very popular car with the mafia*" Ha! If they don't laugh with you, you still have some relationship building to do.

Take your customer for a test drive in a new car. Tests drives are crucial for a sale because customers need to feel comfortable in the vehicle they buy.

As you sit in the passenger seat or in the back seat, if there are two customers, be quiet and just listen. They will start talking about the features soon.

When I was selling, I always liked getting the customers in the car and driving off the lot myself. I would say something like, "Get in, let's take it for a spin – they like us to drive off the lot for insurance purposes."

Once I have the customers in the car, I have full control and will drive and talk more about the benefits and features. <u>Sell the Clay Cooley Connected and Protected Package...</u> Visit with your manager to find out more about Connected and Protected.

Drive about 10 mins away from the dealership and this is where I would get out and do my walkaround and allow them to drive back.

www.ClayCooley.com

TIP: Take control and drive the customers off the lot for insurance purposes. This would be another pre-trial close.

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PRODUCT PRESENTATION

- 1. Pop the hood
- Safety
- Economy/ power
- Maintenance free
- Ride
- ELO GPS

2. Open passenger door

- Comfort
- Safety
- Storage
- Convenience
- POLYSTEEL Protection

3. Pop the trunk

- Spacious
- Fold down rear seats
- Spare tire
- Safety Latch
- POLYSTEEL Protection
- Sell the features and benefits of the Clay Cooley Connected and Protected Package as you walk around the vehicle.



- 4. Open rear passenger door
- Leg room
- Convenience
- Comfort
- Protected from spills
- Notes:

- 5. Open driver's door
- Ergonomics
- Features/ benefits
- Safety
- Anti-Theft Protection

2020 Nissan Altima

Α.

Exterior (Back from test drive)

Go back over the benefits of Connected and Protected



CLAY COOLEY CONNECTED AND PROTECTED

The Connected and Protected Package is a pre-sale product installed on every Clay Cooley vehicle in stock... This package is an added value of \$2,495.00.

What's included in the Connected and Protected Package



ELO GPS lets you know everything about your car in real-time. Using our ELO GPS app, you'll know where your car's been, where it is at any given time and <u>how it's been driven.</u>

It will even give you some information around your vehicle's health. ELO GPS is the most powerful tool available to turn your car into a smarter, safer, more connected ride.

www.elogps.com

Set ELO up for the consumer before they leave the dealership. **www.elogps.com/en/set-up**

Below are a few highlights you should talk about with your customer...



- · Cell phone app for easy use
- Peace of mind with ELO's teen driver safety monitor
- Ever walk out the mall and can't find your car? use your instant vehicle locator to find it
- · Low battery alerts
- · Theft protection stolen vehicle recovery
- · Recall notification and service due reminder/scheduler
- Insurance discounts

Tip: When you are with your customer, show them your phone, click the ELO GPS app that you should have downloaded by now and say, "Oh, here's your car... see?" explain to them that this is a great benefit and comes standard on all Clay Cooley vehicles. This is a great segway into other Clay Cooley Connected and Protected features.

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Notes:

CLAY COOLEY CONNECTED AND PROTECTED CONT.



Clay Cooley provides Super Polysteel Advanced Formula System to your customers' because it provides superior interior and exterior protection keeping customers vehicles showroom new and the customers extremely happy with their purchase.

EXTERIOR

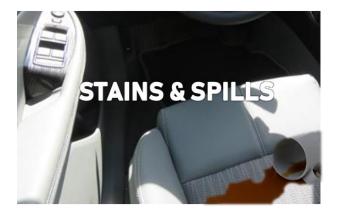
Today's factory-applied paint finishes have a shiny top layer of paint called clear coat. However, constant exposure to environmental elements can threaten the shine of your vehicles exterior finish. The Super Polysteel Professional Exterior Gloss Preserver creates a transparent layer of polymeric coding that protects and seals out the elements, producing a deep glossy shine and <u>eliminates</u> the need for waxing.

INTERIOR

The Super Polysteel Interior Formula is a blend of polymer fluids that have special dual band, broad spectrum UVA & B ray inhibitors, leaving lasting protection. Additionally, Super Polysteel Interior Formula lays down a breathable layer of polymer protection that encapsulates individual fabric fibers and forms a barrier against spills.







TIP: Sell the Clay Cooley Connected and Protected Package during the walkaround.

