10 Steps Road To A Sale with eLead One
I also like to refer to this as our playbook, we should consider ourselves a Team and we need a playbook to go by otherwise in the business known as ‘The Road to A Sale’.

**1. Meet and Greet**
This is where the salesman meets the customer at the car and says "Welcome to XYZ Auto, my name is John, and yours? Are you here to see someone specific? Would this be for you or Someone Else?"
The customer responds by saying no, I am hear to look at your small cars. etc. This is one of the most vital steps as you have always heard, You don't get a second chance to make a first impression!

**2. Discovery - Investigation - Fact Finding**
This is where you are fact finding and gathering information for what the customer is looking for, if they are financing or paying cash, trade or no trade, etc.
If at all possible do this at your desk in front of a computer in Consultative manner entering information into eLeadCRM.
The one thing is what the customer is driving now.
Because past purchases mimic future purchases. Also, you can ask questions about the car the customer is driving now without getting too confrontational about what they are looking for.
For instance, "Mr Customer, you said you are trading your van, have your needs changed? Do you still need the room you have in the van." Most customers will open up at this time and tell you their life history and why they do not need the extra room now. Ask Open Ended Questions.

**3. Select a Vehicle**
This is where you have narrowed down what the customer is looking for and is ready to select a vehicle in inventory, if possible. You have narrowed down to car, truck, SUV.
You have narrowed down to what is important, (SPACED) Safety, Performance, Appearance, Comfort, Economy, Durability and do not forget to ‘Touch Desk’ with your Sales Manager to get additional guidance before going further.

**4. Presentation and Demonstration**
First and Foremost, you want to get this vehicle away from the other cars. You do not want to do a walk around with other cars to distract the customer. Pull the car to the side of the building, back of the building, I prefer off the lot, but do whatever works for you.
When doing your presentation or walk around, always start at the sticker. This will give you a cheat sheet and will not look like you are hiding price.
After you leave the sticker open the door--have the customer sit in passenger seat. You get behind the wheel; start out the demo drive with You (The Salesman) driving first. Use a predetermined route, a good location for you to swap and to let customer drive. A spot without distractions, quite, where they can focus on You and the Vehicle!
Open the hood and the truck when you arrive at the ‘Swap Drivers’ point. Do not forget SPACED and Feature-Function-Benefit, SHOWTIME – do a Million Dollar Presentation, always start at the sticker, then to the rear of vehicle, to passenger side and after going over features ask them to drive.
5. Trial Close
The trial close could be actually anywhere in the process, as a subtle question to find out if you are on the right vehicle, "Can you see this vehicle parked in your garage or driveway?"
Or could be as bold as, after returning from the Test/Demo Drive;
"Other than Price,
Is there any other reason Why we cannot do Business NOW, while you are here?"
This is part on of a specific script we use for a trial close. Always assume the customer is buying until they say they are not. This may not come up until we are closing the deal, but I have sold more cars by assuming all customers are ready to buy now or they would not be there.

6. Trade in Evaluation/Walk
This is where you write up the trade for the used car manager to appraise. This is a step that you can actually gain some ground on. Where do most fights start on your sales process, The TRADE! Have your customer tell you about the trade and take a test drive in the trade in and ask the customer to 'Sell me Your Car'. Do a silent walk around their car, Touch spots and scratches on the trade without saying a word. As you are driving the trade, notice everything the car does wrong and make notes. This will bring down expectations of how much the customer wanted for the trade.

7. Presenting Numbers-Write Up
Your Manager will print out a 9 Square Worksheet from eLead Desking for you to present to your Customer. We have a specific script for Presenting Numbers.

8. Negotiate and Close
This is the fun part of the process. This is where you come together on numbers. I just have one suggestion at this point. The less time you go back and forth to your sales manager, the more money you will make!

9. Proper Turn to Business Office
This is where you introduce the customer to the finance manager. Tell the customer that the Business Manager (finance manager) will review and finalize their paperwork.

10. Delivery
This is what I call ‘Show Time!’ Most dealerships its where you make sure the car is clean, full of gas. Go over warranty info., owners manual, tour of dealership, service department. You go over the car to make sure the customer knows about all gadgets.

That is a short version, contact me for details.
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