

TEAM ONE MENU

IMPORTANT POINTS

- 1) Give perception that my job is to make sure you are not taken advantage of.
- 2) If you SELL they will resist.
- 3) Focus on credibility NOT rapport.
- 4) Focus your attention on security minded partner.
- 5) Eye Contact and Verbal Confirmation.
- 6) Verbally Verify Numbers and Base Payment with disclosures statements
“That will buy the car today.”
- 7) Always offer them a drink and mention it will take 20 minutes to finish paperwork.
- 8) Separate Sales dept. from your agenda, i.e. “They.”
- 9) Don’t sell, motivate by SECURITY. Customers buy for peace of mind with security. Not because they see a deal.
- 10) “We” are going to payoff loan. “Don’t have to worry about this anymore.”
- 11) Set up Top Boxes with Intangible Products, Service Contracts, Gap, Maintenance or Tire.
- 12) PREFERRED PLAN – Always set up with a low APR with shortest finance term. Always refer back to “Preferred Plan.”
- 13) Should always have 3 products on top and bottom.
- 14) Presentation should never be longer than 7 minutes. Talking too much if it is!
- 15) Carry Pretense “Don’t care what or if they buy anything.”
- 16) You MUST walk through Acknowledge Form word for word with customer prior to Menu.
- 17) DON’T STOP when going through 3 top packages.

- 18) Describe benefits not features.
- 19) When they say “NO” begin “peel off process.”
- 20) When top packages are declined ask them, which product do you see “least value?” (Peel Process)
- 21) Use “Is that your decision?” Mention downfall w/o product “Just so we are clear.”
- 22) When going to bottom 2 options say “ALSO.”
- 23) When customer picks a top Box you must continue with enthusiasm to bottom boxes. Many customers take those too.
- 24) Keep pricing under \$20 for one of the bottom packages.
- 25) Cash deals, show “special service contract” pricing after equity packages. Use color paper.
- 26) Cash Deals say “Before you write that check”.
- 27) When customer paying cash, tell them we must legally record lienholder info. Read cash disclosures.
- 28) On cash customers show packages starting with close to Buy Rate.
- 29) Leases – Utilize with tangible products.
- 30) Leases – No more than 10% bump in payment.
- 31) Sales People – Seed plant only – NO product endorsements. (i.e. Lift hood)
- 32) Never say “we” or “I” in any communication.
- 33) Don’t say “products”. Say “protection”.
- 34) Is there writing on your menu after presentation? Should be!