

AS SEEN IN

CANADIAN AUTOWORLD

3 questions that will kill a sale

CONTENT, INTENT AND TIME ARE PARAMOUNT ON THE SALES FLOOR. HAVE YOUR SALES TEAM TRY THESE QUICK TIPS TO MINIMIZE THE CHANCES THE CUSTOMER MIGHT TAKE SOMETHING THE WRONG WAY



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Many of you have heard me say that quality questions create a quality sale.

If we agree on that fact, logic would dictate that terrible questions create a terrible sale.

Remember, your sales staff might be masters of their unspoken words, but once said, those words become the master of them. (We could all use that reminder once in a while.)

Timing is everything when it comes to the sale. And when selling bigger ticket items like cars with the upside potential of long-term repeats and referrals from those relationships, your questions and timing are crucial.

Unless you want your sales team to increase the probability of destroying the sale, here are the worst questions to ask your buyers early in the process before they have established solid rapport:

Money Questions

Avoid queries about how much money they want to pay. Don't ask how much they have to put down, what they think their trade is worth, etc.

While these questions could be asked in earnest, your buyer might take it as you qualifying them to see if they can even afford the product.

The last thing many well-researched buyers with good credit and an ego will tell you is what you want to hear. They will exaggerate all the numbers in their own favour and away from yours, chuckle as you try to chase their fake numbers and be thrown aback if you send off the signal that those numbers are unrealistic.

Time Frame Questions

Avoid asking, "When are you looking to buy?"

Your buyer interprets this as: "Should I bother wasting my time on you?" Perhaps feeling insulted and to avoid pressure, most will send you false signals that telegraph out to some false date. When you look or act predictably deflated or disinterested, they now lose interest in you.

Decision Maker Questions

No younger-looking buyer wants to be asked if anyone else will be involved in the decision or if someone else will be helping pay for the vehicle. If they came in on their own and have been negotiating by themselves, don't assume there is other money at play.

Younger customers and female buyers will think you are questioning their ability to make the decision on their own.

To make your prophecy and perceived insult come true, I have seen customers create false people from thin air just to give them an out simply because the salesperson implied they couldn't buy a vehicle without assistance from someone else.

While elements of these questions have been commonplace in dealerships for years, some buyers can interpret them the wrong way. Your sales staff should tread carefully.

Content, intent, timing and tone are everything. Have your team try the following techniques to find out all the answers to their questions in a way that minimizes the chances the customer might take it the wrong way.

Stop asking money questions and start incorporating the price and payment of your product into your presentation and observe their reactions.

Assume your buyer is buying today until they prove that wrong.

Avoid direct decision-maker questions by incorporating several indirect questions throughout your sales and transaction process regarding usage and title. **FAT!**

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