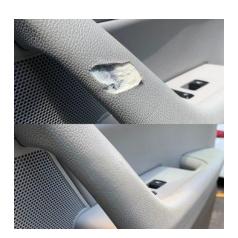


CLAY COOLEY CONNECTED AND PROTECTED CONT.



Anti-Theft Protection

- Up to \$500 If your vehicle is stolen and recovered to reimburse your insurance deductible.
- Receive \$2500 if your vehicle is stolen and NOT recovered and declared a total loss as a result of the theft.



Interior Repair Protection

- Protects from accidental puncture, rips, tears, and burns in the seating area.
- Fabric, vinyl, and leather surfaces qualify for coverage.
- Coverage applies to leather seats, cloth seats, door panels, and arm rests.
- Unlimited number of repairs

Notes:





SELLING CERTIFIED PRE-OWNED



Notes:

Certified pre-owned (CPO) cars are popular with buyers who want to minimize the risk of buying a used car. They get added benefits, such as a limited warranty, roadside assistance, and loaner vehicles. ... But a CPO car is perceived quality and its added cost also bring a set of higher expectations from buyers so you need to be ready to sell CPO's on a pro level.

When you are selling a pre-owned vehicle and it's marked CPO make sure it is a genuine CPO from your factory. Consumers can only buy a CPO Chevrolet from a Chevy dealership, same with all makes and models. You cannot buy a CPO Nissan at a Chevy store, you can only buy a pre-owned CPO Nissan at, Nissan.

No matter what dealership you are a salesperson at make sure you know the CPO program i.e. warranties, comfort, and convenience.

TIP: Remember, all Clay Cooley Vehicles come with the Clay Cooley Connected And Protected Package. This is NOT the same as a CPO, it's in addition to CPO. It's called "added value"

We will go over this more in training. See your Pro-Owned manager for more details about how to sell Clay Cooley CPO pre-owned vehicles.



SERVICE MEET AND GREET



Service department meet and greet

One of the many things we always do during the selling process is the service department walk through. Bring your customers to service and allow them to meet the service manager or writers. Explain to them in front of the service manger that its not just about selling you a car, its about taking care of you and your family after the sale.

One of my favorite lines I use is "Mr. Customer we not only stand behind our product – we stand in front of it too" I am going to be here for you whenever you need. I am not interested in selling you just this one car. I want to earn your business today and in the future hopefully our relationship doesn't end here, but it's the beginning of many years of service and filling your future transportation needs. I always add "and selling your children vehicles and their children." What we are doing here is selling ourselves and building trust.

The reason people don't buy a car from you is because they just don't trust you. You have to build trust fast and establish a relationship with your customers and show them you are there to sincerely help them in the buying process.

The service department walkthrough is one of the key to making the sell.

Notes:





USE GOOD WORD TRACKS



Notes:

Use Good Word Tracks

After you're done with the walkaround and demonstration drive and presenting features and benefits from the test drive, – and as you're walking back from the service department simply ask your customer this.

Mr. Customer, If we can get the numbers right in everyway where you're happy with the numbers, you'll buy it today, right?

If they answer "we'll see" or "maybe," that's a positive. As you're walking back to the showroom, open the door for them and say, "Let's see what we can do - I know a lot of salespeople that use high pressure tactics to try and get people to buy cars - I am NOT one of them."

THIS IS A VERY IMPORTANT WORD TRACK:

"If we can do the deal on this unit, GREAT. If not, we will look at something else or I will get you out of here fast. Is that fair enough?"

You are establishing the fact you're NOT going to play any games with them around pricing. Customers will appreciate this and will really make them more at ease while going through the buying process.

TIP: I have never had a customers... tell me "NO, that's not fair...."



CSI NEW CAR SCRIPT

Every new car customer will receive a survey from Clay Cooley via email regarding their sales experience with you and the dealership. They receive the survey 3-5 days after the vehicle is reported sold. This is a script we use to help you inform the customer about the survey.

I would truly appreciate it if you might do me a small favor. (Pause) One of the ways I am graded by my manager and the factory is through my customer service index (CSI). I am currently in a contest to win a special award for being the best that I can be. So that I can deliver you the best possible experience and.... In the interest of excellence in customer service you will be receiving a survey from the factory to your email.

