



AMAZING Used Vehicle Manager

Positive and Progressive Ideas and Concepts

VEHICLE PRESENTATIONS are facing extinction and need to be saved!



► The Gray Whale, the White Rhinoceros and the Siberian Tiger were once on the endangered list and have been miraculously saved from extinction. The **VEHICLE PRESENTATION** is now on the endangered list. For decades, a **VEHICLE PRESENTATION** has been the staple of almost any sales process, if not the main event. Yet over the past few years it has diminished and in many dealerships it's disappeared completely. Let's explore the 4 reasons why and why it should be saved.

1 } Vehicles have far more comfort, convenience and safety features than they did 10 years ago. The explosion of technology has been incredible and as such, professional sales consultants need to present them so that customers understand the incredible value and feel better paying the higher prices created by the global supply shortage. The days of handing keys over to a customer and simply saying, **"Take it for a drive and let me know what you think"** are long gone. True, some customers are highly informed, however some have done so much research that many are confused or overwhelmed. They may also be confused by the half a dozen or so names for the same feature - how many names does blind-spot monitoring have?

A vehicle presentation takes the customer's research, simplifies it and helps the customer to take the information offline and relate it to a real vehicle. (Continued on page 2)

Success Tip ★

Instead of answering a sales call by saying, "How can I help you?," try a more assertive approach like

"It's a great day at Future Motors. This is Johnathan speaking. What vehicle would you like more information on?"

This approach wakes up a caller and ensures that you have just differentiated yourself from other sales consultants.

Success Tip ★

Most sales consultants claim that the #1 closing skill is, **"You have to ask for the order."** While it's true that you likely won't make a sale if you don't ask but, the real #1 closing skill is **"YOU HAVE TO SELL IT BEFORE YOU CLOSE IT."**

Forget the 80's cliché, **"Always be closing."**

Today it's ABS! **"ALWAYS BE SELLING!"**

If you don't generate enough interest and desire for a customer to consider purchasing a vehicle, even the most skilled sales manager would not be able to close a barn door.

" ALWAYS BE SELLING! "

Q - What is the worst thing about parallel parking?

A - The witnesses.





Marketing Trends & Predictions

December 27, 2023:
According to Daniel Ross,
Canadian Black Books’
Senior Manager of Industry Insights & Residual Value Strategy,

“If a dealer is looking for good used vehicles to fill their lot, it’s going to be tough to do that next year as well. Two-to-six-year-old vehicles are predominantly what consumers are looking for.”

He added that the result may create a tougher opportunity to buy, especially in open auctions. As a result, if a dealer wants to maintain their used vehicle sales volume, they may have to pay more for used vehicle wholesale and accept lower front-end gross profits. Wise dealers are turning to improve their Business Office performance in 2024 to make up the difference. Wye Management offers a 2-day Advanced Business Manager Tune-Up that can immediately impact your dealership’s Business Office Performance. For details, contact info@wyemanagement.com



VEHICLE PRESENTATIONS are facing extinction and need to be saved! *(continued from page 1)*

More importantly, successful sales consultants possess impressive product knowledge; information that increases the customer’s appreciation and understanding of the vehicle aiding in their decision-making process.

2 } In the 1980’s, manufacturer’s head offices would courier VHS training tapes to their dealerships of new vehicle WALK-AROUND presentations facilitated by product trainers. The presentations were generally 30 to 45 minutes in length and technically brilliant. In the age of the internet, customers may no longer have the willingness or patience to participate in a 30 to 45-minute vehicle presentation. As a result, many dealerships have abandoned vehicle presentations altogether. Why throw the baby out with the bath water?

Indeed, today’s customer may not want a 30 to 45-minute vehicle presentation, but what about an EXPRESS VEHICLE PRESENTATION that is 8 to 10 minutes?

3 } Many sales consultants don’t know what a VEHICLE PRESENTATION is. If they don’t know what a vehicle presentation is, they can hardly be blamed for *not* facilitating them. To be fair, many sales managers also do not know what a well-crafted vehicle presentation looks and feels like. In many dealerships, vehicle presentations are not taught, trained, encouraged, rewarded and enforced as part of a modern customer purchase experience. A modern EXPRESS VEHICLE PRESENTATION is an 8 - 10 minute integral part of a dealership sales process that includes the following baseline components:

1 ▶ A sales consultant-guided presentation with a customer in a 360 degree format, circumventing the vehicle. This could take place on the showroom floor, on the lot or at a scenic driver-change point during a vehicle demonstration drive (and should not be confused with the demonstration drive itself).

