Find Your Lost Sales
CLOSING THE DEAL
What Customers Want

- Consultants who are sincere, trustworthy and considerate
- Dealing directly with decision-maker
- A transparent and credible process
- Prices and payments quoted electronically
- Efficiency and respect
  - Respect any offer
  - Time is money
The Preview Bridge

- Remove the fear associated with the negotiation process
- Performed after the test drive
  - After the service walk
  - In the showroom, on the lot or at your desk
- Tell the customer specifically what the next steps are in the process
- Ask if they’d like to take the next step
The Preview Bridge

Let me explain what the next steps are at our dealership.

- First, we’ll get your trade-in appraised.
- Then, we’ll write up an offer that’s satisfactory to you.
- Then, I’ll ask you to fill out the credit application while I get your offer approved.
- Once everything is done, I’ll get your new car detailed while you’re talking with the finance manager.
- And finally, you’ll take delivery and drive away in your new Hyundai.

So ... would you like to take the next step?
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So ... would you like to take the next step?
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