It is extremely important to me that I give you the best possible service and most positive buying experience so that I can honestly earn the highest possible scores in all categories. So if there are any questions or concerns you might have; by all means let me know (<u>Now</u>) before you take delivery today. So I can be certain that you're completely satisfied with your new vehicle and your overall experience here at Clay Cooley. (Pause)

Listen and address any and all questions & concerns.

I also want to be certain that you can confidently and comfortably recommend Clay Cooley and me personally to your friends and family.

Finally, I want you to know that I am available to you for service after the sale. That is to say that I can't help you in the future if I don't know you are having an issue. So if at any time you need me to help you through a service issue please don't hesitate to call. I am not a mechanic, however I can check on your vehicle if it's here for service and/or help you schedule an appointment if necessary. My goal is to be sure that you are as happy with your new vehicle in the future as you are at this very minute.

SALESPERSONS ACTION STEP

At this time and at every step of the delivery process tell the customer what to expect with realistic time expectations etc. (Don't tell them something is going to take a couple of minutes if you know it's going to take 20 minutes.) When you leave them for any reason: clean up, checking miles on a vehicle, dropping paperwork to F&I, tell them what you're doing. Don't leave them alone unless absolutely necessary, use your time wisely. Go over the features and operations of their new vehicle, program their phone, etc. Ask if they have questions. Make small talk about anything other than the deal itself. Make sure you tell your customer when you will be calling.

Day 1: Thank you/any questions...

Day 2: Thanks again. Just wanted to make sure everything is good...

Day 6: Final Check Up: Just wanted to remind you that you will receiving the factory survey. Please be sure to fill it out and I hope you agree I gave you excellent service around your new vehicle. If there are any questions I can address, please let me know...

TIP: Be sure to do all of your follow up: I.E. 24 hr. call, mail thank you, emails, etc. During the 24 hr./1st day window (Thank you). When you call be sure to remind them about the survey and be certain that there are <u>NO ISSUES</u> that need to be addressed.

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Call them again (Day 6) and ask again for referrals if you haven't done so already.



WHEN TO ASK FOR REFERRALS



Notes:

When To Ask For Referrals

At time of delivery ask, "What made you decide to do business today?" (wait for response) Thank them for their comments and their purchase.

Then explain, "One of the most important ways I make my living here at Clay Cooley is from referrals from satisfied customers like you. who do you know in the now or in the not-so-distant future that may be in the market for a newer, nicer vehicle?" "Whose the first person that comes to mind?"

- Try to get at least three referrals
 - 1. Name, relationship:
 - 2. Phone:
 - 3. Why do they need a car:

Try to call these referrals while customer is in finance to confirm phone numbers and tell them,

(name), just bought a car and said they may be in the market. Tell them you're having a HUGE SALE, ask them "How soon can you hop in your car and come see me?" Set appointment.

TIP: See referral sheet in back for more details



CELL PHONE ETIQUETTE



Cell Phone Etiquette

You should be using your cell phones to market and network your business. This means phone calls, email and social media are all things you may be using at any point throughout your day. Keep in mind this is YOUR business, so always be productive.

Cell phones are the lifeline between you and your customer. Being available to your prospects and customers at all times is key to your success.

Make sure you have a plan before you reach out. Don't call a customer until you are clear in your message and purpose of the call. You always want to sound put together, confident, and professional.

You should never be on the phone with anyone when you are with a customer.

They need to know they are your TOP priority. If you know you have to take the call, make sure you explain the call and excuse yourself with your customer. Most importantly, make sure you return promptly.

When taking personal calls in customer areas you should be aware of your surroundings. If it's a call you should take privately, please do. Be aware of the customers around you, and **please don't** use unprofessional language. Remember, you are always representing the company.

Ringtones are important. Make sure they are at an appropriate level and are appropriate in content.

If it is a song or verbiage that is unprofessional in any way, your phone should be on vibrate. If you aren't sure, then use vibrate. You never want to have anything that could be perceived offensive during your sale.

Lastly, if you are in a meeting make sure your phone is on silent or turned off. Respect the speaker's time and message.

TIP: Turn your phone on vibrate and leave it in your desk when you're with a prospect.





PHONE UPS AND APPOINTMENT SETTING

INCOMING SALES CALLS

Thanks for calling! Are you calling about our BIG Sale? (Wait for response)

(With enthusiasm say) Congratulations!!! You couldn't have called at a better time.

