

HOW TO SET AND SELL OWNER MARKETING APPOINTMENTS

Knowledge Test – TEST

1. What are some reasons it is important for salespeople to set appointments in automotive today?
 - a. To make more money
 - b. There are not as many Traditional Ups on the lot today
 - c. To close at a higher rate
 - d. All of the above

2. It is more lucrative to stand outside the dealership waiting on the Traditional Up rather than sitting at your desk on the phone.
 - a. True
 - b. False

3. Consumers are NOT as loyal to companies and brands as they were in the past.
 - a. True
 - b. False

4. How many hours does a typical consumer spend online looking at vehicles before they ever step into your dealership?
 - a. 5 hours
 - b. 8 hours
 - c. 12 hours
 - d. 19 hours

5. Now that customers are shopping online before coming to buy, how are most dealerships competing?
 - a. Mostly competing with our inventory choice
 - b. Mostly competing on price
 - c. Mostly competing with our customer service
 - d. Mostly competing with a superior location

6. Because of increased pricing transparency, the average dealer's margins have been reduced.
 - a. True
 - b. False

7. What should your goal be with owner marketing appointments?
 - a. Get out ahead of the consumer's new car fever
 - b. Set an appointment that shows
 - c. Neither A or B
 - d. Both A and B

8. About how many prospects does the average dealer close with Traditional Ups?
 - a. 6 in 10
 - b. 4 out of 10
 - c. 1 in 5
 - d. 2 in 5

9. Is your CSI typically better with a Traditional Up or with an owner marketing appointment?
 - a. Traditional UP
 - b. Owner marketing appointment

10. What percentage of owner marketing appointments that show at the dealership does an average dealership close?
 - a. 60%
 - b. 50%
 - c. 40%
 - d. 30%

11. Those who follow The Perfect Appointment can shorten the time it takes to close a deal down to 90 minutes or less from the Traditional Up average of 3 to 4 hours.
 - a. True
 - b. False

12. Email is just as effective as phone calls in setting owner marketing appointments that show.
 - a. True
 - b. False

13. What is an "orphan owner database?"
 - a. Vehicles that have been on the lot six months or more
 - b. Previous customers whose salesperson is no longer with the company
 - c. Deals that fell through within the last 12 months
 - d. Customers who own cars more than 5 years old

14. When making an owner marketing phone call, you should always offer two options for appraisal times that are at the 15 or 45 after minute marks.
 - a. True
 - b. False

15. What is a good talk track you can use when a prospect wants a price for his trade over the phone?
 - a. "You should try KBB.com and get a ballpark."
 - b. "Only a trained appraiser knows what your vehicle is worth and it would be irresponsible for a dealer to give you that information over the phone."
 - c. "I promise we will give you more than any other dealer."
 - d. "It's not our policy to offer appraisals or talk numbers over the phone."

16. What if a prospect is unwilling to set an appointment time even after all of your best efforts?
 - a. Realize that they are not a fit for us.
 - b. You need to keep trying until they hang up on you.
 - c. You should at least devote 30 minutes to every phone prospect before giving up.
 - d. Try them again in a week.

17. Is "creating a sense of urgency" with a prospect a best practice?
 - a. Yes
 - b. No

18. We have only one goal when we have someone on the phone and that is an appointment that shows.
 - a. True
 - b. False

19. A key to selling more cars is to manage your activities and let the results take care of themselves.
 - a. True
 - b. False

20. Why should you NOT set an owner marketing appointment for a Saturday on a Tuesday?
- They may start to shop other dealers before they come to you.
 - They may lose their 'new car fever.'
 - They will likely end up buying from another dealer before Saturday.
 - All of the above
21. When should you use the AIM concept? ACKNOWLEDGE, IGNORE, AND MOVE ON...
- Never
 - On all owner marketing phone calls
 - When faced with an objection you've never heard before
 - When setting appointments
22. What are some ways to help you sell more cars each month?
- Be willing to make more quality outbound calls each day.
 - Collect 100% of the email addresses of prospects who walk on the lot.
 - Collect 100% of the phone numbers of prospects who walk on the lot.
 - All of the above
23. Why is the time between 8:30 and 11:00 every weekday a good time to be at your desk making calls?
- It is the best time to reach potential prospects.
 - People are more receptive to sales calls in the morning.
 - You can get all of your calls done before noon and have an early lunch.
 - The average dealer gets very few Traditional Ups during this time period.
24. Two rules when leaving voicemails are that they should be short and have a clear call to action. Another rule is that you do NOT want to highlight your persistence because it seems desperate.
- True
 - False
25. In sales, you should take all rejections personally so that you can learn from them.
- True
 - False
26. All appointments should be set for today or tomorrow only.
- True
 - False
27. A true appointment requires three things. It requires a specific date and time, a specific goal and what else?
- A mental and verbal commitment by the prospect.
 - An email reminder sent to prospect.
 - You manager's approval.
 - None of the above.
28. Is it best practice to call a customer at their scheduled appointment time if they have not yet shown up at the dealership?
- Yes
 - No