

*University of Toyota*  
*“Just Looking ...*  
*and*  
*Still Looking...”*  
*Participant's Workbook*

---

## INTRODUCTION TO THE “JUST LOOKING ...” AND “STILL LOOKING VIDEO SERIES

*“Just Looking ...”* and *“Still Looking...”* comprise a series of videos which has been specially designed to help sell cars in the most effective and successful manner possible. The content of the program is highly informative, loaded with valuable tips, product information and techniques ... everything from offering the initial greeting to making final comments as customers drive away in their new Toyota.

Most important, however, the videos illustrate a highly-effective customer-focused sales process which can help dramatically increase your overall sales success rate. Not just a rigid set of steps which are “carved in stone,” the approach is built around detailed product knowledge and a variety of customer-centered activities that extend the sales process far beyond any traditional approach to vehicle sales.

## *About the Videos*

The “Just Looking ...” series is organized around four DVDs:

- The first video is ***Greeting & Needs Assessment***. It shows how to greet customers and then ask the right questions to find out what’s most important to them.
- The second video, ***Vehicle Presentation & Demonstration Drive***, focuses on how to use the information gathered during fact finding and needs assessment in a powerful and convincing sales presentation, followed by a demonstration drive that reinforces your presentation.
- The next video, ***Purchase Transaction***, takes you through the crucial areas of disclosure and negotiation to help sales consultants accomplish these activities in a professional and confident manner.
- The final video, ***Delivery***, shows how to conduct an expert vehicle delivery in order to begin to build an enduring customer relationship that leads to referrals and future sales.

The “Still Looking” series is also organized around four DVDs:

- The first video is ***Presenting Safety Features***. It identifies the key Toyota safety features and demonstrates how to present them to a customer in a logical and engaging format.
- The second video, ***Presenting Performance and Handling***, focuses on those Toyota features that will appeal to the driving enthusiast. It explains important Toyota technology and provides examples of how to explain and demonstrate this technology effectively.
- The third video, ***Presenting Toyota Quality***, points out features of the vehicle you can use to demonstrate the quality and attention to detail present in every Toyota product. It also provides examples of how to get the customer involved in the presentation to drive your key message points home more convincingly.
- The final video is ***Working with the E-Customer***. As the title suggests, this video outlines the steps you can take to deal successfully with a customer who has done his or her homework on the Internet, is well informed and is making an offer based on dealer invoice.

## *About This Workbook*

This Workbook is a tool to help get the most out of the “Just Looking . . .” and “Still Looking” video series.

The Workbook contains:

- Summaries of content highlights from the videos.
- Quizzes.
- Space for note taking.

Use the Workbook during sales meetings, as well as afterwards as a quick-reference memory jogger.

---

# GREETING AND NEEDS ASSESSMENT

*This video:*

- Identifies the two different types of Toyota customers.
- Provides practical greeting techniques which can help put the customer at ease, gain their confidence, establish credibility and set the stage 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 a presentation to what's most important to the customer.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ There are two basic types of customers:
  - Customers with no real knowledge of Toyota but who are shopping for a new vehicle and wants to look at “everything” from several manufacturers.
  - Customers who have already made a decision to buy a Toyota and may already know a great deal about the vehicle they are interested in.
  
- ✧ It’s important to discover which category a prospect is in.
  
- ✧ Using the right approach, a structured customer-focused process can dramatically increase the sales success rate. In a customer-focused process, sales consultants:
  - Listen to the customer.
  - Focus on the things the customer identifies as being important.
  - Don’t “sell” until they know what the customer wants to buy.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

✧ The greeting:

- Every sale starts with the greeting.
- An effective greeting helps start out on a positive note, put the customer at ease, gain their confidence, establish credibility, and set the stage for a long-term relationship.
- Use the greeting to eliminate, within the first 30 seconds, the single most common customer objection you're likely to get: "Just looking."
- Use the greeting to provide an overview of the sales process to the customer, so there will be no surprises, and to get customers talking about what they came into the dealership to see.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

✧ Fact finding and needs assessment:

- The key to successful fact finding and needs assessment is to determine what the customer wants, then give it to them.
- During fact finding and needs assessment, it's not how well the sales consultant talks, but how well they listen.
- Use clarifying (open-ended) questions and clarifying statements to zero in on the customer's true needs. This provides a presentation that's tailored to what's most important to the customer.
- If the sales consultant does the job properly, the customer will identify the features they want you to talk about.

