

SKILL SHEET

EARLY MANAGER INTERVENTION (EMI)

The Early Manager Intervention is a vital part of any successful sales process. Doing this with every customer will help put the customer at ease by informing them of what to expect by creating a clear role-distinction for the salesperson and yourself. When people know what to expect it increases their overall comfort level. When people are comfortable, they make buying decisions. When they are uncomfortable, they don't. Don't miss this opportunity to begin building customer rapport with you as the manager!



How To Do This Effectively:

- This should be done as soon as they sit in an office with the salesperson. **TIMING IS EVERYTHING WITH THIS!!!**
- Stay standing as you shake hands (with everyone) and deliver the EMI message. This should be a brief introduction. (Unless you identify the need for more)
- You **MUST** be on point with your appearance, demeanor, and communication as a higher level of professionalism is expected from management.

"Good afternoon (time appropriate), welcome to _____ (dealership) my name is _____ and I'm _____ (salesperson's name) sales manager."

**If this was an appointment, then make sure the manager getting involved was the one that confirmed the appointment.*

Non-Appointment:

"I just wanted to come out to thank you for coming in and also to quickly introduce myself."

Appointment:

"I'm the one that spoke with you on the phone. It's very nice to put a face to the name. Thank you so much for coming in."

"First of all, you guys lucked out by getting _____ (salesperson's name) as your salesperson. He/she always gets fantastic customer reviews. Everybody that _____ (salesperson's name) works with seems to love working with him/her." (this elevates the salesperson in the customer's eyes)

"Please give _____ (salesperson's name) a few minutes to ask some questions so that he/she and I can team up to help find you the perfect vehicle choices." (this helps set-up the guest sheet/CNA)

"Once we find you the right vehicle then allow _____ (salesperson's name) to show it to you and answer any questions you may have about the vehicle itself." (this starts establishing role-distinction)

"Any questions that you have about anything other than the actual vehicle, please save those for me. I will be happy to help you with any of those questions when you get back from the test drive."

*"Our goal is to make sure that you are **completely satisfied** (use whatever your manufacturer's survey key words are) with the entire process. If you don't feel like this is happening at any point, then please ask for me. Again, it was very nice to meet you and I'll see you when you get back."*