Which vehicle are you calling about? (Wait for response) Are you calling about the red one, the black one or the white one? (Pause)

Sir/Mam – with everything going on right now, I'm not sure if that vehicle is available. Are you calling from home, work or cell? (Pause)

(With enthusiasm, say the below)

What's that number in case we get disconnected (write down number) and your name? (Write down name) I'm going to put you on hold to see if that vehicle is still available. (Put on hold for 30 seconds)

RESPONSE 1 Mr. / Mrs. _____ GREAT NEWS! That vehicle is still available. How soon can you hop in your car and get down here? (Pause)

RESPONSE 2: Mr. / Mrs. _____ GREAT NEWS! That vehicle has been sold and the reason I say great news is that I have other vehicles that are just as nice if not nicer. These vehicles haven't made it onto the website or facebook yet. How soon can you hop in your car and get down here? (Pause)

Set appointment: (say it exactly like it is written below)

Mr. / Mrs. ______, do you have a pen handy? (Wait for them to have pen in hand) My name is ... OH! Mr./ Mrs. ______ Hold on for one second, sorry just crazy busy right now. (Hold for 10 seconds) Sorry about that, my name is ______(Spell out your name) my personal cell number is ______. Do us a favor, ask for me when you get here and if they can't find me just call me on my cell. I know exactly where that vehicle is parked.

(Optional) here are some other phrases to consider:

(A) If someone sells that vehicle before you get here I will call you and let you know.

(B) I won't give you the runaround - it's real busy so there won't be any red tape.

(C) If you're setting a time with appointment say, "Morning or Afternoon?" Would 10AM work or would 11AM be better?

(If setting appointment for another day and time)

Mr. / Mrs. ______ we're not going to let a little thing like price get in between you and your new vehicle purchase. Do you know where the showroom is located? Great! Do us a favor, ask for me when you get here and if they can't find me, just call or text me on my cell.

I know exactly where that vehicle is parked. I have you down for Monday 2PM do you have a pen handy? (Wait for them to have pen in hand) My name is ... OH! Mr./ Mrs. _____ Hold on for one second. Sorry, just crazy busy right now. (Hold for 10 seconds) Sorry about that, my name is _____ (Spell out your name) my personal cell number is ______



PHONE UPS AND APPOINTMENT SETTING

OUT GOING SALES CALLS (Prospecting from your CRM) Are you giving your customer a reason to return your voice mail or text?

Here are three types of follow up calls that <u>DON'T</u> work:

1. The "check-in" call. There are several variations of this: Have you made your decision yet? Are you close to making a decision? Have you checked with your husband/wife yet? (Hint: that was never the real reason they left in the first place).

2. The "bigger discount" call. If you call a customer to talk about price, the only way that price is going is down. Besides, you should have given them the best price in the showroom. If you let them leave without offering the best price, it makes you look bad.

3. The "do you need more information?" call. You should already know what information they need.

The reason these follow up calls aren't effective is because they don't address the customers' real objections. Here are the most common reasons why customers leave without buying:

They thought they would get more money for their trade-in The vehicle they looked at/test drove did not meet their expectations They couldn't arrive at a monthly payment to fit their budget They didn't like you (the salesperson)—hey, don't take it personally

Granted, there's not much you can do about the last reason. But let's tackle the first three. In order to address the objection, you have to know what it is. That's why it's so important to qualify a customer when they arrive on the lot.

Ask all the qualifying questions and be sure to note answers in your **CRM** so you can reference what the customer said in a future conversation. Qualifying questions include:

When are you planning to purchase?

Why do you need a new vehicle? (life event such as baby, marriage, etc.)

Do you know your current vehicles' trade-in value?

Why do you like this vehicle?

Which features are most important to you in a new vehicle?

Will you use this primarily for commuting to work, outdoor adventures, etc?

What's your color preference?

How many miles do you drive per year?

What's your budget or monthly payment?

Of course, you don't want to barrage your customers with a list of pre-rehearsed questions. Qualifying should be conducted in the style of an easy conversation between friends.

You might not get the answers to all these questions, and that's okay. The goal is to get enough information so that if the customer leaves without purchasing, you'll be able to deduce what their real objection is. Then DO something about it.



