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## ABOUT THIS PROGRAM

The “*Just Looking ... and Still Looking*” video series comprise an education program that helps your sales consultants sell cars in the most effective and successful manner possible.

Since the content of the program is highly detailed, your salespeople will learn valuable information covering everything from offering the initial greeting to making final comments as customers drive away in their new Toyota.

## ***How the Program Works***

This program is designed to be conducted under your guidance with groups of sales consultants at the dealership. You can schedule it by itself or as part of longer sales meetings.

The program is organized around eight DVDs:

1. Greeting & Needs Assessment.
2. Vehicle Presentation & Demonstration Drive.
3. Purchase Transaction.
4. Delivery.
5. Presenting Safety Features.
6. Presenting Performance and Handling.
7. Presenting Toyota Quality.
8. Working with the E-Customer

Each DVD runs about 20 minutes and should be the centerpiece of a separate meeting. Meeting activities follow a simple pattern.

During each meeting you:

- Introduce one of the DVDs and show it to participants.
- Discuss and analyze key sales situations which are depicted.
- Discuss how the dramatized situations relate to the participants' own sales efforts.
- Have participants practice what they have learned in simulated sales situations (time permitting).
- Have participants complete a short quiz on the material which has just been covered.

To provide variety and maintain interest, these activities are all brief. For each meeting the activities will take about 50 minutes. This includes 20 minutes for showing the DVD itself.

## ***Materials***

The program includes these materials:

- The eight ***DVDs*** previously mentioned:
  - Greeting & Needs Assessment.
  - Vehicle Presentation & Demonstration Drive.
  - Purchase Transaction.
  - Delivery.
  - Presenting Safety Features
  - Presenting Performance and Handling
  - Presenting Toyota Quality
  - Dealing with the E-Customer
- The ***Facilitator's Guidebook*** which you're reading right now. It contains step-by-step directions to help you conduct the program, including:
  - Prompts about what to do and when to do it.
  - Exercises.
  - Suggestions about how to best use the video.
  - Quizzes.
- ***Participant's Workbook*** handouts. Each meeting participant should receive a handout that corresponds to the segment you are discussing. ***Please photocopy the handouts and return the master copy to the binder for later use.*** To help you distinguish your original from the copies, the word "MASTER" is printed across each page in a special ink that will not show up when photocopied. The handouts are produced loose-leaf so that you may photocopy as many as you need for each video segment you are teaching. Handouts include:
  - An introduction to the program
  - Summaries of content highlights from the videos.
  - Quizzes.
  - Space for note taking.

## ***Preparing To Conduct the Program***

Your preparations are extremely simple.

- In general:
  - Read through the remainder of this Facilitator's Guidebook to become more familiar with the program content and activities.
  - Review each of the DVDs.
- Before conducting the program for a specific audience:
  - Have a copy of the video you plan to show on hand for the meeting.
  - Have copies of the appropriate sections of the Participant Handouts available to distribute to meeting participants.
  - Review the information provided in this Facilitator's Guidebook for the video you plan to show at the meeting. You'll find clear, simple directions about how to conduct the meeting.
  - If you want to, make additional notes based on your own ideas for conducting the meeting. For example, you may want to create additional discussion questions based on the specific composition of audience or current events in the automotive industry.
  - Think about what prizes or incentives you want to make available to top performers during the meeting.
  - Set up the meeting environment. Arrange to have a flip chart or white board available.

When you've finished these minimal preparations, you're ready to conduct the program.

## ***Conducting the Program For A Specific Audience***

Here are some suggestions to help you conduct more effective meetings:

- ***Stick to the prescribed learning strategy.*** As noted above, during each meeting you:
  - ***Introduce*** one of the DVDs and then ***show*** it to participants.
  - ***Discuss*** and analyze key points about the sales situations which are depicted.
  - ***Discuss*** how the dramatized situations relate to the participants' own sales efforts.
  - Have participants complete a short ***quiz*** on the material which has just been covered.
  - Provide answers to the quiz and ***reward*** the top scorers.
- ***Keep things moving.*** To provide a productive experience, be sure to stay on schedule:
  - Begin the meeting by simply turning to the first page of the appropriate section of this Facilitator's Guidebook and following the directions you find there.
  - Remember that the times given in the Facilitator's Guidebook are averages. So don't be surprised if some discussions or activities tend to run a bit shorter or longer.

- **Conducting discussions.** Discussions give you the opportunity to add your own ideas, tell success stories and explain preferred sales techniques. To ensure more productive discussions:
  - Encourage participants to contribute. Whenever possible, start the discussion with a question and then let the group carry the ball. When a participant asks a question, encourage the group to answer it rather than immediately replying yourself. A good rule of thumb to follow is: whenever possible, talk last.
  - Stay on target. Time is short, so when discussion stray from the main topic, steer them back again immediately.

*Note: This completes the introductory portion of the “Just Looking ...and Still Looking” Facilitator’s Guidebook. Directions for conducting meetings for each video begin on the following page.*

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# GREETING AND NEEDS ASSESSMENT

## *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS (10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)

## **1** START THE MEETING

*[TIME:5 MINUTES]*

### ***Introduce the meeting:***

- Explain that this meeting focuses on how to:
  - Perform an initial greeting that puts the customer at ease.
  - Gather key information you need from the customer, using a series of non-threatening open-ended questions, that will enable you to make a focused and effective sales presentation.
- Emphasize that greeting and needs assessment should take place within the context of a highly customer-oriented sales process, one that moves away from the more traditional linear sales process toward more flexible customer-centered activities.
- Explain that today's meeting involves watching a video and discussing the greeting and needs assessment techniques depicted.

### ***Distribute a copy of the Participant's Workbook handout to each meeting participant.***

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.



## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Just Looking ...” Greeting and Needs Assessment DVD:***

- Both research and experience provide us with ample evidence of the negative impact of an ineffective customer greeting. Thus, the importance of making a positive first impression can't be overstated.
- This video:
  - Identifies the two different types of Toyota customers you're most likely to encounter.
  - Provides you with practical greeting techniques which can help you put the customer at ease, gain their confidence, establish your credibility, and set the stage for you to build a long-term relationship.
  - Shows how to use clarifying (open-ended) questions and clarifying statements to zero in on the customer's true needs by tailoring your presentation to what's most important to the customer.
- It's the first video in the four-part “Just Looking ...” series. Like the others, it's designed to help you increase your overall sales effectiveness and professionalism by building the “perfect” structured sales presentation.

