

SKILL SHEET

GUEST SHEET

The objective of the guest sheet is to reveal the customer’s true buying motivations along with vehicle and budget requirements in order to find the best vehicle for them in stock. An effective fact finding will require you to ask strategic questions and most importantly be a great listener. The best place to start with any sales situation is to attempt to uncover the customer’s true buying motivations. Consider these two questions. Why do they need my product? Why do they need it now? Utilize the four main question types to guide the fact-finding process.

Four Main Question Types:

Fact-finding is not about getting information; it is about getting good information. And the information is only as good as the questions that you are asking and the effectiveness of your active listening!

1. Open Ended Question

An explanation or story is required.

2. Closed Ended Question

A choice of answers is given.

3. Probing Question

Used to reveal additional details.

4. Confirmation Question

Used to clarify and summarize.

Recognize Your Negotiator Type :

Adjust your communication style to best match up with whichever one of these customers you have in front of you. Also make sure to observe their body language and then match and mirror what they are currently doing. The best of the best salespeople can adapt!



ANALYSTS



ACCOMODATORS



ASSERTIVES

Key Questions:

These are some key worded questions to mix in with the obvious ones.

- *“What first attracted you to the _____ (model that they came to look at)?”* positive way to start fact-finding
- *“Why did you decide that now is the right time to get into something new?”* helps reveal true buying motivation
- *“What are the one or two features that you need to have on the vehicle?”* uncovers minimum equipment needs
- *“As far as the exterior of the vehicle, do you prefer lighter or darker shades?”* creates multiple color options
- *“How far is your daily commute?” (this can lead to where they work and so on...)* lets rapport develop organically
- *“Other than yourself, how many people will be riding in the car with you?”* might lead to talking about family
- *“If you had to pick one, are you more flexible on the monthly or the down payment?”* measures budget flexibility
- *“I just need to make a quick copy of your driver’s license, is this the correct address?”* assures correct information

Don’t forget your **R.B.Q.’s** (Rapport Building Questions)



As we begin to converse with the customer we want to always be looking and listening for rapport building opportunities. Rapport is the single most important factor in getting someone to trust you enough to purchase from you.

“Rapport is a lubricant for information flow – in all cases.”
- from Never Split the Difference by Chris Voss