PHONE UPS AND APPOINTMENT SETTING

The follow-up call should convey new information. This could be a change of inventory, a new incentive or end of incentive, or a pre-owned vehicle that just came in that would work for their budget. Try sending them data that supports your trade-in offer, or tell them about a vehicle in a different color—any information that's valid and different.

Get your manager involved if necessary. Sometimes it's useful to have a manager call to ensure that the customer's experience was a good one.

When a BDC manager follows up with a customer, the approach is to ask for a survey about the customer's experience with the dealership. Very often, the customer will open up in a way they simply won't when dealing directly with dealership sales person.

The BDC manager is often able to identify the real reason for not purchasing. If the customer's experience was less than optimal, that information is handed to the manager, who can immediately follow up to try and save the deal.

Even if the deal can't be saved, the ability to compile a list of customer objections is helpful for future coaching and training purposes. As a manager, this type of feedback allows you to identify a salesperson that needs help or a process that needs fixing.

I know that follow up calls seem like a chore, but there's a reason that every top salesperson and sales expert recommends them. They work. Not every time, but a percentage of them do result in a sale that otherwise would never have happened.

Notes:



WHAT IS YOUR STRATEGY

Route to 20-plus units per month every month. Your CRM is a great tool if you use it daily for follow up but what are you doing to develop new business for yourself? Here's a checklist of things you should be doing daily to build your business within Clay Cooley and should be part of your CRM.

What are your goals for the month?

Daily Task Description Example
Work the schedule as provided by your manager. Make sure you are not late and be clear about when you're to be in training meetings.
Check your Eleads make sure all your tasks are complete.
Follow-up with previous customers and prospects via CRM.
Call pervious customers and ask for referrals (See referral script)
Work service customers from Eleads and Service Isle (See service scripts)You must be Factory Certified before selling in service isle. See your manager.
Post four vehicles on Facebook Marketplace per day morning and afternoon (See guidelines)
Did I talk about the car business on my Facebook page? Don't forget to tag Clay Cooley page in the post build a story around the post not just a pic of a vehicle.
Post one car a week on Craigslist. (Use your cell phone)
Post new and used cars on 5Miles www.5MilesApp.com and www.Offerup.com etc. (Cell phone only)
Did I talk about the car business with someone NEW this week? Hand out business cards to new prospects daily.
If you have a Twitter and Instagram account post a car once a week but build a story around the post not just a pic of a vehicle with a price.
Create a weekly vlog on YouTube (See details in this playbook)
Walk used car inventory make sure all vehicles are frontline ready.
Thank You cards filled out and mailed.
 Check in and out with your manager if you're leaving the property for any reason.

www.ClayCooley.com

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SALES IN SERVICE

Give us a chance to **BUY** this vehicle when you get ready to sell it. Secure a FREE appraisal TODAY! THIS IS NOT A GIMMICK TO SELL

Good quality used vehicles are hard to find these days. Your vehicle may fit the description of what we are looking for, **Find out fast and easy**. We're paying **TOP** dollar for pre-owned

LAYCOOLEY

Make sure to put the "ATTENTION We want to BUY your vehicle" flyer in every vehicle when working service...

Vehicle Exchange Program

There are plenty of times when a customer may be needing to repair their vehicle and the cost out of pocket for these repairs just doesn't make sense.

It may be a perfect time for them to look in to trading the vehicle, and using their money towards a down payment instead.

There are a number of reasons why a sales person may not try to sell from service. They may be lazy, just don't feel like getting up to be here by 7:30am.

FEAR may be a factor, you know about the process, but not sure how to strike up the conversation. You may have NO CLUE- no one may have ever explained the opportunities in service to you.

Service selling is the opposite of conventional selling. You don't want to approach them just trying to sell a car. Here , you want to BUY their car- you must stress that and you must do it FAST!!

SELLING IN SERVICE IS A PROVEN PROCESS. If you don't approach it the right way, it won't work. You'll just wind up making friends and handing out cards. If done right, this will sell more cars! Guaranteed!

By talking to more of these customers, you'll increase your chances of selling more units. You can't sell if you don't try! If nothing else, you can plant the seed, and offer to help them whenever they're ready.

There are some obstacles you may encounter, and here at the top three :

Negative Equity

• Yes, some of these customers may have negative equity in their current vehicles... BUT we still close 25% of those customers.

Credit Issues

 Will some of these customers have low credit scores? Absolutely, but we still manage to close 25% of them. When its time to replace their vehicle, you and your customers will find a way to get it done.