### ***Show the “Just Looking ...” Greeting and Needs Assessment DVD.***

*Note: Near the end of the DVD you are directed to pause it and ask a series of questions. However, in the interest of effective time management, it's suggested that you show the DVD all the way through to the end before stopping.*

### **3** DISCUSS THE VIDEO'S KEY POINTS

*[TIME: 10 MINUTES]*

*Discuss and analyze key points about the greeting and needs assessment process which were depicted in the DVD.* These questions will help focus your discussion:

- “According to the video, what are the key elements of a successful greeting?”
  - *Strong welcome statement*
  - *Introductions*
  - *“Are you just looking?”*
  - *Tell them what to expect*
- “Who are the two types of customers you’re most likely to encounter?”
  - *No knowledge of what they want to buy – shopping*
  - *Already decided on a Toyota*
- “For each type of customer, how can you most effectively gather information about the customer’s true needs?”
  - *Listen*
  - *Use open-ended questions and statements such as:*
    - ◆ *“Tell me more”*
    - ◆ *“What’s most important to you?”*
    - ◆ *“Anything else?”*
- “For each type of customer, how can you most effectively review and confirm the information you’ve gathered as part of the fact finding and needs assessment process?”
  - *Reiterate what you’ve heard using statements such as:*
    - ◆ *“In other words...”*
    - ◆ *“So what you’re saying is...”*
    - ◆ *“For example...”*

***Discuss how the dramatized situations in the DVD relate to the participants' own sales efforts.*** These questions will help focus your discussion:

- “How do you do currently greet the customers who visit your dealership?”
- “How do your current greeting techniques impact your sales and your relationship with customers?”
- “To what extent do you incorporate the ideas and techniques shown in the video into your dealings with customers?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”

#### **4 TEST FOR LEARNING**

*[TIME: 10 MINUTES]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5 CLOSE THE MEETING**

*[TIME: 5 MINUTES]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- The right approach can dramatically increase your sales success rate.
- Every sale starts with the greeting:
  - An effective greeting technique helps you put the customer at ease, gain their confidence, establish your credibility, and set the stage for a long-term relationship.
  - You can use the greeting to eliminate, within the first 30 seconds, the single most common customer objection you're likely to get: "Just looking. . ."
- The key to successful fact finding and needs assessment is to determine what the customer wants, then give that back to them:
  - It's not how well you talk, but how well you listen.
  - Clarifying (open-ended) questions and clarifying statements help you zero in on the customer's true needs by tailoring your presentation to what's most important to the customer.
  - The customer will identify the features they want the sales consultant to talk about.

- Greeting and needs assessment should take place within the context of a highly customer-oriented sales process:
  - Listen to the customer.
  - Focus on the things the customer identifies as being important.
  - Don't "sell" until you know what the customer wants to buy.

*Briefly review any outstanding issues and topics.*

*Make any concluding remarks you think are appropriate.*

*Thank the participants for their time and participation.*

*End the meeting.*

## ***Quiz Answer Key***

1. What item below is a key to the needs assessment process?
  - A. Keep the customer from going to another dealership.
  - B. **Find out what the customer wants.**
  - C. Demonstrate the depth of your knowledge and professionalism.
  - D. Provide the customer with as much information you possibly can.
  
2. When dealing with customers, it's not how well you talk but:
  - A. How well you sell.
  - B. How convincing you are.
  - C. **How well you listen.**
  - D. How much you know.
  
3. During the sales process, the most important person is:
  - A. You.
  - B. **Your customer.**
  - C. Your Sales Manager.
  - D. Your Financial Services Manager.
  
4. You should always make it a point to tell your customer that you're there to:
  - A. Show them what they want.
  - B. Get them to buy a car today.
  - C. Work with them to get the best possible deal.
  - D. **Provide the information they need to make a decision.**

5. The number one objection you're likely to hear from customers is:
  - A. "It's too expensive."
  - B. "I'm not ready to buy today."
  - C. **"Just looking."**
  - D. "I've got to talk it over with my wife/husband."
  
6. How can you best eliminate the number one objection?
  - A. Ignore it.
  - B. Say you'll talk about it later in the sales process.
  - C. **Acknowledge that you know the customer is just looking in your greeting.**
  - D. Say that you can beat any price offered by any dealer.
  
7. Which of the following is the most important thing to ask during the needs assessment process?
  - A. **Open-ended questions.**
  - B. Closed-ended questions.
  - C. The budget the customer is working within.
  - D. The experience the customer has had with Toyota in the past.
  
8. When talking with customers:
  - A. Keep the conversation moving.
  - B. **Don't make assumptions about what the customer really wants.**
  - C. Steer the conversation by using directed questions.
  - D. Subtly criticize other vehicles the customer is considering.

9. When your customer has answered a question, what should you do?
- A. Keep probing with a follow-up question.
  - B. Confirm your understanding of what the customer has said.
  - C. Clarify why that's important to the customer.
  - D. **All of the above.**



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# VEHICLE PRESENTATION AND DEMONSTRATION DRIVE

## *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS  
(10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)

## **1** START THE MEETING

*[TIME: 5 MINUTES]*

### ***Introduce the meeting:***

- Explain that this meeting focuses on how to:
  - Use the information gathered during fact finding and needs assessment in a powerful and convincing sales presentation.
  - The goal is to produce a sales presentation that's focused on the customer and their needs. In this presentation, we continue to ask questions to make sure the customer clearly understands what we're saying, and we don't move forward to the next step until the customer is ready.
- Explain that today's meeting involves watching a video and discussing the sales presentation and demonstration drive techniques depicted.

### ***Distribute a copy of the Participant's Workbook handout to each meeting participant.***

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.

## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Just Looking ...” Vehicle Presentation and Demonstration Drive DVD:***

- This video:
  - Shows you how to involve the customer in your presentation and why it’s important, including such techniques as making eye contact and using hand gestures to give your presentation added impact.
  - Outlines “positional selling,” that is, where you and the customer should physically be throughout the sales presentation.
  - Presents a CLOSE technique to help you make a perfect presentation every time.
  - Shows you how to prepare for and conduct highly effective demo drives.
- It’s the second video in the four-part “Just Looking ...” series. Like the others, it’s designed to help you increase your overall sales effectiveness and professionalism by building the “perfect” structured sales presentation.
- Explain that as you show the video, you’ll pause several times so that participants can discuss and analyze the ideas and techniques depicted.

### ***Show the “Just Looking ...” Vehicle Presentation and Demonstration Drive DVD.***

***When directed to do so in the DVD, stop it so that participants can write down the corrections they would make to the sales presentation depicted.***

- Participants should write their responses in the Participant Handout.
- Ask volunteers to give their responses. Then resume the video.

***When directed to do so in the DVD, stop it a second time so that participants can write down the corrections they would make to the sales presentation depicted.***

- Participants should write their responses in the Participant Handout.
- Ask volunteers to give their responses. Then resume the video.

***When directed to do so in the DVD, stop it a third time so that participants can write down the proper position (i.e., where the sales consultant and the customer should be) for each of the product features which are indicated.***

- Participants should write their responses in the Participant Handout.
- Ask volunteers to give their responses. Then resume the video.

