

OUTLET SALES..... HOW SALES PERSONAL GAIN CUSTOMERS' TRUST ON BUYING CAR - Guidelines For Non Engineers & Engineers

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Objectives

By end of this program, you will be able to:

- Understand the customers' buying process for a vehicle and apply appropriate strategies and tactics to maximize success.
- Greet the customer and rapidly establish strong trust and rapport.
- Ask appropriate questions to identify a customer's preferences and quickly determine the most appropriate models to present to the customer.
- Determine appropriate vehicle features (based on customer needs) to present to each customer.
- Make an effective sales presentation.
- Manage and overcome customer resistance, objections and preference for another brand.

Objectives

By end of this program, you will be able to;

- **Develop rapport with 3rd parties (wives, husbands, children, friends, etc) to gain support for purchase.**
- **Choose the most appropriate time to offer a test drive and use effective sales techniques during the test drive.**
- **Discuss and negotiate pricing and financing issues and minimize discounting practices.**
- **Use post sales strategies to develop high levels of customer satisfaction.**
- **Develop, strengthen and enhance long-term, valued based, client relationships for repeat business.**

Summary

Selling cars can be highly rewarding and satisfying career. The salesperson who clearly understands that he can exert influence on his customers and positively affect a purchase decision will always enjoy significant success. Customers are often neglected outlets. They hear much information about the vehicles but little effort is expended to match their needs to specific vehicles. A good working relationship with the customer entitles you to repeat business.

Thank You

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