2 ▶ VEHICLE PRESENTATION A presentation of the FEATURES, ADVANTAGES and BENEFITS at 5 or 6 pre-determined points around the selected vehicle specifically tailored to the interests and lifestyle of the customer.

3 ▶ Customer INVOLVEMENT by asking for their opinions and feedback.

4 ▶ Customer INTERACTION with the vehicle; running hands across smooth paint surfaces and interior fabrics - opening and closing trunks, tailgates, hoods and doors, storage compartment, - sliding and folding down rear seats, etc. *(continued on page 3)*

Why go out to the trade with your customers?

Don’t waste the opportunity to go and see your customer’s trade-in with them.

1 ✓ It allows a customer to open up quicker because they are in their comfort zone.

2 ✓ The vehicle serves as a prompt to stimulate conversation and lifestyle clues. (child seats, trailer

hitches, bumper stickers, dealer stickers, parking passes, sports equipment, tools, etc.) People like to be asked questions- people like other people who are interested in them.

3 ✓ You will appear to be unique and professional as you embrace the opportunity, whereas many

sales consultants avoid the issue.

4 ✓ It becomes an incredible selling opportunity. The customer confirms why they are at the dealership.

(continued on page 4)



VEHICLE PRESENTATIONS are facing extinction and need to be saved! *(continued from page 2)*

5 ▶ Sharing of vehicle and manufacturer **AWARDS** and **ACCOLADES**.

6 ▶ Sharing of interesting **FACTS** and **TRIVIA** about the dealership and manufacturer.

7 ▶ Sharing of a strong **WHY BUY FROM US** message; every dealership has impressive customer conveniences, services and programs.

What the industry might already take for granted is fresh, exciting and **AWE INSPIRING** to your customers!

4) A vehicle presentation **ENTERTAINS** and **ENGAGES** customers through vehicle knowledge (tailored to the customer's lifestyle), enthusiasm and energy. It moves a customer from a logical state of mind to an *emotional* state of mind, allowing the customer to see the vehicle as something they **WANT** to own... **NOW!**

It moves a customer to action!

A vehicle presentation **DIFFERENTIATES** the sales consultant and dealership from competitors. Because many dealerships do not treat the customer to a vehicle presentation, this makes a dealership stand-out. Customers will often reward the dealership simply because of the time, effort and energy spent.

A vehicle presentation is a defining element of an informative, enjoyable and exciting **PURCHASE EXPERIENCE**.

The **EXPRESS VEHICLE PRESENTATION** represents the opportunity to create a social connection with customers, relationship building and the absolute necessity to share important and incredible product knowledge and features.

Some of Canada's most successful dealerships and dealer groups have placed a spotlight on this truly important aspect of the sale. This may save the vehicle presentation from extinction and have it be an integral part of the **PURCHASE EXPERIENCE** in the next chapter of the post-pandemic world.

A Wye Management sales trainer will come right to your dealership to teach the **ART of VEHICLE PRESENTATION**. Your sales consultant will dazzle your customers and close more sales.

Visit wyemanagement.com to learn more about our in-dealership training.