Not a Franchise Customer

 Not everyone drives a vehicle that's from your franchise, but if it fits their vehicle needs for the right price, you'll sell them a new one!

SALES IN SERVICE CONT.

Vehicle Exchange Program

You will have about 10 seconds to grab these customers' attention. Be sure to bring them away from the service waiting area if possible. This will help increase your chances of getting a sale.

Here is a good word track to use:

"Good morning Mr./Mrs. Customer. I'm ______ I'm one of the Vehicle Acquisitions Managers here Clay Cooley. I see you have a (<u>insert model year and make</u>) here in service this morning. I was looking at your vehicle and was wondering if you would be willing to part with it. If so, we'd love to purchase it.

If you could – I would put you in a new (insert year, make and <u>model)</u> for about the same payment you're currently paying, and also maybe skip a payment or two plus no cash out of pocket! If I could do all that, would you allow us to buy your vehicle?"

The biggest obstacle is that customers have a hard time believing anything a salesperson says, so you must deliver this message with conviction!

Here are some Dos and don'ts of Service Selling.

Dos- Here are some good things to say:

- It's just really hard to find a good used car/truck like yours at the auction.
- I have a used car wholesaler here- won't hurt to just see how much its worth!
- These kinds of cars are hard to buy at the auction.
- We don't want to buy from the auction- We would much rather buy a vehicle like yours with a service record.
- You're going to get TOP dollar for this!
- · Wow, this is a beautiful vehicle, garage kept?
- Yes! Maybe we can lower your note.
- Yes, we can overcome any credit challenge you may face.

Don'ts - What you definitely don't want to say:

- Stay away from "buying" trigger words like sale, sell, trade... don't make it sound too good to be true.
- "We've got a big sale. You're just in time!" Its ok to talk about sales events with sales buyers, but you
 never want to do this with service. Remember, they weren't looking to buy...at all. You approached
 them to BUY their car, don't forget that is the goal.

TIP: Always remember, you can't sell anything to anybody that doesn't know they want to buy it!

Please note: Sales in Service is going to vary by location and is more geared toward the experienced or dedicated salesmen. If you would like to be part of The Clay Cooley Service Team please let your manager know.

	ATTENTION!!
sales desk	WE WANT TO BUY YOUR VEHICLE!!!
o	YEAR: MAKE: MODEL: MILES:
t service	□ FAIR □ GOOD
ilable at	Call for location near you to complete evaluation and receive your FREE official appraisal. Or Visit our website:
lyer availat	VAULE: \$ S/ To be filled out by Trade Manager CONTACT:
Ľ	ATTENTION!!

BUILDING YOUR BUSINESS

PREVIOUS CUSTOMERS: Your best prospects to sell new or used vehicles comes from your previous customers and referrals to you of their family or friends.

SALES IN SERVICE: This is a service mining program designed to help you sell more vehicles. Get with your manager and ask to be part of the Sales in Service Team.

WHAT DO YOU DO FOR A LIVING? Talk about the car business wherever you go. Always have business cards with you, and don't be embarrassed to speak up and tell people what you do for a living. Tell your friends and family that you are in the auto industry and now they really do have a friend in the business.

PROSPECTING: Successful prospecting - including the effectiveness of methods and techniques - essentially relies on your own attitude towards cold calling. Calling random people that you don't know may seem odd at first, but it works. You just need to work the phones properly, follow the script, and set standards around making the calls daily.

KNOW YOUR PROSPECT: - Google a customer/prospect: looking for a reason to contact a customer or a prospect? Search their name on Google to see if there are any listings for them. You'll be astonished at what you can find concerning your customers/prospects, or others with their same name. Regardless of the outcome, the search should give you some interesting antidote you can use on the next contact. When that contact is made, the customer/prospect will be amazed you took the time to do the search, and if you do find something in reference to them, you'll have the perfect subject to talk about.