Notes:

.....

.....

.....

.....

.....

.....



## *Quiz*

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.

---

# VEHICLE PRESENTATION AND DEMONSTRATION DRIVE

*This video:*

- Shows how to involve the customer in your presentation and why it's important.
- Outlines the concept of "positional selling."
- Presents a C.L.O.S.E. technique to help make a perfect product presentation every time.
- Shows how to prepare for and give highly effective demo drives.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Always involve the customer during the sales presentation:
  - Involving the customer increases their concentration on the features and benefits you're discussing.
  - It's also a great way to check and confirm that the customer understands what the sales consultant is saying.
  - Maintaining eye contact with the customer is a good way to involve them in the sales presentation.
  - Use hand gestures to give the sales presentation added impact.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Positional selling is where the sales consultant and customer should physically be throughout the sales presentation:
  - Positional selling significantly increases the impact of the sales consultant's words.
  - Positional selling allows the sales consultant to use the vehicle in the presentation, maintain good eye contact with the customer and check for their understanding.
  - This is important because the more the customer understands, the more value is built into the vehicle.

Notes:

.....

.....

.....

.....

.....

.....

***Stop The DVD!***

Write down the corrections you would make to the sales presentation depicted in the video.

.....

.....

.....

.....

.....

.....

***Stop The DVD!***

Once again, write down the corrections you would make to the sales presentation depicted in the video.

.....

.....

.....

.....

.....

.....

.....



***Stop The DVD!***

Write down the proper position ... that is, where the sales consultant and the customer should be ... for each of the product features which are indicated.

Spare tire .....

.....

Split folding rear seats.....

.....

Programming the radio .....

.....

Rear seatbelt pre-tensioners/force limiters .....

.....

Front stabilizer bar .....

.....

Front crumple zones.....

.....

Hood hooks .....

.....

Load sensing proportioning valve.....

.....

90-degree deck lid .....

.....

Fold and tumble seats.....

.....

***Content highlights from the video:***

- ✧ The C.L.O.S.E. technique is a process to sequentially present the product in a highly effective manner:
  - **C**over the feature.
  - **L**et the customer do it.
  - **O**bserve the customer's reaction.
  - **S**ell the benefit.
  - **E**licit a response.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ The real purpose of the demonstration drive is to reinforce the sales presentation based on the customer's expressed needs:
  - During the demonstration drive, the sales professional's job is to prove beyond a shadow of a doubt that everything which has been said during the sales presentation is 100% fact.
  - At the conclusion of the demonstration drive, use a trial close.

Notes:

.....

.....

.....

.....

.....

.....

## *Quiz*

1. What are the most important elements of the product presentation and demonstration drive?

.....

.....

.....

.....

.....

.....

.....

.....

2. Before you begin a demonstration drive, what actions should the sales professional confirm to ensure that customer expectations are met?

.....

.....

.....

.....

3. Using the C.L.O.S.E. technique as a guide, what do you do in a product presentation after C and L?

.....

.....

.....

4. What should you let the customers do for themselves?

.....  
.....  
.....

5. Before you take your customer to the car for a demonstration drive, what should you be certain of?

.....  
.....  
.....

---

# PURCHASE TRANSACTION

*This video:*

- 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 determine, to a great extent, whether or not the sales consultant makes the sale.
- This video will help sales consultants accomplish these activities in the most effective manner possible.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ 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.
- ✧ Taking a structured approach will enable the sales consultant to make a powerful and effective disclosure of the numbers during the purchase transaction.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ The sales manager wants to maximize profits, the sales associate does not want to lose a customer, and the customer wants a new car at a fair price.
- ✧ However, everyone is really on the same team and all have the same goal in mind: to sell/buy the vehicle and retain customer loyalty.
- ✧ 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.

Notes:

.....

.....

.....

.....

.....

.....



***Content highlights from the video:***

- ✧ It's okay to ask for a profit. The customer understands this.
- ✧ It's okay to present numbers which are higher than the customer's expectations. All the sales consultant is doing is asking the customer to consider the numbers being presented.
- ✧ It's also okay if the trade-in value presented is less than the customer expected and if the payment is higher than the customer asked for, as long as the sales consultant explains the benefits of the extended service contract and if he presents accessories that will enhance the looks and protection of the vehicle.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ When a customer says no to the figures, the sales consultant should never take it personally. There are many factors that can keep a customer from buying.
- ✧ The sales consultant’s attitude when presenting numbers to the customer and negotiating strongly impacts the customer’s reaction and willingness to buy.
- ✧ For example, the sales consultant should remain logical and reasonable; outline the many advantages and services the dealership offers; explain the expenses the dealership undertakes to provide a wide selection, outstanding service and support; and explain that the dealership needs to make a fair profit.
- ✧ The Sales Consultant should also take the customer’s offers seriously, clearly indicating that they want to work with the customer to arrive at a price everyone will be happy with. Keep the dialogue moving without giving any ultimatums and never convey any desperation to sell the vehicle. Instead, the sales consultant's tone and demeanor should say, “We’re all reasonable people, I’m sure we can work this out.”

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ When a customer raises objections or concerns, use the L.A.C.E. technique:
  - *Listen* ... to what the customer is saying.
  - *Ask* ... questions to pinpoint the exact objection.
  - *Confirm* ... that the sales consultant understands the objection.
  - *Educate* ... explain how the objection can be answered or overcome.
  
- ✧ Using the L.A.C.E. technique to overcome objectives will help improve both sales ratios and customer satisfaction.
  
- ✧ Customers won't buy until they've determined whether or not it's the right time, the right place, the right price, the right salesperson and the right product.
  
- ✧ When the sales consultant has helped the customer answer these questions, chances are he'll have a sale, and a "win-win" situation for all parties.

Notes:

.....

.....

.....

.....

.....

.....

## *Quiz*

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.

---

# DELIVERY

*This video:*

- 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 is being explained. That means going over everything in detail with no short cuts.
- This video will help sales consultants accomplish these objectives in the most effective manner possible.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ 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.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ To begin the delivery process, examine the vehicle with the detail associate before delivery to the customer.
- ✧ The next step is to greet the customer after they exit from the business office.
- ✧ Then explain to the customer the relevant warranty information, paperwork, manuals and booklets.

Notes:

.....

.....

.....

.....

.....

.....



***Content highlights from the video:***

- ✧ The next step is to identify others at the dealership who can help the customer in the future, including the dealership General Manager, Service Manager, Parts Department Manager, Customer Relations Manager and Body Shop Manager.
  
- ✧ Explain the maintenance schedule to the customer using the scheduled maintenance guide.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ The last phase of the delivery begins with the presentation of the keys.
- ✧ Then the sales consultant should walk the customer around the vehicle to make sure they're completely satisfied.
- ✧ During the walkaround, the sales consultant points out and demonstrates all relevant safety and function-related features.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ To finish the delivery, put the person who is going to drive the car home in the driver's seat. Then put the other owner in the back seat.
- ✧ Once inside the vehicle, the sales consultant points out and demonstrates all relevant safety and function-related features.
- ✧ During the closing statement, ask if there is anything which hasn't been covered which the customer would like to have covered. Make sure the customer is completely comfortable with his/her new car.
- ✧ Finally, inform the customer that they are welcome to call the sales consultant at any time if he or she has future questions or is not completely satisfied with something.

Notes:

.....

.....

.....

.....

.....

.....

## *Quiz*

1. Since the customer will be eager to enjoy their 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 his/her 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.

---

# PRESENTING SAFETY FEATURES

This video:

- Shows how to use open-ended questions to zero in on the customer's true needs by tailoring a presentation to what's most important to the customer.
- Identifies and illustrates how to present the many safety features found on Toyota vehicles.
- Demonstrates how to use tools, props and customer involvement to make your presentation more effective.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Using the right approach, a structured customer-focused process can dramatically increase the sales success rate. In a customer-focused process, sales consultants:
  - Listen to the customer.
  - Focus on the things the customer identifies as being important.
  - Don't "sell" until they know what the customer wants to buy.
  
- ✧ Once you've discovered the customer's primary interest or buying motive, stick to it.
  - Talk about the features that address that customer's primary needs and wants. Customers will be more involved and attentive when you talk about the things they're interested in.
  - Don't feel compelled to communicate everything you know about the vehicle. Stick to the subject.
  - Remember, very few people today have the time or the patience to endure a traditional six-point walkaround
  
- ✧ The more you can get the customer involved, the more effective, meaningful and memorable your presentation will be.
  - Allow the customer to participate in demonstrations.
  - See that the customer touches, uses and experiences the features.
  - Think of simple ways to demonstrate and explain sophisticated technology or components that cannot be easily seen.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Organize your Safety feature presentation into four categories:
  - Frontal Impact
  - Side Impact
  - Accident Avoidance
  - Personal Safety
  
- ✧ Cover all the features in a specific category before moving on to the next:
  - Move from feature to feature in a logical sequence.
  - Always relate the feature to the customer's buying motive, in this case, Safety.
  - Whenever possible, demonstrate the feature, or develop a means of demonstrating it, such as using your business card to show how the hood folds absorb energy.
  - Get the customer involved in the presentation as much as you can.

Notes:

.....

.....

.....

.....

.....

.....



***Content highlights from the video:***

✧ Discuss the following when discussing ***Frontal Impact*** features:

- Pre-stressed hood
- Hood hooks
- Crumple zones
- Break-away engine mounts
- Seatbelts
- Collapsing steering column
- Supplemental Restraint System (airbags)

✧ Discuss the following when presenting ***Side Impact*** features:

- Tempered glass
- Safety cage
- Door beams
- Child safety locks
- Available side Supplemental Restraint System

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Discuss the following when discussing ***Accident Avoidance*** features:
  - Rack and pinion steering
  - Ventilated front disc brakes
  - Anti-Lock Braking system
  - Vehicle Skid Control
  
- ✧ Discuss the following when presenting ***Personal Safety*** features:
  - Two-turn key lock system
  - Anti-lockout feature
  - Valet lock system

Notes:

.....

.....

.....

.....

.....

.....

## *Quiz*

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.

---

# PRESENTING PERFORMANCE & HANDLING FEATURES

This video:

- Shows how to use open-ended questions to zero in on the customer's true needs, by tailoring a presentation to what's most important to the customer.
- Identifies and illustrates how to present the many performance and handling features found on Toyota vehicles.
- Demonstrates how to use tools, props and customer involvement to make your presentation more effective.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Using the right approach, a structured customer-focused process can dramatically increase the sales success rate. In a customer-focused process, sales consultants:
  - Listen to the customer.
  - Focus on the things the customer identifies as being important.
  - Don't "sell" until they know what the customer wants to buy.
  
- ✧ Once you've discovered the customer's primary interest or buying motive, stick to it.
  - Talk about the features that address that customer's primary needs and wants. Customers will be more involved and attentive when you talk about the things they're interested in.
  - Don't feel compelled to communicate everything you know about the vehicle. Stick to the subject.
  - Remember, very few people today have the time or the patience to endure a traditional six-point walkaround
  
- ✧ The more you can get the customer involved, the more effective, meaningful and memorable your presentation will be.
  - Allow the customer to participate in demonstrations.
  - See that the customer touches, uses and experiences the features.
  - Think of simple ways to demonstrate and explain sophisticated technology or components that cannot be easily seen.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

✧ Organize your Performance and Handling feature presentation into six categories:

- Aerodynamic Design
- Engine Design
- Drivetrain
- Suspension
- Steering
- Brakes

✧ Cover all the features in a specific category before moving on to the next:

- Move from feature to feature in a logical sequence.
- Always relate the feature to the customer's buying motive, in this case, Performance and Handling.
- Whenever possible, demonstrate the feature, or develop a means of demonstrating it, such as using a straw to illustrate the advantages of multiple valves.
- Get the customer involved in the presentation as much as you can.

Notes:

.....

.....

.....

.....

.....

.....



***Content highlights from the video:***

- ✧ Discuss the following when discussing ***Aerodynamic Design*** features:
  - Overall body shape
  - Putting the air to use (downforce)
  - Air dam
  
- ✧ Discuss the following when presenting ***Engine Design*** features:
  - Four-valve-per-cylinder technology
  - Dual overhead cams
  - Acoustically Controlled Induction system
  - Exhaust System
  - Spark plugs
  - Variable Valve Timing
  
- ✧ Discuss the following when presenting ***Drivetrain*** features:
  - Electronically controlled transmission
  - Traction control

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Discuss the following when discussing ***Suspension*** features:
  - Tire contact patches
  - Front stabilizer bar
  - Independent MacPherson Strut suspension
  
- ✧ Discuss the following when presenting ***Steering*** features:
  - Speed-sensitive, power-assisted rack and pinion steering
  
- ✧ Discuss the following when presenting ***Braking*** features:
  - Ventilated front disc brakes

Notes:

.....

.....

.....

.....

.....

.....

## *Quiz*

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.

---

# PRESENTING TOYOTA QUALITY

This video:

- Shows how to use open-ended questions to zero in on the customer's true needs, by tailoring a presentation to what's most important to the customer.
- Identifies and illustrates how to present the many Quality features found on Toyota vehicles.
- Demonstrates how to use tools, props and customer involvement to make your presentation more effective.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Using the right approach, a structured customer-focused process can dramatically increase the sales success rate. In a customer-focused process, sales consultants:
  - Listen to the customer.
  - Focus on the things the customer identifies as being important.
  - Don't "sell" until they know what the customer wants to buy.
  
- ✧ 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.
  
- ✧ Once you've discovered the customer's primary interest or buying motive, stick to it.
  - Talk about the features that address that customer's primary needs and wants. Customers will be more involved and attentive when you talk about the things they're interested in.
  - Don't feel compelled to communicate everything you know about the vehicle. Stick to the subject.
  - Remember, very few people today have the time or the patience to endure a traditional six-point walkaround.
  
- ✧ The more you can get the customer involved, the more effective, meaningful and memorable your presentation will be.
  - Allow the customer to participate in demonstrations.
  - See that the customer touches, uses and experiences the features.
  - Think of simple ways to demonstrate and explain sophisticated technology or components that cannot be easily seen.

Notes:

.....  
.....

.....

.....

.....

.....



***Content highlights from the video:***

- ✧ Organize your Quality feature presentation into eight categories:
  - Body seams and gaps
  - Interior protection from UV damage
  - Translucent containers (attention to detail)
  - Rust protection and paint finish
  - Adding value through equipment packages
  - Warranty
  - Interior Comfort
  - NVH measures
  
- ✧ Cover all the features in a specific category before moving on to the next:
  - Move from feature to feature in a logical sequence.
  - Always relate the feature to the customer's buying motive, in this case, quality.
  - Whenever possible, demonstrate the feature, or develop a means of demonstrating it, such as using your business card to demonstrate the consistent body panel gaps.
  - Get the customer involved in the presentation as much as you can.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Discuss the following when discussing ***body seams and gaps***:
  - Consistent seams and gaps on all panels
  - Attention to detail
  - Quality workmanship
  
