



Understanding Your Dealership

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Dealership Policies, Procedures and Personnel

1. *Understanding Your Dealership*

This section helps your staff sell your dealership.

Who: Split Sales Consultants into two groups during training so one group can cover the floor.

What: Training to ensure that all Sales Consultants are familiar with every aspect of the dealership

When: At a convenient time when sales are slow, like a weekday morning

Where: Showroom floor (includes "tour" of dealership, if appropriate)

Why: To make sure all Sales Consultants are familiar with your dealership's facilities, policies and personnel.

How Long: Estimated time: 20–30 minutes

Necessary

Materials: Photocopy the exercise sheet on page 4 of this module; be sure to have two copies of this page for each participant (you will conduct a pre- and post-test).

◆ ***Pre- and Post-Test***

Before training, give Sales Consultants an option to "test-out" of this session:

To "test-out," they must complete the exercise sheet, getting everything correct.

Pre-test all Sales Consultants: Hand out the exercise sheet and have them fill it in as completely as possible.

Post-Test Sales Consultants: Check the exercise sheet to make sure it is complete and accurate for each participant (you will conduct a pre- and post-test).

◆ *Meeting Content*

5-Minute Module #1: *Understanding Your Dealership*

This exercise sets the stage for selling your dealership to your customers. Today's customers believe that, since you work at your dealership, you should have all of the answers.

ASK:

- How long has this dealership been open?
- Who is the Dealer Principal?
- What are the hours of operation for your dealership?
- Does this dealership do anything outside in the community (i.e., sponsor a softball team, etc.)?
- Is there anything else that sets this dealership apart from the other dealerships in the area?

◆ *Review*

(In addition to safety items above)

- The correct answers to all of the questions
- Remind Sales Consultants that this type of information builds credibility in the eyes of your customers.

◆ *Best Practices*

- Sales Consultants should become experts on your dealership, then share that message with your customers.
- In a selling situation, a Sales Consultant's goal should be to "sell" themselves first (to build trust with the customer).
- Sell the dealership second (to demonstrate strength and commitment).
- Sell the vehicle third (to establish it precisely meets the customer's needs).

5-Minute Module #2: *The Purpose of Sales Consultants*

This exercise sets your standards of customer treatment.

ASK: How do most salespeople sell? (Have them present how they feel on this topic.)

◆ *Be Sure These Points Are Covered*

- To "create" satisfied customers.
- To provide maximum value for customers time.
- Build repeat and referral business—particularly now as more and more people are buying Hyundai vehicles.
- To sell vehicles.

◆ *Best Practices*

- When you keep customers satisfied, you increase the chance that they will return when it is time to buy another new car, that they will send their family members to your dealership and that they will refer their friends to your dealership—this is the "success formula" for Sales Consultants: Building business through repeat and referral customers.

◆ *Meeting Content*

5-Minute Module #3: *Service and Parts Departments*

This exercise points out the total customer commitment of your dealership.

There's an old saying: "Sales sells the first car . . . but it's the Service Department that sells all of the rest." A good service experience is essential to maintaining repeat and referral customers.

ASK: (Have them present what they know.)

- How do you get to the Service Department?
- How do you get to the Parts Department?
- Are their hours the same as ours?
- Who would you send a customer to in the Service Department?
- Can you name three Service Advisors?
- Can you name the Service Manager?
- Can you come in early to function as a "greeter" for service customers?

◆ *Best Practices*

You, as a Sales Consultant, are a part of a team. Be sure you know all of the "players" on your team—particularly those who come in contact with your customers after the sale is complete. And, depending on dealership practices, Sales Consultants may want to come in early to "greet" service customers. This not only keeps them in front of their customers, it allows them to help the Service Advisors at a time when they are the busiest.

5-Minute Module #4: *Other Resources*

This exercise reviews the basics of dealership awareness—the foundation of professional personnel. Be sure the Sales Consultants are aware of every aspect of day-to-day life at the dealership.

◆ *Review*

- Directions to your dealership from various locations—when they provide directions, Sales Consultants should also tell the caller where to find the parking lot (which can be confusing at some dealerships).
- Hours of operation
- If you have a Body Shop or any other special services
- Anything else of importance as it relates to your dealership

◆ *Best Practices*

- Sales Consultants need to be "product experts"—but they also have to be dealership experts.
- Be sure all of your Sales Consultants are "dealership experts."

◆ *Exercise/Your Dealership*

◆ *Fill in the Blanks*

- How long has your dealership been in business? _____
- Who is the owner? _____
- How long has he/she owned the dealership? _____
 - Does he/she own any other dealerships? _____
 - How long has he/she been in the automotive business? _____
- What are your hours of operation? _____
- What are the hours of operation for the Service Department? _____
- What are the hours of operation for the Parts Department? _____
- Who is the Service Manager? _____
 - How long has he/she been at your dealership? _____
 - What are the names of the Service Advisors at your dealership? _____
 - _____
 - Do you have any of their business cards? _____
 - Does your Service Department have a night drop? _____
 - Do you know where the Cashier is located? _____
- Who is the Parts Manager? _____
 - How long has he/she been at your dealership? _____
- How do you get to the Parts Department? _____
- How do you get to the Service Department? _____
- Do you have a Used Car Department? _____
 - What are its hours of operation? _____
- Do you have a Body Shop? _____
- Where is your Customer Waiting Room? _____
- Do you offer refreshments in the Waiting Room? _____
- Can you give customers directions to your dealership over the phone? _____
- Are the customer restrooms clean? _____