### **3** DISCUSS THE VIDEO'S KEY POINTS

*[TIME: 10 MINUTES]*

*Discuss and analyze key aspects of the product presentation and demonstration drive phase of the sales process as depicted in the DVD.*

These questions will help focus your discussion:

- “What are the most important elements of the product presentation and demonstration drive?”
  - *Involve the customer.*
    - *If you're walking, don't be talking. Always look the customer in the eye when speaking.*
    - *Use hand gestures.*
    - *Use positional selling technique.*
    - *Use the C.L.O.S.E. method*
    - *Customize the demo drive*
- “Before beginning a demonstration drive, what actions should the sales professional confirm to ensure that customer expectations are met?”
  - *Confirm that they understand everything up to this point.*
  - *Be sure car to be driven is prepped, clean and fueled.*
  - *Plan a route consistent with the customer's driving habits and the vehicle's best features.*
- “Using the C.L.O.S.E. technique as a guide, what should you do in a product presentation after C and L?”
  - *Observe their reactions.*
  - *Sell the Benefit.*
  - *Elicit a response.*
- “What should you let customers do for themselves?”
  - *Operate controls*
  - *Repeat what you demonstrate*

- “Before you take your customer to the car for a demonstration drive, what should you be certain of?”
  - *That they understand and agree with everything that has been said and done up to this point.*

***Discuss how the dramatized situations in the DVD relate to the participants’ own sales efforts.*** These questions will help focus your discussion:

- “To what extent do you incorporate the ideas and techniques shown in the video, for example, positional selling and C.L.O.S.E., into your dealings with customers?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”

#### **4 TEST FOR LEARNING**

*[TIME: 10 MINUTES]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5 CLOSE THE MEETING**

*[TIME: 5 MINUTES]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- Always involve the customer during the sales presentation.
- Always maintain eye contact with the customer.
- Use hand gestures to give your sales presentation added impact.
- Positional selling significantly increases the impact of your words.
- The more the customer understands, the more value you have built into the vehicle.
- The C.L.O.S.E. technique is a process you can use to sequentially present the product in a highly effective manner.
- The real purpose of the demonstration drive is to reinforce the sales presentation based on the customer's expressed needs.

*Briefly review any outstanding issues and topics.*

*Make any concluding remarks you think are appropriate.*

*Thank the participants for their time and participation.*

*End the meeting.*

## *Quiz Answer Key*

1. What are the most important elements of the product presentation and demonstration drive?
  - Use information gathered during the needs assessment process
  - Focus the presentation on customer needs
  - Maintain eye contact
  - Use hand gestures
  - Positional selling
  - Get the customer involved
  - Use the C.L.O.S.E. selling technique
  - Use the demonstration drive to demonstrate the key points made during the sales presentation
  
2. Before you begin a demonstration drive, what actions should the sales professional confirm to ensure that customer expectations are met?
  - Make sure the vehicle is clean, has been prepped and has sufficient fuel
  - Choose a non-stressful demonstration drive route
  - Pick a route that mirrors the type of driving the customer will be doing
  - Be prepared to answer the customer's questions
  
3. Using the C.L.O.S.E. technique as a guide, what do you do in a product presentation after C and L?
  - Observe the customer's reaction
  - Sell the benefit
  - Elicit a response



4. What should you let the customers do for themselves?
  - Let the customer do everything for him/herself; hopefully this will be their car in the very near future, and they'll need to know how to do everything then
  
5. Before you take your customer to the car for a demonstration drive, what should you be certain of?
  - Be sure the customer understands everything you've told him/her during the product presentation

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## PURCHASE TRANSACTION

### *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS (10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)

## **1 START THE MEETING**

*[TIME: 5 MINUTES]*

### ***Introduce the meeting:***

- Explain that this meeting focuses on the purchase transaction.
- Emphasize that:
  - The national average for customers who buy during their first visit to the dealership is 20%.
  - Thus, 80% of all first-time prospects leave without purchasing a vehicle.
  - The impression of professionalism given by the sales consultant in general, and during the purchase transaction in particular, is a key difference in getting a second chance.
- Explain that today's meeting involves watching a video, discussing the disclosure and negotiation techniques depicted, and performing them during role play practices.

### ***Distribute a copy of the Participant's Workbook handout to each meeting participant.***

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.

## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Just Looking ...” Purchase Transaction DVD:***

- The purchase transaction, including disclosure and negotiation, is a crucial point in the sales process.
- In fact, how the disclosure and the negotiation are handled determines, to a great extent, whether or not the sales consultant makes the sale.
- This video will help you accomplish these activities in the most competent manner possible. It’s the third video in the four-part “Just Looking ...” series. Like the others, it will help you increase your overall sales effectiveness and professionalism.

### ***Show the “Just Looking ...” Purchase Transaction DVD.***

### **3** DISCUSS THE VIDEO'S KEY POINTS

*[Time: 10 minutes]*

***Discuss and analyze key points about the purchase transaction which were depicted in the DVD.*** These questions will help focus your discussion:

- “According to the video, under what conditions do you earn the right to ask the customer for the sale?”
  - *After having accurately and thoroughly assessed their needs*
  - *After conducting a vehicle presentation tailored to their needs...*
  - *followed by a demo drive that reinforced the presentation*
- “When is it okay to present numbers higher than the customer’s expectations?”
  - *When you have done all of the above.*
- “How does the attitude you convey when presenting numbers to the customer impact the customer’s reaction to the numbers?”
  - *If you are confident, straightforward and clear in your explanation of the numbers, the dialogue should remain positive and open.*

***Discuss how the dramatized situations in the DVD relate to the participants’ own sales efforts.*** These questions will help focus your discussion:

- “How do you currently handle the purchase transaction portion of the sales process?”
- “How do these activities (or lack of activities!) impact your sales and your relationship with customers?”
- “To what extent do you incorporate the ideas and techniques shown in the video into your current disclosure and negotiation interactions with customers?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”

#### **4 TEST FOR LEARNING**

*[Time: 10 minutes]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5 CLOSE THE MEETING**

*[Time: 5 minutes]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- Customers know that in most dealerships, prices are negotiable.
- If the customer allows the sales consultant to present the numbers, then they are interested in buying the car.
- By providing a complete and professional needs assessment, product presentation and demo drive, the sales consultant earns the right to ask the customer for the sale.
- It's okay to ask for a profit. The customer understands this.
- It's also okay to present numbers which are higher than the customer's expectations.
- After the customer has exited the Financial Services Office, take the opportunity to reinforce their buying decision: "You've purchased a great product and some valuable financial services to support it."

*Briefly review any outstanding issues and topics.*

*Make any concluding remarks you think are appropriate.*

*Thank the participants for their time and participation.*

*End the meeting.*

## ***Quiz Answer Key***

1. What percentage of people buy the first time they visit the dealership?
  - A. 10%.
  - B. **20%.**
  - C. 25%.
  - D. 30%.
  
2. Customers know that in most dealerships prices are:
  - A. Established by the dealership.
  - B. Established by Toyota.
  - C. **Negotiable.**
  - D. Fixed.
  
3. If the customer actively negotiates with the sales consultant about the vehicle's price, then they are a:
  - A. Terrible customer who'll never buy a car.
  - B. Loyal customer who has bought from the dealership previously and knows that prices are negotiable.
  - C. First time customer who doesn't know any better.
  - D. **Great customer who is interested in buying the car.**
  
4. When a customer raises a concern or objection, a good response is to say:
  - A. **"I don't understand. Could you tell me more?"**
  - B. "I don't think that's a fair comment."
  - C. "You misunderstood what I said."
  - D. "I wouldn't worry about that."