CRAIGSLIST: Post one used vehicle a day on Craigslist. By the end of the month you will have 30 vehicles online working for you. NOTE: The posting should be done from your cell phone not the dealership computer. If you do not know how to post to Craigslist, ask your manager for help. **www.CraigsList.com**

5MILES: Post new and used vehicles to 5miles - 5miles is the highest rated local marketplace app, helping you buy and sell stuff in your area. 5miles is free, easy, and safe. This is a great app to use daily. NOTE: You can only post from your phone, there is no desktop available for this app. www.5MilesApp.com

EBAY: Although there's a fee associated with listing a vehicle on ebay it may be worth the risk. If you sell the vehicle, GREAT, but the goal here is to generate more solid prospects that are in the market to buy today! See your manager for more details. <u>www.Ebay.com</u>



BUILDING YOUR BUSINESS CONT.

FACEBOOK: Posting a vehicle to Facebook can generate a few leads if done correctly. You don't want to sell, sell on your personal Facebook. Your friends will get tired of this. Use your personal Facebook to recommend a vehicle to your friends.

EXAMPLE: "I love this new Corvette, if you get time, stop by and see me for a test drive."

Add a photo of the Corvette and your contact info. The goal here is to influence and remind your friends that you sell cars. We recommend to post once a week on a Saturday morning around 9AM. You can also set up a Facebook business page. If you set up a business page you can post a few vehicles a day and just share one a day on your personal Facebook. Don't forget to "LIKE" Clay Cooley Facebook Page.

FACEBOOK MARKETPLACE:

Click the Marketplace icon, then tap the 'Sell' or 'Sell something' button. ...

After you click the rest is pretty selfexplanatory... Enter an item title, description and price. Confirm your location.



See your manager for details.

Facebook Marketplace is a good place to post a vehicle because let's face it...everyone is on Facebook and a lot of people look at those Marketplace posts. If you already have a Facebook account, you're halfway to posting your vehicle, as that is the only prerequisite for creating a listing.

The biggest advantages of using Facebook Marketplace to sell a car are that the listings are free and you can take a peek at potential buyers' Facebook profiles to check if they're legit.

You should be posting three to five vehicles every other day to Facebook Marketplace. Be sure to use your phone to do this NOT the computer at the dealership. You also need to make sure you're NOT on the dealerships wi-fi because Facebook will block you from posting.



BUILDING YOUR BUSINESS CONT.



Notes:



INSTAGRAM: Instagram is another way to get your message out. Take a picture of you in front of a vehicle and caption it. Post and share to Instagram.

TWITTER: Twitter is another platform that is good to get the word out.

YOUTUBE: Our favorite platform. Video makes up over 75% of the web, and making a good short weekly video for your business will go a long way with your audience. Create a quality vlog that's regularly updated with new and used makes and models. This will increase your web presence, and draw in potential customers. www.YouTUBE.com

OUR 48 HOUR SALE: Use urgency when you're talking with customers about buying a new or used vehicle. EXAMPLE: During the meet and greet ask them "Are you here for the 48 hours sales event?" Also visit for the proper way of handling phone calls and setting appointments with prospects.

THANK YOU FOR VISITING: Keep your proper process for following up with your customers after the sale going daily.

FLYERS: Create and distribute your own flyers. Hand them out, pin them to bulletin boards, and place on windshields of vehicles. Our favorite flyer is the Sales in Service Flyer.

HAND-WRITTEN BUSINESS CARDS: Next time you're about to give someone your business card, take a moment to personalize it. If you take a moment to jot on the card your cell number, a home phone number, or some other piece of information that is not already on the card, you will suddenly make the person to whom you're talking to feel very special. Chances are the person will never call you on the hand-written phone numbers, but simply writing them on the card gives the person the feeling that you are placing them in high regard compared with others who you meet.



REFERRAL SCRIPT

You should be asking every customer for referrals. If you did your job, they should be excited to refer you to their friends and family. Referrals are a great way for you to quickly expand your book of business. Here is the script we use at the dealership:

YOU SAY: Before you take delivery, could I ask you for a small favor?

Something we are very proud of here at Clay Cooley is that we get most of our business from repeat customers and referrals from satisfied folks such as yourself.

WHO DO YOU KNOW; friend, family, co-worker, or perhaps someone you've recently talked to who sometime in the near or not too distant future might be in the market for a newer vehicle. Who is the first person to come to mind?

Name:	Relationship:
Phone:	
Why?	

You can find a copy of this referral sheet in desk mangers office.

TIP: A referral is the key to the door of resistance. Make sure you check with your manager to find out if your store offers referral gifts.

Notes:



CLAY COOLEY UNIVERSITY

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2111 Rose St, Irving, TX 75061

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