

FINAL CHANCE

CONVERSATION AT TRADE



This skill sheet is to be done when you have a customer that has a trade and has chosen not to buy the vehicle. When the customer doesn't buy, too many salespeople simply just hand them their trade keys and say bye. Often, they do this with a disgusted or defeated look on their face which leaves the customer with a negative final impression. Great salespeople choose a completely different approach which gives them one final chance to ask the customer for the sale and at the very minimum leave the customer with a positive final impression that will make them more likely to return.

FOCUS POINTS:



- Walk the customer all the way to their trade.
- Smile while handing them the trade keys.
- Once you offer and they take the trade keys you can then begin one of the scripts styles below based on your personality.
- You must sound and be genuine. They can tell if you're faking it.
- Your attitude and demeanor should reflect humbleness and not come across as pouty and disappointed that they did not buy.

WHEN THEY HAVE THE TRADE KEYS IN THEIR HAND AND THEY ARE AT THEIR VEHICLE, THEY FEEL MORE IN CONTROL (COMFORTABLE) AND WILL BE MORE OPEN AND HONEST WITH YOU.

DIRECT

"_____(customer name), real quick, it's just you and I right now."

"I know that you were looking to be at _____ and they were offering _____."

"Before you leave, I'd like one more chance. Is there anything in between those numbers that I can ask them to do so that we can wrap this up? I know you're ready to be done with this."

If they say yes and give you an offer: "Great, let me run in and talk to _____ (manager that spoke to them) and see if we can do that."

If they say no, then pick up with the "Sympathetic" script below.

SYMPATHETIC

"_____(customer name), I really do appreciate you/y'all coming out today. Thanks again."

(have a confused look like you're trying to figure something out, little head shake)

"Before you leave, I have to ask, WHAT DID I DO WRONG today so that I don't make the same mistake with my next customer?" "What should I have done differently?" *(people want to help)*

If they give feedback, then listen carefully and respond accordingly. "Is there anything other than that?"

If they say no: "Well _____ (customer name) obviously I did something wrong, or I'd be handing you the new set of keys. **(Optional: "This is the career that I've chosen to take care of and provide for myself and my family and I'm always needing to improve and grow, so any feedback is appreciated.")** Are you sure there's nothing I did wrong? Anything?"

If they still say no: "I understand, thank you so much for giving me the opportunity to serve you today, sorry I couldn't make this happen for you but please keep me in mind."

PRO TIP: Try both styles and see which one gets you a better result based on your personality.