5. It's okay to:
  - A. Present numbers which are higher than the customer's expectations.
  - B. Ask for a profit.
  - C. Present a trade-in value which is less than what the customer has asked for.
  - D. **All of the above.**
  
6. By providing a complete and professional needs assessment and product presentation, the sales consultant earns the right to ask the customer for:
  - A. His/her continued loyalty.
  - B. A demo drive.
  - C. **The sale.**
  - D. None of the above.
  
7. Which of the following is *not* a correct explanation of the L.A.C.E. technique?
  - A. Listen ... to what the customer is saying.
  - B. Ask ... questions to pinpoint the exact objection.
  - C. Confirm ... that the sales consultant understands the objection.
  - D. **Explain ... how your dealership beats the competition.**
  
8. Using the L.A.C.E. technique to overcome customer objectives will help:
  - A. Improve sales ratios.
  - B. Improve customer satisfaction.
  - C. **Both A and B above.**
  - D. Neither A or B above.



9. Customers won't buy until they've determined whether or not it's the:
- A. Right time.
  - B. Right place.
  - C. Right price.
  - D. Right salesperson.
  - E. Right product.
  - F. **All of the above.**

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## DELIVERY

### *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS (10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)

## 1 START THE MEETING

*[TIME: 5 MINUTES]*

### *Introduce the meeting:*

- Explain that this meeting focuses on the vehicle delivery process.
- Emphasize that delivery isn't the end of the sales process, but rather the beginning:
  - A quality delivery enables the sales consultant and the dealership to build a relationship with the new owner that will extend into the future, leading to both repeat business and referrals.
  - It also increases the likelihood of the customer bringing the vehicle back to the dealership for service and to purchase parts and accessories.
- Notice that the video makes no mention of “spot deliveries.” This wasn't an oversight. The point we hope to make is that the importance of this phase of the sales process in the overall relationship with the customer means that **no short cuts should be taken, whether or not the delivery is spotted or scheduled.**
- Explain that today's meeting involves watching a video, discussing the delivery techniques depicted, and performing them during role play practices.

### *Distribute a copy of the Participant's Workbook handout to each meeting participant.*

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.

## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Just Looking ...” Delivery DVD:***

- Toyota’s goal is to provide each customer with a problem-free vehicle and a quality delivery experience.
- The key to a successful delivery is process, structure, and ensuring that the customer understands and is comfortable with what you’re explaining. That means going over everything in detail, with no short cuts.
- This video will help you accomplish these objectives. It’s the last video in the four-part “Just Looking ...” series. Like the others, it will help you increase your sales effectiveness and professionalism.

### ***Show the “Just Looking ...” Delivery DVD.***

### **3** DISCUSS THE VIDEO'S KEY POINTS

*[Time: 10 minutes]*

***Discuss and analyze key points about the delivery process which were depicted in the DVD.*** These questions will help focus your discussion:

- “According to the video, what are the keys to a successful delivery?”
  - *Process*
  - *Structure*
  - *Ensuring that the customer understands and is comfortable with everything you are explaining*
- “What are the main activities, in order, to cover with customers during delivery?”
  - *Examine the vehicle exterior and interior with a detail associate before delivery.*
  - *Greet the customer as they exit the Financial Services/Business Office.*
  - *Present the Warranty Guide, Owner’s Manual, Lemon Law Guide, dealership business cards, maintenance schedule and keys*
  - *Conduct the vehicle walkaround and customer inspection*
  - *Help the customer set the radio, clock and seat*
  - *Cover the delivery check sheet with the customer and get their signature*
  - *Thank them for their business*
- “What are some key points to make with customers during your closing statement?”
  - *When you will contact them next*
  - *They can call you at any time*
  - *Thank them for the trust they have placed in you and the dealership*
  - *"Thanks for choosing a Toyota. We know you had other options and we appreciate your business".*
  - *Tell them you look forward to a long relationship*
  - *"Please enjoy the vehicle."*

***Discuss how the dramatized situations in the DVD relate to the participants' own sales efforts.*** These questions will help focus your discussion:

- “What do you do currently to make delivery special for your customers?”
- “How do these activities (or lack of activities!) impact your sales and your relationship with customers?”
- “To what extent do you incorporate the ideas and techniques shown in the video into your current delivery procedure?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”

#### **4 TEST FOR LEARNING**

*[Time: 10 minutes]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5 CLOSE THE MEETING**

*[Time: 5 minutes]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- Delivery isn't the end of the sales process, but rather the beginning.
- Delivery is crucial, not only to ensure that customers understand and enjoy their new Toyota immediately, but also to begin to build a relationship that will lead to referrals and future sales.
- The key to a successful delivery is process, structure, and ensuring that the customer understands and is comfortable with what you're explaining.
- None of the above are **any less important** when the delivery is a "spot delivery".

*Briefly review any outstanding issues and topics.*

*Make any concluding remarks you think are appropriate.*

*Thank the participants for their time and participation.*

*End the meeting.*

## ***Quiz Answer Key***

1. Since the customer will be eager to enjoy his/her new car, you should:
  - A. Cover every possible detail they might need to know.
  - B. Keep the pace of the delivery relatively quick.**
  - C. Confirm that this vehicle will meet their needs by briefly repeating your presentation.
  - D. Keep the delivery down to answering a limited number of customer questions.
  
2. Why is it important to present business cards of key dealership personnel?
  - A. It encourages customer loyalty.
  - B. It shows the customer that there is a team of professionals available to ensure their satisfaction.
  - C. It builds ancillary business.
  - D. All of the above.**
  
3. You should call the customer back to answer any follow-up questions within:
  - A. One day.
  - B. Two days.
  - C. Three days.**
  - D. One week.
  
4. If there are two vehicle owners present during the delivery process, where should you sit after you've gone inside the car?
  - A. Driver's seat.
  - B. Front passenger seat.**
  - C. Rear seat.
  - D. It depends on the specific model.



5. What is the main reason not to provide too much information on scheduled maintenance?
  - A. Too confusing.
  - B. Too time consuming.
  - C. **Don't want to concern the customer with additional costs.**
  - D. Don't want to overwhelm the customer with technical facts.
  
6. Before delivering the vehicle to the customer, what should you check for?
  - A. Dirt.
  - B. Water spots.
  - C. Condition of the interior.
  - D. **All of the above.**
  
7. What is not covered in the basic Toyota warranty?
  - A. Defects in workmanship.
  - B. Defects in materials.
  - C. **Normal wear items.**
  - D. All of the above.
  
8. When explaining the Owner's Manual to the customer, be sure to:
  - A. Show some sample pages.
  - B. Point out the index.
  - C. Ask if the customer has any questions.
  - D. **All of the above.**

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## PRESENTING SAFETY FEATURES

### *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS (10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)

## **1** START THE MEETING

*[TIME: 5 MINUTES]*

### ***Introduce the meeting:***

- Explain that this meeting focuses on how to:
  - Uncover a customer's wants and needs through the use of open-ended questions.
  - Present the many safety features found on Toyota vehicles.
  - Use tools and props to make your presentation more effective.
- Emphasize that the goal is to get your customers to tell you what is most important to them and then to build your presentation around that subject, so that your customers remain interested and involved.
- Explain that today's meeting involves watching a video and discussing the greeting and needs assessment techniques depicted.

### ***Distribute a copy of the Participant's Workbook handout to each meeting participant.***

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.

## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Still Looking ...” Presenting Safety Features DVD:***

- Safety is an important consideration for virtually every customer, but most especially for parents with children. Consequently, it is important that you cover the many safety features offered in a Toyota vehicle in a detailed and engaging fashion.
- This video:
  - Shows you how to use clarifying (open-ended) questions to determine the customer’s specific safety concerns.
  - Identifies the major safety features found in Toyota vehicles.
  - Demonstrates how to present key Toyota safety features in a clear, interesting and compelling manner.
  - Demonstrates how to use tools and props to get your message across clearly.
  - Shows you how to get the customer involved in the presentation in order to hold the customer’s interest and to make a bigger impact in your presentation.
- It’s the first video in the four-part “Still Looking ...” series. Like the others, it’s designed to give you the detailed product information you need and the skills to present it, in order to help you increase your overall sales effectiveness and professionalism.

### ***Show the “Still Looking ...” Presenting Safety Features DVD.***

### **3** DISCUSS THE VIDEO'S KEY POINTS

*[TIME: 10 MINUTES]*

Discuss and analyze key points about presenting key safety features which were depicted in the DVD. These questions will help focus your discussion:

- “How can you most effectively gather information about the customer’s true needs?”
  - *Listen.*
  - *Use open-ended questions.*
  - *When appropriate, use the product to format the questions to determine the customer’s needs.*
  - *Repeat what the customer has said to make sure you understand what the customer is telling you.*
  - *Don’t start selling until you know the customer’s needs.*
- “What are the most effective tools to use in your presentation?”
  - *The vehicle.*
  - *The customer.*
  - *Components.*
  - *Props.*
- “How should you organize your safety feature presentation?”
  - *Frontal impact*
    - ◆ *Pre-stressed hood*
    - ◆ *Hood hooks*
    - ◆ *Front and rear crumple zones*
    - ◆ *Break-away engine mounts*
    - ◆ *Seatbelts*
    - ◆ *Collapsible steering column*
    - ◆ *Supplemental Restraint System (airbags)*
  - *Side impact*
    - ◆ *Tempered glass*
    - ◆ *Safety cage*
    - ◆ *Door beams*

- ◆ *Child safety locks*
- ◆ *Available side Supplemental Restraint System*
- *Accident Avoidance*
  - ◆ *Rack and Pinion steering*
  - ◆ *Ventilated front disc brakes*
  - ◆ *Anti-Lock Braking system*
  - ◆ *Vehicle Skid Control*
- *Personal Safety*
  - ◆ *Two-turn key lock system*
  - ◆ *Anti-lockout feature*
  - ◆ *Valet lock system*

***Discuss how the dramatized situations in the DVD relate to the participants' own sales efforts.*** These questions will help focus your discussion:

- “How do you currently discover your customer’s needs and wants?”
- “What tools or props do you currently use in your product presentation?”
- “What do you do to get your customer involved during your presentation?”
- “To what extent do you incorporate ideas and techniques shown in the video into your dealings with customers?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”

#### **4 TEST FOR LEARNING**

*[TIME: 10 MINUTES]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5 CLOSE THE MEETING**

*[TIME: 5 MINUTES]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- Don't start selling until you know the customer's needs, wants and primary buying motive.
  - Clarifying (open-ended) questions and clarifying statements help you zero in on the customer's true needs by tailoring your presentation to what's most important to the customer.
  - The customer will identify the features they want the sales consultant to talk about.

- Once you've identified a customer's hot button, stick to that subject. Talk about what the customer wants to talk about, not what you want to talk about.
- Organize your safety presentation into distinct segments:
  - Front impact.
  - Side impact.
  - Accident Avoidance.
  - Personal Safety.
- Use tools to communicate your points more effectively:
  - The Vehicle.
  - The Customer.
  - Components.
  - Props.
- Get the customer involved:
  - Allow the customer to participate in demonstrations.
  - See that the customer touches, uses and experiences the features.
  - Think of ways to demonstrate key points, such as using an arm bent at the elbow to demonstrate how crumple zones absorb shock.
  - Never do what the customer can do for him or herself.

***Briefly review any outstanding issues and topics.***

***Make any concluding remarks you think are appropriate.***

***Thank the participants for their time and participation.***

***End the meeting.***



## ***Quiz Answer Key***

1. What can you do to make your presentation more effective?
  - A. Keep the customer involved.
  - B. Use tools and props to illustrate key points.
  - C. Stick to the customer's hot button.
  - D. All of the above.**
  
2. What is the safety benefit of the pre-stressed hood?
  - A. Added strength.
  - B. Folds down to maintain visibility during an accident.
  - C. Absorbs energy before it reaches passenger compartment.**
  - D. Keeps engine from intruding into the passenger compartment in the event of a collision.
  
3. How many crumple zones are there in the front of a Toyota?
  - A. One.
  - B. Two.
  - C. Three.**
  - D. Four.
  
4. Breakaway engine mounts direct the engine in what direction?
  - A. Up.
  - B. Down.**
  - C. Straight back.
  - D. Sideways.
  
5. What seatbelt feature reduces forward body movement in the event of an accident?
  - A. Emergency Locking Retractor.**
  - B. Automatic Locking Retractor.
  - C. Pre-spaced anchor bolts.
  - D. Adjustable belt height tensioner.

6. In the event of a significant frontal collision, what safety feature(s) will come into play?

- A. Shoulder belt force limiters.
- B. Energy absorbing steering column.
- C. Supplemental Restraint System.
- D. All of the above.**

7. What is the safety advantage of tempered glass?

- A. It's stronger.
- B. It will shatter into small pieces that are less likely to cut.**
- C. It will "give" significantly without breaking.
- D. All of the above.

8. What is the advantage of having the side impact air bag move with the seat?

- A. It's always in the proper position relative to the occupant.**
- B. Less chance of it being damaged in a side impact.
- C. More hip room because the bag does not increase the thickness of the door panel.
- D. Easier access for service and repair.

9. With speed-sensitive power steering, what happens when the speed of the vehicle increases?

- A. Steering assist is increased.
- B. Steering assist is decreased.**
- C. The steering ratio changes.
- D. Road feel is decreased.

10. Toyota uses a “threshold” ABS braking system. What does that mean?

- A. **The system applies the brakes just to the point of lockup, without allowing them to lock.**
- B. The system begins braking before the driver applies the pedal when the sensors anticipate a panic stop.
- C. The system holds a hard, constant pressure until just prior to the stop being completed.
- D. A light pressure on the pedal will deliver maximum braking performance when the sensors anticipate a panic stop.

11. What parameters does the Vehicle Skid Control computer monitor?

- A. Steering wheel position.
- B. Engine rpm.
- C. Individual wheel speed.
- D. All of the above.**

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## PRESENTING PERFORMANCE & HANDLING

### *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS  
(10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)

## **1** START THE MEETING

*[TIME: 5 MINUTES]*

### ***Introduce the meeting:***

- Explain that this meeting focuses on how to:
  - Uncover a customer's wants and needs through the use of open-ended questions.
  - Present the many performance and handling features found on Toyota vehicles.
  - Use tools and props to make your presentation more effective.
- Emphasize that the goal is to get your customers to tell you what is most important to them and then to build your presentation around that subject so that your customers remain interested and involved.
- Explain that today's meeting involves watching a video and discussing the greeting and needs assessment techniques depicted.

### ***Distribute a copy of the Participant's Workbook handout to each meeting participant.***

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.

## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Still Looking ...” Presenting Performance and Handling DVD:***

- Customers who are interested in performance and handling are driving enthusiasts. They are looking for a vehicle that’s responsive and fun. More often than not, they want specific details about the technology that makes the vehicle quick and responsive.
- This video:
  - Shows you how to use clarifying (open-ended) questions to determine the customer’s specific performance and handling interests.
  - Identifies the major performance and handling features found in Toyota vehicles.
  - Demonstrates how to present key Toyota performance and handling features in a clear, interesting and compelling manner.
  - Demonstrates how to use tools and props to get your message across clearly.
  - Shows you how to get the customer involved in the presentation in order to hold the customer’s interest and to make a bigger impact in your presentation.
- It’s the second video in the four-part “Still Looking” series. Like the others, it’s designed to give you the detailed product information you need and the skills to present it in order to help you increase your overall sales effectiveness and professionalism.

### ***Show the “Still Looking ...” Presenting Performance and Handling DVD.***

### **3** DISCUSS THE VIDEO'S KEY POINTS

*[TIME: 10 MINUTES]*

Discuss and analyze key points about presenting performance and handling features which were depicted in the DVD. These questions will help focus your discussion:

- “How can you most effectively gather information about the customer’s true needs?”
  - *Listen.*
  - *Use open-ended questions.*
  - *When appropriate, use the product to format the questions to determine the customer’s needs.*
  - *Repeat what the customer has said to make sure you understand what the customer is telling you.*
  - *Don’t start selling until you know the customer’s needs.*
- “What are the most effective tools to use in your presentation?”
  - *The vehicle.*
  - *The customer.*
  - *Components.*
  - *Props.*
- “How should you organize your performance and handling feature presentation?”
  - *Aerodynamic design*
    - ◆ *Overall body shape*
    - ◆ *Putting the air to use (downforce)*
    - ◆ *Air dam*
  - *Engine Design*
    - ◆ *Four-valve-per-cylinder technology*
    - ◆ *Dual overhead cams*
    - ◆ *Acoustically controlled induction system*
    - ◆ *Exhaust system*
    - ◆ *Spark Plugs*
    - ◆ *Variable Valve Timing*

- *Drivetrain*
  - ◆ *Electronically controlled transmission*
  - ◆ *Traction Control*
- *Suspension*
  - ◆ *Tire contact patches*
  - ◆ *Front stabilizer bar*
  - ◆ *Independent MacPherson Strut suspension*
- *Steering*
  - ◆ *Speed-sensitive, power-assisted rack and pinion steering*
- *Brakes*
  - ◆ *Ventilated front disc brakes*

***Discuss how the dramatized situations in the DVD relate to the participants' own sales efforts.*** These questions will help focus your discussion:

- “How do you currently discover your customer’s needs and wants?”
- “What tools or props do you currently use in your product presentation?”
- “What do you do to get your customer involved during your presentation?”
- “To what extent do you incorporate ideas and techniques shown in the video into your dealings with customers?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”



#### **4 TEST FOR LEARNING**

*[TIME: 10 MINUTES]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5 CLOSE THE MEETING**

*[TIME: 5 MINUTES]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- Don't start selling until you know the customer's needs, wants and primary buying motive.
  - Clarifying (open-ended) questions and clarifying statements help you zero in on the customer's true needs by tailoring your presentation to what's most important to the customer.
  - The customer will identify the features they want the sales consultant to talk about.

- Once you've identified a customer's hot button, stick to that subject. Talk about what the customer wants to talk about, not what you want to talk about.
- Organize your performance and handling presentation into distinct segments:
  - Aerodynamic Design.
  - Engine Design.
  - Drivetrain.
  - Suspension.
  - Steering.
  - Brakes
- Use tools to communicate your points more effectively
  - The Vehicle.
  - The Customer.
  - Components.
  - Props.
- Get the customer involved:
  - Allow the customer to participate in demonstrations.
  - See that the customer touches, uses and experiences the features.
  - Think of ways to demonstrate key points such as using a straw to illustrate the advantages of multi valves.
  - Never do what the customer can do for him or herself.

***Briefly review any outstanding issues and topics.***

***Make any concluding remarks you think are appropriate.***

***Thank the participants for their time and participation.***

***End the meeting.***

## ***Quiz Answer Key***

1. What are the advantages of an aerodynamic body design?
  - A. Better performance
  - B. Less drag.
  - C. Improved fuel economy.
  - D. All of the above.**
  
2. Air pushing down on the front of the car provides what performance advantage?
  - A. Improved grip and traction.**
  - B. Smoother ride.
  - C. Less wind noise.
  - D. Higher top speed.
  
3. Why does Toyota use four-valve-per-cylinder technology?
  - A. Increased compression.
  - B. Improved air flow into the engine.**
  - C. To allow the use of bigger valves.
  - D. All of the above.
  
4. What is the advantage of a dual overhead cam design?
  - A. Improved efficiency.
  - B. Optimum valve placement.
  - C. Improved engine breathing.
  - D. All of the above.**

5. How many intake tracks are used on the Toyota Acoustically Controlled Induction System?

- A. One.
- B. Two.**
- C. Three.
- D. Four.

6. When does the engine **not** require maximum airflow?

- A. Slow speeds.
- B. Constant highway speeds.**
- C. Peak demand.
- D. Hard Acceleration

7. What is the advantage of Toyota's exhaust bypass valve?

- A. Reduced back pressure.**
- B. Sound control.
- C. Higher compression.
- D. Higher rpm.

8. What happens when you put the ECT transmission into Power Mode?

- A. Horsepower is increased.
- B. Gear ratios are altered for better performance.
- C. Shift point rpm is raised for more power.**
- D. Overdrive is engaged for increased performance.

9. What feature does the ECTi transmission offer that the ECT version does not?

- A. Normal and power modes.
- B. Overdrive for better fuel economy.
- C. Performance tuned to the primary driver's driving style.**
- D. Six speeds.

10. What component is used to reduce body roll during cornering?
- A. Panhard rod.
  - B. Stabilizer bar.**
  - C. Strut brace.
  - D. Torsion bar.
11. What is the performance advantage of the long-travel MacPherson Strut suspension?
- A. Keeps the tire in contact with the road for better traction.**
  - B. Less rolling resistance for better performance.
  - C. Provides wider track for less body roll.
  - D. All of the above.
12. What advantage is gained at higher speeds when the speed-sensitive steering reduces the amount of power assist?
- A. Less horsepower drain on the engine.
  - B. Tighter turning radius.
  - C. Better road feel.**
  - D. All of the above.

