

# Today's walkaround ✓



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Columnist

Gone are the days when the dealership or sales person was the primary source of product knowledge for most customers. The Internet has changed virtually every step of the sale, and the walkaround is no exception.

Because many customers early in the sale will believe the Internet more than the sales person, it's best to tell the customer that you want to verify all specifications and exact prices at your desk.

A product presentation should always be tailored to the customer, using their dominant buying motives. However, today's customer often places demands on us or withdraws from the conversation. This makes understanding their needs and wants difficult.

The presentation itself must be used as a powerful profiling tool, whereby we

can gain control over the conversation by way of questions; understand our customer more; slow them and ourselves down; set the stage for an alternate selection suggestion; know more about their motives; and, ultimately, have them agree to take an in-stock vehicle for a demo drive.

The real purpose here is to connect the customer, sales person and car together, simultaneously.

You should start where the customer wants to and time it to their pace.

Remain in control by asking questions. Listen and look for rejection or affirmation. If you receive small rejections, just investigate and suggest another vehicle.

A professional sales person should be able to gather information about how the customer is going to use the car, what they don't like about their current car and paint happy pictures of ownership through a dynamic presentation and the use of true story telling.

On used cars, a sales person should be cautioned not to commit to what's on the car before actually showing it. Don't say it if you haven't seen it. Avoid getting into too much detail on things

they truly don't understand. Don't say it if you can't sell it.

Keeping the customer involved is very important. It's best that the sales person opens everything and asks the customer to shut everything as they go along to create a physical connection to the car.

Using the customer's name often, keeping them physically involved; asking tie-down questions and focusing on their hot buttons are key.

Features have benefits. Benefits create desire. Desire precedes action – the action to buy now!

Given a 20 per cent closing ratio, a sales person has to do about 250 walkarounds to sell 50 cars, so don't get bored with the process.

Every time should be like your first time, because it is for your buyer. Never give a \$30 presentation on a \$30,000 product!

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