

AS SEEN IN



DEALERNEWS

Spot deliveries turn walk-in traffic into sales

J.C.
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SALES
TRAINER



In the USA and Canada, thanks to the Internet, most of walk-in traffic comes in ready, willing and able to do business.

Yet, in our travels, we find that some dealerships are simply not geared up to do business at the same pace many customers want to buy says J.C. Spearry of NAASSA Cleveland.

The 1980 training mantras of "Stay off price!" and "Slow them down!" turn many sales teams into "time criminals" robbing the dealership of sales and profits.

If a customer walks into a store ready to buy and is left alone or slowed down, you know the odds start to go against the seller drastically. And there is nothing more frustrating and disappointing if you can't have the product as soon as you'd like, killing customer satisfaction, referrals and repeats at the same time.

Spearry suggests that dealers honestly assess if their dealership can accommodate someone who wants to complete their entire purchase in 30 to 45 minutes. Can the dealership have the car ready for delivery in the same amount of time?

If the answer is no to either one of those questions, he recommends you sit down with everyone involved in both the sales and delivery process, and try to rectify things.

CSI, referrals and repeats go up if your sales and delivery process times go down. Today, many people value time as much as money. Every province and state has its own credit, licensing and insurance guidelines, and all of them can accommodate immediate or "spot deliveries," so find out what you need to do to "get 'er done!"

BENEFITS TO THE DEALERSHIP

- Immediate delivery greatly reduces post purchase re-

gret. They feel the wheel. They've sealed the deal.

- If you don't spot, the customer is going to drive by many, many other dealerships on their way home. Anyone ever change their mind? Shop your price?

- Momentum generates higher profits. Momentum sells.

BENEFITS FOR THE SALES STAFF

- They can maximize their time. Why spend the energy building a house if you're not going to finish the roof right away? There is a great risk in being backed into a corner by the customer during a delayed delivery by a new list of objections.

- Instant gratification. We never speak of "sold" cars. We focus on delivered cars.)

- Sometimes a salesperson can confuse efforts with results. Not if you spot. Delivery day equals pay day. And if a salesperson knows they can sell and get paid the same day, their focus during the sale improves dramatically.

- What brings on a better feeling? Watching a set of tail-lights head off to the back row or watching them go over the curb?

BENEFITS TO THE F&I DEPARTMENT

- It makes the F&I Specialist stronger and more highly skilled using momentum and flow to make more dough.

- Spotting allows the F&I process to integrate seamlessly with the sales process so that F&I can harness opportunity while the buyer is in a "buying" mood. Intangibles

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like all F&I products are best sold when the customer is at the peak of their purchase behavior.

BENEFITS TO THE CUSTOMER

- Time has value to everyone. Why make a buyer spend another hour traveling to and from the dealership and an additional two hours for delivery? That's just silly.

- When a buyer knows that if things go smoothly for everyone they can actually take their new car home now, they are generally on the best behaviour!

Remember more flow equals more dough for everyone.

For more information, contact J.C. Spearry at 1-888-735-6275 or visit www.naassa.com.