

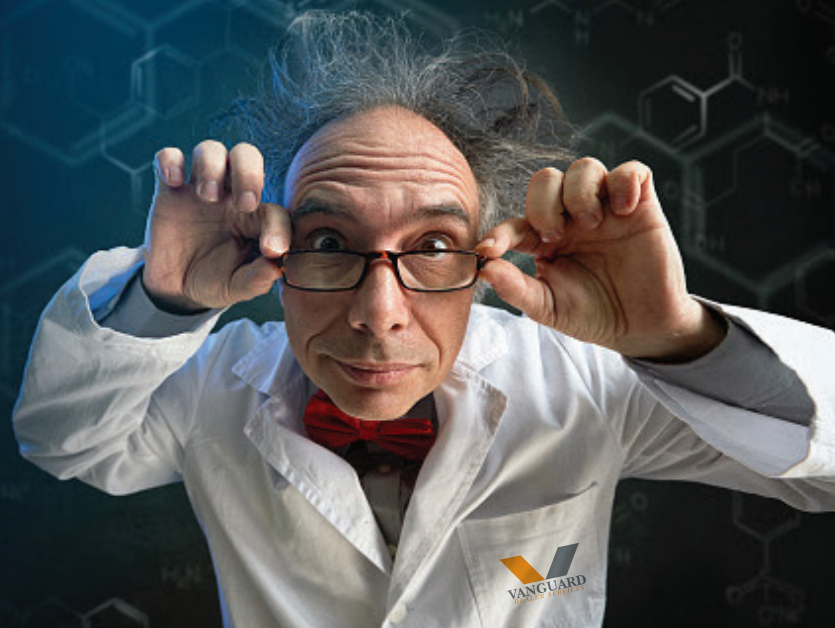
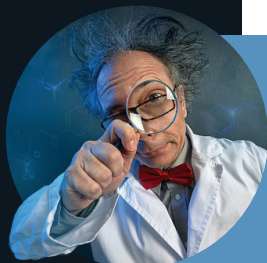
# Rising Cost of New Customers:

## Keeping Your Sales Team Motivated & Consistent

### “I need your advice Objection Doctor!”

My sales reps are continuously releasing prospective customers of the dealership without touching base with me. The rising cost of acquiring new customers is just too high these days to allow our sales reps to let someone go before a second dealership employee talks with them. I'm ready to fire someone to get my point across, but it'd be just as difficult to replace a good sales rep.

I'm so frustrated!!”



### The Doctor is concerned about a few of your comments, **but there is a cure...**

What is your policy on releasing customers? Is there a policy? Is it in writing and re-visited often? Any dealership policy not in writing becomes subject to individual interpretation. Make your expectations clear.

Have you explained why the policy is so important to the dealership economically and to the sales rep's long-term success? Oftentimes sales reps don't know what to say to a prospective customer that facilitates a sales manager's involvement. **'Hold on, I have an idea, I'll be right back!'** Customers will wait a few minutes for an idea, or a sales manager in this case.

Finally, how are you going to speak with this valuable prospective customer of the dealership? The old and tired, **"if I could, would you"** is dead. We need to share control with modern consumers by making these four great statements:

- I'm Tom Smith, the sales manager in the dealership. How are we doing? Has the experience at our store been a good one?
- How long have you been shopping and how were you treated elsewhere?
- What factors are going to influence your decision to buy a vehicle?
- How can I influence that decision right now?

### THE CURE:

Closing has always been about finding the hidden objection. By allowing the customer to express their concerns or delights, we can often uncover the reason they are ready to leave without making a purchase decision.