

SKILL SHEET

I.D.R.B. VALUE FORMULA



WHY THE I.D.R.B. VALUE FORMULA?

Most salespeople never understand that the customer's idea of real value is found in something's ability to **create convenience** or **solve a problem** for them. The product presentation used to be considered the area where you had the opportunity to build value that leads to gross, now salespeople seem to view this only as something to "get through" before presenting the numbers. Average salespeople have bought into the lie that customers already know everything about the vehicle since they have

been doing research before coming to the dealership. I have heard many salespeople admit that the customer knows more about the vehicle than they do. If this is you, you should be embarrassed. **You are the professional and you should always know more about the products you sell than your customers do!**

LEAD WITH THE NEED

Prior to explaining any piece of equipment on the vehicle, **build the case (or the need) for them to want it**. Ask questions in a pattern that creates a memory recall for the customer of a time where this particular vehicle option could have helped them.

- **Average** salespeople say: *"This vehicle has Lane Departure Alert."*
- **Elite** salespeople say: *"John, let me ask you, have you ever been driving down the road and for whatever reason you drifted into the other lane?"*



Honest customers will say "Yes..." *"It's happened to me too John. Let me show you something that this vehicle has for the next time that happens."* Now the customer associates personal experience to this particular option and their need for it. **You have created the "need" and can now move on to the IDRB.**

What is Is – What it Does – The Result – The Benefit

WHAT IT IS + WHAT IT DOES = THE RESULT



THE BENEFIT



The key to this is to ask them what the benefit is. If you tell them then you are just "selling" them but if you get them to think about it and say it, then **they truly embrace the value of the benefit**. Real benefits will typically have something to do with safety, comfort, convenience, or a financial advantage.

YOU DO NOT TELL THEM HOW IT BENEFITS THEM, YOU GET THEM TO TELL YOU!