

Welcome to Top Mark Professional Vehicle Selling

This course is aimed at giving a general introduction to the most important and effective techniques in vehicle sales. It is intended for those with little or no experience on the subject matter, and will prove an invaluable reminder to experienced professionals. It can also be used to ensure all members of the sales team have a consistent approach.

To help you really understand the process of Professional Vehicle Selling, you will come across a number of challenging questions, exercises and unit assessments. By the time you have completed the course, you'll have a step by step guide to the vehicle selling process.

Objectives of the Top Mark Professional Vehicle Selling course

In the sequence of six units you will cover the following topics:

- Identifying and generating selling opportunities
- Conducting the sales negotiation
- Appraising and valuing used/ part exchange vehicles
- Handing over the vehicle
- Planning and organising your personal work schedule
- Forecasting, monitoring and evaluating sale performance
- Effective working
- Systems, procedures and practices
- Effective communications
- Designing and implementing a sales plan
- Contributing to marketing activities

Experience has shown that the course will take about 10-12 hours to complete. Don't be concerned if it takes you longer than this average time.



Unit 1 Identifying and generating sales opportunities

Vehicle Selling - The Sales Process

Think of selling as a process; both you and the customer will start off somewhere, proceed through a number of stages and eventually reach an end point - a successful conclusion where both parties are happy with the outcome. There are five key stages in the vehicle sales process, supported by good management skills:

- 1 Identifying and generating selling opportunities
- 2 Conducting the sales negotiation
- 3 Appraising and valuing used/part exchange vehicles
- 4 Finance, Warranties and extras
- 5 Handing over the vehicle

In this section we will be covering the following:

- Where to start?
- The best sources
- Pursuing sales opportunities.

1.1 Where to start?

Very often customers will just wander into your showroom, or contact you by the telephone, or increasingly email. This is great and helps make your life easier, but the most successful salespeople are both persistent and proactive about finding and developing prospects, in other words, potential customers.

Whether you are working in an existing showroom, trading from home, or starting up on the Internet, you will need to spend time considering what type of customers you want, and where you will find them.



What type of customers?

Look at the list below, and decide what type of customers you want to have. You are more likely to want a mix of customer types, so indicate in percentage terms how your ideal customer base would be made up.

	<u>Percentage of total</u>
a) Business	
Large local companies	
Small/medium local companies	
Other traders	
Commercial vehicle users	
Specialist car businesses	
Other (specify)	
b) Consumer	
Local residents	
Second car purchasers	
Teenage car purchasers	
Specialist car enthusiasts	
Sports car buyers	
Single brand buyers	
Diesel car buyers	
Other (specify)	
Total	<hr/> 100%

Exercise 1

Time guide: 10 mins.

If you had to start from scratch where would you start looking for prospects?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.



Maybe you would carry out some research by:

- Looking in handbooks or directories found in commercial/business libraries, such as Kompass, Kelly's or Applications and Decisions (for commercial vehicles)
- Looking in newspapers/magazines, perhaps with job advertisements offering company cars
- Contacting Chambers of Commerce, who will have information about businesses in your area
- Identifying local businesses who might need cars for both business and personal use
- Checking the web site of your local community
- Networking with local business groups
- Building a business relationship with a local driving school/college
- Perhaps there are some marketing activities you could undertake, for example:
- The telephone can be used for research (to establish who are the decision-makers in companies) and appointment making
- Leafleting a local housing estate
- Developing contacts with related businesses, e.g. accessory shops, tyre/exhaust outlets
- You could use the data you have collected from the telephone research to send out an introductory letter outlining your products and services
- You could also conduct promotions and advertising which will attract people in to view your vehicles

Think about:

- local newspapers
- specialist car sales papers and magazines
- local radio
- sponsoring a local event, e.g. junior football matches (to reach the parents)
- posters and signs-so that people can find your site
- open evenings – to encourage viewing of your range
- business cards available through other people

