POWERFUL SOLUTIONS

For maximum F&I profitability

People Don't Care How Much You Know Until They Know How Much You Care

From the Oxford Languages dictionary, the word cliché is a noun defined as a phrase or opinion that is overused and betrays a lack of original thought. To be sure, it is cliché to say, “People don’t care how much you know until they know how much you care!” Referring to this expression as simply cliché, however, may diminish the importance of this sentiment in our minds.

Due to the obvious *fact* that most of the products we offer in the Business Office are intangible, our communication prowess is always top-of-mind! In service to this goal, it is essential to impress upon our Guests the fact that we genuinely care about them!

Here are some ways in which we may demonstrate this, and a review of some of the reasons we may benefit from these questions when asked. Remembering that first impressions are important, and information learned early is most easily referred to often, we are well-informed to consider asking these questions early in our process…

“Mary, Mike… before we begin, are there any concerns you have about your purchase today?”

THIS one is self-explanatory. Imagine the possible responses we’ll get to this question. Concerns like, “What do you think my payment may be? I’m worried about interest rates! I’m unsure I can truly afford this,” will be heard regularly. Life can be a series of results dictated by the choices we make, or we may take a more fatalist approach. In other words, we may choose to pilot the ship or sit back with our hands tied. Fleshing-out our Guest’s concerns early in our process doesn’t invite otherwise nonexistent unease. We are directly involved in the acquisition of large and costly purchases. Choosing to prepare to address our Guest’s concerns thoughtfully, by discovering these concerns early in our process, will provide us time to formulate our plan responsively versus being forced to react when the matter surfaces later.



People Don't Care How Much You Know Until They Know How Much You Care...*(continued)*

"Mary, Mike… will you miss your old vehicle, or not so much?"

Remember, many folks have become quite attached to their old vehicle, with some feeling almost as though they are abandoning an old friend because it has been very good to them. When this in the case, we might share with them that this isn't an uncommon sentiment, and they aren't foolish for feeling this way. Afterall, our vehicles are incredibly important components of our daily lives. However, many additional considerations are possibly warranted with all things modern vehicle related! And if the response is that they won't be missing their current vehicle in the slightest because it has been one giant PITA, well… we'll know how we may proceed going forward from here, as well.

Closely working in the field with Dealership personnel for the last 12 years has proven one thing very clearly… the vast majority of us are dedicated to ensuring our Guests enjoy a GREAT ownership experience! This applies to Business Managers as much as anyone. We know this as a fundamental guiding principal. As such, it is easy to show our Guests how much we care when we move them through the process. Conversely, if we aren't truly invested in our Guest's welfare, we better find an Acting Coach in the local directory.

What other questions might we table, with our Guests, to impress upon them that we care?

Think about it.

Good luck and good selling!