- ✧ Discuss the following when presenting ***Interior Protection from UV damage***:
  - High Solar Energy Glass
  
- ✧ Discuss the following when presenting ***Translucent Fluid Containers***:
  - Quick, easy, clean fluid level inspection
  - Attention to detail
  
- ✧ Discuss the following when presenting ***Rust Protection and Paint Finish***:
  - Phosphate bath
  - Excellite II process
  - Wax sealers
  - PVC stone chip protection
  - Paint surface ionization
  - Machine and hand sanding
  - Up to four-coats of paint
  - Anti-chip paint protection

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

✧ Discuss the following when presenting ***Adding Value through Equipment Packages:***

- Economical way to get most popular features
- Added affordability
- Carefully chosen packages made up of high quality features

✧ Discuss the following when presenting the ***Warranty:***

- Toyota’s superior warranty
- Lengthy protection demonstrates the factory’s confidence in quality and reliability
- Protection is there when you need it the most, when the customer has had the vehicle a few years and at higher mileage

✧ Discuss the following when presenting ***Interior comfort*** features:

- Power seats with memory
- Contoured seat backs
- Side mounted seat tracks

✧ Discuss the following when presenting ***NVH measures:***

- Rigid body structure
- Foam baffles
- Front and rear sub-frames
- Liquid-filled engine mount
- Sound deadening materials
- Vibration dampening steel
- Active control engine mount

Notes:

.....

.....

.....

.....

## *Quiz*

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.

---

# WORKING WITH AN E-CUSTOMER

This video:

- Shows how to identify and respond to the unique needs of the E-customer.
- Will help you take advantage of the opportunities offered by the E-customer.
- Identifies the most popular automotive Web sites visited by your prospects.
- Explains why your customers are using these sites.
- Will illustrate how to use Internet tools and automotive Web sites to make your presentation more effective.
- Demonstrates how to negotiate successfully when the customer knows the dealer invoice.
- 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.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

- ✧ Most sales consultants 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 in to make an offer.
  
- ✧ Most customers use the Internet to help them buy a vehicle for four reasons:
  - Convenience.
  - Control.
  - Care.
  - Communication.

Notes:

.....

.....

.....

.....

.....

.....

***Content highlights from the video:***

✧ It is important to establish a friendly, non-confrontational relationship with an E-customer from the very start. The best way to accomplish this is to:

- Demonstrate that you are familiar with and enthusiastic about the Internet.
- Congratulate the customer on his work and preparation.
- Take the customer's initial offer seriously.
- Encourage the customer to visit the dealership web site for more information.

✧ Visiting the most popular automotive Web sites frequently should now become a part of your regular routine. Familiarity with these sites will allow you to:

- Discover the type of information they are offering to your customers.
- Familiarize yourself with the advice they are giving your customers for negotiating the purchase of a new car.
- Allow you to gain easy access to competitive information.
- Anticipate the customer's offer and the reasoning behind it.

✧ To deal successfully with E-customers, you must:

- Know what they know.
- Learn to use the Internet to your advantage.
- Deal with these customers on their terms.

Notes:

.....

.....

.....

.....



***Content highlights from the video:***

- ✧ E-customers require a different approach than traditional customers.
  - They are further along in the process.
  - They already possess most of the information you would provide in the typical product presentation.
  - And most likely, they are there to present an offer.
  
- ✧ When working with an E-Customer, organize your approach in the following format:
  - Confirm the value of the Internet.
  - Congratulate the customer for his/her preparation.
  - Discover where the customer got the information.
    - Specific web sites
  - Confirm that the information the customer is giving you is correct.
    - Dealer Invoice price
    - Kelley Blue Book criteria
    - Kelley Blue Book trade-in value
  - Use the Internet sites to support your position.
    - Transportation and advertising costs
    - Close or higher than MSRP for hot models
  - Negotiate.

Notes:

.....

.....

.....

.....

.....

## *Quiz*

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.