



LESSON 06

Yellow Lights

It's OK to slow down. A lack of trust is what actually costs you time.

Imagine if we connected with people *before* we discussed products. Is it at least possible our conversations could go differently — maybe not always, but a certain percentage of the time?

Ask yourself: "How can I become more than just another salesperson in their eyes?" Could you slow down, be completely authentic, and become the most positive part of their day? Could you add so much value they leave with respect for your knowledge and professionalism? This will not happen if you're in a hurry.

TWO PERSPECTIVES ON THE TRANSACTION

The dealership: profit is its lifeblood. The better the transaction, the better the customer understands the value of our products — leading to more sales and lower chargebacks.

The customer: isn't it possible they want a nice experience, and want something to "go right" today? Ask, "How can I use my communication skills to improve their day, my day, and meet the dealership's goals?"

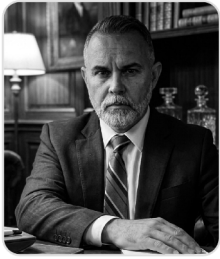
— Stop worrying about transaction times

If you're a profitable team player, you'll earn the freedom to discuss changes that speed the process up. Increase your PVR and watch how quickly your GM and sales managers forgive the extra few minutes. Soon there won't be extra time to worry about — because when we inspire trust, people say "yes" earlier.

- 1 The reason the customer is in a hurry is that they're no longer enjoying the process. Make it enjoyable and the hurry evaporates. Time flies when you're having fun.
- 2 The reason the transaction takes too long is a lack of trust. Silence the "Trust Alarm" and the process speeds up. Set it off and everything slows down.

When there's an overall lack of trust, it always creates fear — in the customer, in the salesperson on deck, in the sales manager who took a short deal. Ever have someone read the fine print on every form? That's an extreme lack of trust. It's a yellow light.

// Slow down at the yellow lights. Ask if they had a bad experience before, promise complete honesty, and change their perception of car people by showing you care. The process will quicken.

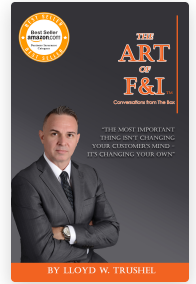


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- 30+ years in automotive F&I
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- F&I training built on trust, not scripts



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