

PRICE SIMMS Academy



SALES ASSOCIATE ORIENTATION GUIDE

INTRODUCTION

We know as a new Sales Associates you are as open minded as you will ever be. You are open to new ideas and procedures and you're anxious to absorb as much information as possible that you will use in developing your actions, attitudes towards your new job and your continued success.

In order to help you succeed we have found that it is in our best interest to show you the proper attitudes, provide you with consistent structured training, as well as consistent behavior predicated on our Core Values from day one.

Every New Sales Associate **MUST COMPLETE** the Check List below before attending the First Day of Training. Management must assist and check each item in this Orientation Schedule as it is completed.

New Associates should complete Wednesday prior to 1st Day of Class. New Associates should begin product Certification Thursday and Friday prior to 1st day of class			
New Associate Paperwork		Person Assigned	Completed
1	Employment Application		
2	Predictive Index - PLI		
3	Background Report		
4	Drug Test Results		
5	Employee Driver's License		
6	Photocopy of Sales License		
7	Applications for Sales license and Life Scan		
8	Compensation Plan - Pay Plans Signed		
9	Employee Handbook Acknowledgment		
10	Group Medical Benefits Election Form (if applicable)		
11	Complete Anti-Harassment and Customer Information Security Training - (Schedule with General Office)		
12	Sexual Harassment Prevention Training		
13	Customer Information Security Training		
14	Name Tags, and Shirts		
15	Review Sales and Service hours		
16	Identify Parking Areas		
17	Complete forms for License Plates, Lock Box Keys		
18	Assign a Senior Salesperson (Mentor)		
19	Conduct Question and Answer Session		
20	Introduction at the General Sales Meeting		
Signatures For Verification of Completion			
Dealership: _____		Sales Associate: _____	
General Manager: _____		Date: _____	

SALES ASSOCIATE JOB DESCRIPTION

EXPECTATIONS:

To clearly communicate to all associates, Customers, and the community that you are committed to provide excellent Value and Quality.

- To always protect the assets of the company.
- To provide ongoing support to insure that all associates prosper.
- To be the initial and principal contact between the vehicle and buyer, and the Dealership's sales department.
- To sell vehicles by exceeding the Customer's expectations and fulfill their transportation objectives.

RELATIONSHIPS:

- The Sales Associate reports directly to the Sales Managers.
- The Sales Associate must maintain a close working relationship with all associates in all areas.

INTERNAL EMPLOYEE SATISFACTION: NEVER SAY – "It's not my job."

- Maintain a good working relationship with all associates.
- Always use the Chain of Command to get things done.
- Follow company policies and procedures to eliminate conflicts.
- Complete all documentation accurately and promptly so everyone can fulfill their responsibilities effectively.

ADHERE TO ALL CLOSING PROCEDURES:

- A. Make sure all doors are locked.
- B. Secure all keys.
- C. Fill and Straighten vehicles on the lot.
- D. Maintain all hang tags

RESPONSIBILITIES:

- Meet or exceed company standards of performance.
- Be punctual for all scheduled meetings and assigned floor times.
- Introduce every Customer to a Sales Manager before the Customer leaves the Dealership.
- Review, with your manager, every Customer before they leave the Dealership.
- Return vehicles to proper location after demonstration ride.
- Register every Customer in the Desk log and your CRM.
- Maintain and follow daily, weekly, and monthly To Do lists in your CRM.
- Document all appointments – