

Lesson Plan for “Just Looking . . . and Still Looking” Course

Implementation time: 50 minutes per module

Materials: DVDs, Facilitator’s Guidebook, handouts from Participant’s Guidebook, flip chart or whiteboard and pens, name tags. All materials for participants should be in lots of at least 10 percent more than the anticipated attendance.

Equipment: DVD projector and screen, extension cord, and surge protector.

Room arrangement: Classroom style with tables.

Preparing To Conduct the Course

- Read through the Facilitator’s Guidebook to become more familiar with the course content and activities.
- Have a copy of the DVD you plan to show on hand and review its content.
- Have copies of the appropriate sections of the Participant Handouts available to distribute to meeting participants.
- Review the information provided in the Facilitator’s Guidebook for the module you plan to cover 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 the audience or current events in the automotive industry.
- Think about what prizes or incentives you want to make available to top performers during the quiz portion of the meeting.

24-Hour Checklist

- *Day before:* Confirm room assignment and equipment list, test DVD player, confirm that all materials are ready.

- *One hour before the course starts:* Confirm that all room and equipment needs are met, test the equipment.
- *Just before the course starts:* Be sure the DVD and DVD player are ready.
- *Start of the course:* This lesson plan uses a 5 step process for each meeting. The following is how the lesson plan will look in the facilitator's guide:

Module 1: Greeting & Needs Assessment

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

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

In your own words . . .

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.

Discuss the Video’s Key Points—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 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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.
 - Customers 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.

Module 2: Vehicle Presentation & Demonstration Drive

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

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

In your own words . . .

- 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 C.L.O.S.E. 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.

Discuss the Video's Key Points—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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.

Module 3: Purchase Transaction

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

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

In your own words . . .

- 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.

Discuss the Video's Key Points—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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.

Module 4: Delivery

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

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

In your own words . . .

- 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.

Discuss the Video’s Key Points—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 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
 - Thank them 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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.

Module 5: Presenting Safety Features

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

Introduce the "Still Looking" Presenting Safety Features DVD:

In your own words . . .

- 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.

Discuss the Video's Key Points—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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.

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Module 6: Performance & Handling Features

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

Introduce the "Still Looking" Presenting Performance and Handling DVD:

In your own words . . .

- 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.

Discuss the Video's Key Points—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
 - " 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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.

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Module 7: Presenting Toyota Quality

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

Introduce the “Still Looking” Presenting Toyota Quality DVD:

LESSON PLAN FOR “JUST LOOKING . . . AND STILL LOOKING” COURSE
BY RICHARD BELLIKOFF - Page 34

In your own words . . .

- 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.

Discuss the Video's Key Points—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 need.
 - 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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.

Module 8: Working with the E-Customer

Start the Meeting—5 minutes

Prestart:

Call the group together and start the meeting.

Introduce yourself and formally welcome the participants.

- 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.

Show the Video—20 minutes

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

In your own words . . .

- 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.

Discuss the Video’s Key Points—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 Web 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?

Test for Learning—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 with prizes or incentives.

Close the Meeting—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.