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# PRESENTING TOYOTA QUALITY

## *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS  
(10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)

## **1** START THE MEETING

*[TIME: 5 MINUTES]*

### ***Introduce the meeting:***

- Explain that this meeting focuses on how to:
  - Uncover a customer’s wants and needs through the use of open-ended questions.
  - Present the many examples of quality design, construction and materials found on Toyota vehicles.
  - Use tools and props to make your presentation more effective.
- Emphasize that the goal is to get your customers to tell you what is most important to them and then to build your presentation around that subject so that your customers remain interested and involved.
- Explain that today’s meeting involves watching a video and discussing the greeting and needs assessment techniques depicted.

### ***Distribute a copy of the Participant's Workbook handout to each meeting participant.***

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.

## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Still Looking ...” Presenting Toyota Quality DVD:***

- Quality means different things to different people. Quality can mean excellent engineering, attention to detail, durability, reliability or even value. For most people, it means getting what you paid for. No matter what the definition, there are countless examples of quality on every Toyota vehicle you can point out in your presentation.
- This video:
  - Shows you how to use clarifying (open-ended) questions to determine the customer’s specific safety concerns.
  - Identifies major examples of quality features found in Toyota vehicles.
  - Demonstrates how to present key Toyota quality features in a clear, interesting and compelling manner.
  - Demonstrates how to use tools and props to get your message across clearly.
  - Shows you how to get the customer involved in the presentation in order to hold the customer’s interest and to make a bigger impact in your presentation.
- It’s the third video in the four-part “Still Looking ...” series. Like the others, it’s designed to give you the detailed product information you need and the skills to present it in order to help you increase your overall sales effectiveness and professionalism.

### ***Show the “Still Looking ...” Presenting Performance and Handling DVD.***



### **3** DISCUSS THE VIDEO'S KEY POINTS

*[TIME: 10 MINUTES]*

Discuss and analyze key points about presenting quality features which were depicted in the DVD. These questions will help focus your discussion:

- “How can you most effectively gather information about the customer’s true needs?”
  - *Listen.*
  - *Use open-ended questions.*
  - *When appropriate, use the product to format the questions to determine the customer’s needs.*
  - *Repeat what the customer has said to make sure you understand what the customer is telling you.*
  - *Don’t start selling until you know the customer’s needs.*
- “What are the most effective tools to use in your presentation?”
  - *The vehicle.*
  - *The customer.*
  - *Components.*
  - *Props.*
- “What are the ground rules for presenting quality?”
  - *Quality cannot be sold.*
  - *Do not sell quality based on your opinion.*
  - *When a customer compares products and Toyota quality is apparent, you have a greater chance for the sale.*
- “How should you organize your quality feature presentation?”
  - *Body seams and gaps*
  - *Interior protection from UV damage*
  - *Translucent fluid containers*
    - ◆ *Attention to detail*
  - *Rust protection and paint finish*
  - *Adding value through equipment packages*

- *Warranty*
- *Interior comfort*
- *NVH measures*

***Discuss how the dramatized situations in the DVD relate to the participants' own sales efforts.*** These questions will help focus your discussion:

- “How do you currently discover your customer’s needs and wants?”
- “What tools or props do you currently use in your product presentation?”
- “What do you do to get your customer involved during your presentation?”
- “To what extent do you incorporate ideas and techniques shown in the video into your dealings with customers?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”

#### **4 TEST FOR LEARNING**

*[TIME: 10 MINUTES]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5 CLOSE THE MEETING**

*[TIME: 5 MINUTES]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- Don't start selling until you know the customer's needs, wants and primary buying motive.
  - Clarifying (open-ended) questions and clarifying statements help you zero in on the customer's true needs by tailoring your presentation to what's most important to the customer.
  - The customer will identify the features they want the sales consultant to talk about.

- Once you've identified a customer's hot button, stick to that subject. Talk about what the customer wants to talk about, not what you want to talk about.
- Remember the ground rules for presenting quality.
  - Quality cannot be sold.
  - Do not sell quality based on your opinion.
  - When a customer compares products and Toyota quality is apparent, you have a greater chance for the sale.
- Organize your quality presentation into distinct segments:
  - Body seams and gaps.
  - Interior protection from UV damage.
  - Translucent fluid containers.
  - Rust protection and paint finish.
  - Adding value through equipment packages.
  - Warranty.
  - Interior comfort.
  - NVH measures.
- Use tools to communicate your points more effectively:
  - The Vehicle.
  - The Customer.
  - Components.
  - Props.
- Get the customer involved:
  - Allow the customer to participate in demonstrations.
  - See that the customer touches, uses and experiences the features.
  - Think of ways to demonstrate key points, such using your business card to illustrate the consistency of the body gaps.
  - Never do what the customer can do for him or herself.

*Briefly review any outstanding issues and topics.*

*Make any concluding remarks you think are appropriate.*

*Thank the participants for their time and participation.*

*End the meeting.*

## ***Quiz Answer Key***

1. What does Toyota use to protect interior materials from damaging UV rays?

- A. Special UV-resistant fabric coatings.
- B. Shade producing body arches over the windows.
- C. High Solar Energy Glass.**
- D. Laminated glass.

2. What type of containers does Toyota use to allow you to check under-hood fluid levels at a glance?

- A. Translucent.**
- B. Clear.
- C. Metered.
- D. Windowed.

3. Which of the following is used to protect the body against rust and corrosion?

- A. Phosphate bath.
- B. Galvanized Excellite II process.
- C. Wax sealers.
- D. All of the above.**

4. Why is the paint surface ionized using reverse polarity?

- A. To protect against rust.
- B. To increase the brightness of the color.
- C. To prevent stone chips.
- D. To guarantee an even paint finish.**

5. A Toyota vehicle can have up to how many coats of paint?
- A. Three.
  - B. Four.**
  - C. Five.
  - D. Six.
6. What does an equipment package allow you to demonstrate?
- A. Performance.
  - B. Value.**
  - C. Comfort.
  - D. Versatility.
7. How does Toyota demonstrate its confidence in the quality of its products?
- A. Longer warranty.**
  - B. Lower price.
  - C. Larger selection of equipment packages.
  - D. All of the above.
8. What does Toyota use to eliminate noise, vibration and harshness from the engine and suspension?
- A. Front and rear sub-frame cradles.
  - B. Rubber mounting bushings.
  - C. Liquid filled engine mount.
  - D. All of the above.**

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## WORKING WITH THE E-CUSTOMER

### *Meeting roadmap ...*



- 1** START THE MEETING (5 MINUTES)  
↓
- 2** SHOW THE VIDEO (20 MINUTES)  
↓
- 3** DISCUSS THE VIDEO'S KEY POINTS  
(10 MINUTES)  
↓
- 4** TEST FOR LEARNING (10 MINUTES)  
↓
- 5** CLOSE THE MEETING (5 MINUTES)



## **1** START THE MEETING

*[TIME: 5 MINUTES]*

### ***Introduce the meeting:***

- Explain that this meeting focuses on how to:
  - Identify and respond to the unique needs of the E-customer.
  - Take advantage of the opportunities offered by the E-customer.
  - Use Internet tools and automotive Web sites to make your presentation more effective.
  - Negotiate successfully when the customer knows the dealer invoice.
- Emphasize that the goal is to give the sales professional the specialized knowledge and confidence needed to deal with this new breed of well-informed and demanding customer.
- Explain that today's meeting involves watching a video and discussing the greeting and needs assessment techniques depicted.

