

Elite Sales Cycle

For Professional Service Advisors

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Step #1. Build Rapport

All successful sales people realize that in order to help people they must first know the needs and concerns of their customer. In order for the customer to feel comfortable in sharing this information they must first feel comfortable with the sales professional. The way this is accomplished is by building trust and confidence as quickly and effectively as possible.

Step #2. Fact Find

Sales professionals learn the needs and concerns of customers in the same way great physicians do: By asking questions and by listening intently to what the customer says.

Step #3. Identify the Need

By asking the right questions sales professionals are able to identify the customer's needs. "Needs" are relative to vehicle repair and service, alternative transportation, etc. Customer "concerns" are the actual feelings the customer has about the disruption brought to their life, the possible cost of the repair or service, the amount of time they'll be without their vehicle, etc.

Step #4. Identify the Solutions

Once the sales professional has identified the customer's needs and concerns, they then identify solutions that are in the customer's best interest: Much like a physician offering optional treatments, sales superstars will always look for ways to provide their customers with options as well.

Step #5. Build Interest and Value

This is where a sales professional explains, in very clear terms, the benefits of their recommended services. It needs to be done in a way whereas the customer will want the benefits of the service more than they want the money they will have to invest in order to receive those benefits.

Step #6. Ask for the Sale

Once they have built interest and value, the sales professional will always ask for the sale. They know in their heart their recommendations are in the best interest of the customer, so they have no hesitation in asking for the customer's approval.

Step #7. Close the Sale

If the customer has questions or concerns the sales professional will address them in a professional and ethical way. This will put the customer at ease, and it will allow them to feel comfortable in moving ahead. The true sales professional will then ask again for the sale.

Step #8. Resell the Service

After the customer has authorized the sale, the sales professional will always make a point to reaffirm the customer that they made a great decision.



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Elite Worldwide Inc.

(800) 204-3548

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