

## **Pre-Owned Management Action Plan**

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### **EMI - Early Management Involvement**

I have recently transferred from Terry Labonte Chevrolet to Hendrick Lexus, and have determined at both dealerships that salespeople only look for a manager TO as the customer is leaving. I am a firm believer in building relationships with our clients and relationship selling. Once you have built a relationship with a prospect, it is much easier to close the sale, and make more money. Once you have built a relationship with a client, it is much easier to get repeat and referral business, and make more money. Our managers are the most experienced and best salespeople we have... So why do we only get our managers involved when customers are leaving and not early on in the process?

I was in the Chevrolet store when I started this plan and the Lexus store when finishing. In the Chevy store there was a small group of core salespeople and a high turnover of new salespeople. In the Lexus store it was opposite, a large core group of veterans and only a few newer salespeople. In both cases we have new salespeople that hardly know the products and are definitely very wet behind the ears as far as selling skills. The veterans feel they are skilled enough that if they can't close the deal that no one can, and only get an exit TO to stay compliant with policies. If we had a structured EMI (TO) process and worked as a team from the beginning would we close more deals?

To do this I had to first come up with a structured EMI process. A process that included an outline of the EMI to follow during the TO. Additionally, create a process where management would get the

opportunity to do an EMI. I decided that to get full buy in from my sales management we should all get together and have a brain storming session to develop this program. We started with creating an outline with a guide on what information we wanted to gather. Next we devised a plan that when customers checked in at guest services that they would immediately print a copy of their guest sheet and hand directly to manager. Now Train, Role Play, Train.

### **Objective:**

The objective is help the newer sales people get more experience and confidence by working closely with management. Additionally, to also work as a cohesive team with all sales people and work towards increasing closing percentages and to increase overall sales.

### **Results:**

I had just implemented the EMI process at Terry Labonte Chevrolet about 30 days before my transfer to Hendrick Lexus. In that short time period the units sold from our salespeople who had been on our team less than 6 months increased by 50%. Our TO percentage increased from 70% to 95%, and our showroom closing percentage increased from 28% to 40%.

I plan on implementing a similar EMI process at my current dealership Hendrick Lexus.

# **EMI**

## **Early Management Involvement/Intervention**

- 1. Greeting**
- 2. What brings you in today?**
  - A. What are you currently driving and what are you doing with it? Are you Keeping it or Selling it?**
  - B. What research have you done on \_\_\_\_\_ before you came in today?**
  - C. What Goals did you set for your visit today?**
  - D. Where are you in your buying process? Scale 1-10? (1) being just starting to research to (10) ready to buy if we have the right vehicle and can agree on numbers.**
  - E. Are you the only one that will be driving the \_\_\_\_? Is there anyone else involved in the buying decision?**
- 3. Guide salesperson - Set Expectations and describe the process to the customer. Assure customer that you will personally work the numbers when you find the right vehicle.**
- 4. Thank them again for coming in and assure them you will see them again before they leave.**

### **Benefits of EMI**

- 1. Customer intentions**
- 2. Puts customer at ease**
- 3. Qualify / fact find**
- 4. Eliminate pre-qualifying**
- 5. Show salesperson they have support**
- 6. Sets up negotiation**

**7. Take actions to improve situation**

**8. Builds rapport**

**9. Product selection**

**10. Source research**