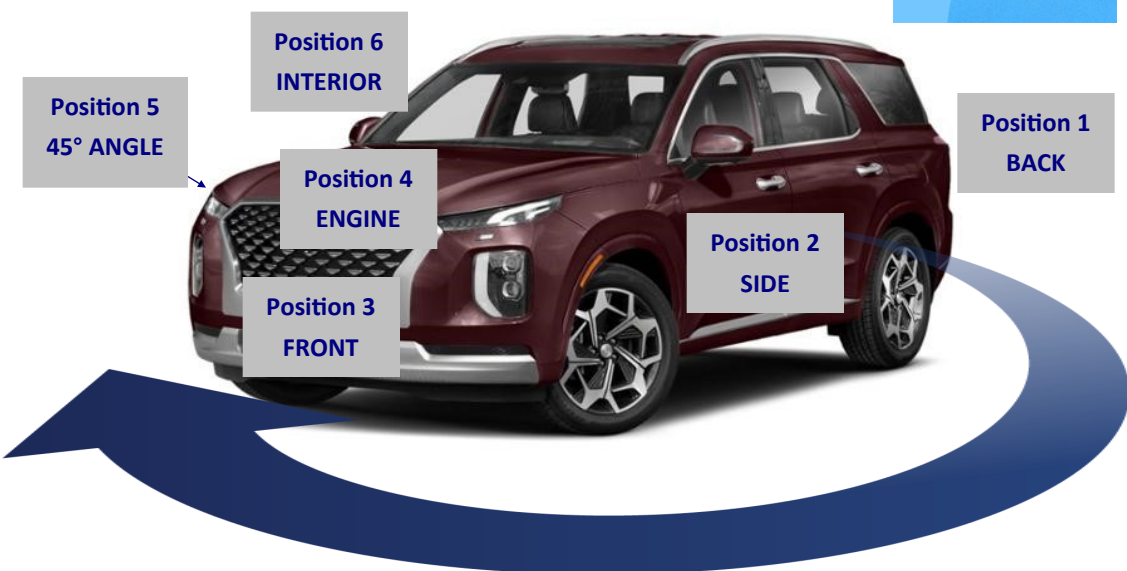


The Atlanta Constitution - November 12, 1911



Chevrolet's co-founder Billy Durant first saw the bowtie emblem in a Georgia-based newspaper, The Constitution, for a coal advertisement while vacationing in Hot Springs, Virginia

FEATURES
TELL
BENEFITS
SELL!



“
Care enough to create value for customers. If you get that part right, selling is easy.
- Anthony Iannarino -



The average listing price of a used passenger vehicle was hovering around \$37,000 at the end of September, roughly in line with prices seen in 2020, according to data from Canadian Black Book (CBB). That's down around 14 per cent from an average price of about \$43,400 in 2022 (January 3, 2024).

Fast Start

An Introduction to Professional Automotive Sales



- ▶ Friday, March 11
- ▶ Friday, April 5
- ▶ Friday, May 3
- ▶ Friday, June 7

1-Day ONLINE Seminars



To Register:

- ▶ E-Mail at: education@ucda.org or Call UCDA at: [1-800-268-2598](tel:1-800-268-2598) or [416-231-2600](tel:416-231-2600)
- ▶ \$245/Participant for UCDA Members and \$325/Participant for non-UCDA Members.
- ▶ All classes are live-streamed via Zoom. Course materials are included.

The UCDA has been offering this introductory sales course since 2014.

It has been *extremely* well received as a speedy and cost-effective strategy to get newly hired Sales Consultants up and selling *right away*.

This information-packed, energetic and motivating day will provide your new Sales Consultants with a fresh, customer-pleasing sales process and modern strategies to sell MORE vehicles!

UCDA

The UCDA's mission is to enhance the image of the Used Vehicle Industry through the three pillars of Representation, Education, and Mediation.

Additional ONLINE Seminars:

(UCDA members receive a 15% discount on all ONLINE Seminars)

- | | |
|--|-------------|
| ▶ The Hybrid Salesperson-Business Manager Workshop | February 20 |
| ▶ Working with Post Pandemic Credit Challenged Customers | February 21 |
| ▶ How to Sell Cars Using Social Media | February 22 |
| ▶ How to Handle E-Leads, Live Chat and Sales Calls | February 23 |
| ▶ New Age Negotiating and Closing | February 26 |



(continued from page 2)

5 ▶ By asking why they are thinking of a change, it allows you to gather information that you will use to tailor a vehicle presentation, demonstration drive and use later when attempting to close the sale. Without this information, you would be going in blind and informing the customer what you believe to be important-get the customer's feedback first.

6 ▶ Who is a nicer person; a buyer or a seller? When the customer goes out to their vehicle, they are miraculously turned into a seller and must change their attitude towards you.

7 ▶ Going out to a trade in allows a sales consultant to enter into a PRE-APPRAISAL / SILENT APPRAISAL.

8 ▶ PRE-APPRAISALS serve to reduce a customer's trade-in expectations by becoming self-aware of their vehicle's deficiencies.

9 ▶ Capturing trade-in or off-lease vehicle information early in the sales process allows managers ample time to appraise a vehicle.

Appraising a vehicle earlier in the sales process allows payment options to be expedited to an *emotional* customer as opposed to a logical thinking one.

LIVE Programs in Toronto

- | | |
|---|----------------|
| ▶ The Professional Financial Services Manager Program | February 12-16 |
| ▶ The Sales Manager Academy | March 6-8 |

IN-DEALERSHIP Training:

A Wye Management Sales Trainer will come right to your dealership or dealer group and create and facilitate *customized training* for your SALES, FINANCIAL SERVICES, NON-PRIME and LEADERSHIP teams.

To Register or Learn More:

- ▶ E-Mail: Steve Swanson at: sswanson@wyemanagement.com
- ▶ E-Mail: info@wyemanagement.com
- ▶ Call: Wye Management at: 1-8888-993-6468



Check out dozens of FREE Video Success Tips on Wye Management's YouTube Channel.