### ***Distribute a copy of the Participant's Workbook handout to each meeting participant.***

- Explain that the handout contains summaries of content highlights from the video, quizzes, and space for note taking.

## **2** SHOW THE VIDEO

*[TIME: 20 MINUTES]*

### ***Introduce the “Still Looking ...” Working with the E-Customer DVD:***

- Most salespeople dread working with a customer who walks in with information from the Internet.
- In truth, these can be the best customers you can have.
  - They’ve done their homework.
  - They’ve narrowed down their choices and Toyota is definitely on their shopping list.
  - They know what they want.
  - They’re well along in the sales process.
  - They’re coming to make an offer.
- This video:
  - Identifies the most popular automotive Web sites visited by your prospects.
  - Explains what these sites have to offer and what they are telling your prospects.
  - Explains why your customers are using these sites and this information.
  - Shows you how to use the information and the advice offered on these consumer sites to your advantage.
  - Shows you how to get the customer involved in the presentation, in order to hold the customer’s interest and make a bigger impact in your presentation.
- It’s the fourth video in the four-part “Still Looking ...” series. Like the others, it’s designed to give you the detailed information you need and the skills to present it in order to help you increase your overall sales effectiveness and professionalism.

### ***Show the “Still Looking ...” Working with the E-Customer DVD.***

### **3** DISCUSS THE VIDEO'S KEY POINTS

*[TIME: 10 MINUTES]*

Discuss and analyze key points about working with the E-customer which were depicted in the DVD. These questions will help focus your discussion:

- “Why are people using the Internet to help them buy a vehicle?”
  - *Convenience*
  - *Control*
  - *Care*
  - *Communication*
- “What is the best way to initiate a relationship with an E-customer?”
  - *Demonstrate that you are “E-savvy” as well and communicate your enthusiasm for the Internet.*
  - *Congratulate the prospect on their work and preparation.*
  - *Take the offer seriously.*
  - *Encourage the customer to visit the dealership Web site for more information.*
- “Why should you visit the most popular automotive Web sites on a regular basis?”
  - *To discover the type of information they are offering the customer.*
  - *To discover the advice they are giving the customer for negotiating the purchase of a new vehicle.*
  - *To gain access to competitive product information.*
  - *To anticipate the customer’s offer and the reasoning behind it.*
- “What do you have to do to deal successfully with an E-customer?”
  - *Know what they know.*
  - *Learn to use the Internet to your advantage.*
  - *Deal with these customers on their terms.*

- “How should you organize your approach to an E-customer?”
  - *Confirm the value of the Internet.*
  - *Congratulate the customer for their preparation.*
  - *Discover where the customer got the information.*
    - ◆ *Specific automotive Web sites*
  - *Confirm that the information the customer is giving you is correct.*
    - ◆ *Dealer invoice price*
    - ◆ *Kelley Blue Book criteria*
    - ◆ *Kelley Blue Book price*
  - *Use the Internet sites to support your position.*
    - ◆ *Transportation and advertising costs*
    - ◆ *Close to or higher than MSRP for models*
  - *Negotiate*

***Discuss how the dramatized situations in the DVD relate to the participants’ own sales efforts.*** These questions will help focus your discussion:

- “How do you currently deal with a customer who has gathered information on the Internet?”
- “How Internet-savvy are you currently?”
- “To what extent do you incorporate ideas and techniques shown in the video into your dealings with customers?”
- “What ideas and techniques from the video will be most valuable to incorporate into your future sales activities? Why?”

#### **4** TEST FOR LEARNING

*[TIME: 10 MINUTES]*

*Have participants complete a short quiz on the material which has just been covered.*

*Provide answers to the quiz and reward the top scorers.*

#### **5** CLOSE THE MEETING

*[TIME: 5 MINUTES]*

*Briefly review, or have participant volunteers review, what was accomplished in today's meeting.*

*Reinforce the main messages you want to leave with participants, for example:*

- The number of E-customers will continue to grow and you must learn to deal with them effectively.
- E-customers are the best prospects you can have. Don't be afraid of them.
  - They've done their homework.
  - They've narrowed down their choices and Toyota made their short list.
  - They're well along in the sales process.
  - They're at your dealership to buy.
- To sell successfully to an E-customer you must...
  - Know what they know.
  - Learn to use the Internet to your advantage.
  - Deal with E-customers on their terms.
- Visit the most popular automotive Web sites often:
  - Keep up-to-date on the information available to your customers.
  - Discover the advice they are giving to your customers.
  - Anticipate what your customers will be saying and doing.

- Get on the Internet with the customer:
  - Confirm the facts and figures the customer is using.
  - Point out information the customer may not have seen that will have an impact on the price.

*Briefly review any outstanding issues and topics.*

*Make any concluding remarks you think are appropriate.*

*Thank the participants for their time and participation.*

*End the meeting.*

## ***Quiz Answer Key***

1. In 1999, what percentage of Toyota customers used the Internet to gather information?
  - A. 25%.
  - B. 33%.
  - C. 37%.
  - D. 47%.**
  
2. Estimates are that by 2003, what percentage of your customers will be using the Internet when they shop for a new vehicle?
  - A. 60%.
  - B. 70%.
  - C. 80%.**
  - D. 90%.
  
3. The Internet increases the customers' sense of control by:
  - A. Decreasing their dependence on the salesperson.
  - B. Providing them with the product information they want.
  - C. Providing them with the pricing information they need to negotiate.
  - D. All of the above.**
  
4. What can a customer do on-line at his or her convenience?
  - A. Research a new vehicle.
  - B. Comparison shop.
  - C. Value their trade.
  - D. All of the above.**

5. According to J.D. Power, how many Internet customers drop at least one car from their shopping list as a direct result of information they found on the Internet?

- A. One quarter.
- B. One third.**
- C. One half.
- D. Three quarters.

6. Why should you always confirm a customer's Kelley Blue Book trade-in value?

- A. Kelley Blue Book's value may be wrong.
- B. The used car pricing changes daily.
- C. The customer did not use the criteria correctly when evaluating the trade-in.**
- D. The prospect's math may be incorrect.

7. According to Edmunds.com, what type of deal should the customer try to get at your dealership?

- A. 1% - 2% over invoice.
- B. 2% - 5% over invoice.**
- C. Straight invoice.
- D. Invoice plus \$500.

8. Always let the E-customer know that:

- A. You're familiar with and enthusiastic about the Internet.**
- B. You realize the opening offer is not a serious one.
- C. Your manager won't accept a 2% offer.
- D. You feel you're better equipped to provide the information and advice the customer needs



9. Being familiar with the Internet can help you to:
- A. Effectively overcome the customer's sense of control.
  - B. Point out Web site acknowledgements that a fair price involves more than just dealer invoice.**
  - C. Prepare a better argument.
  - D. Point out errors in the advice given by the various sites.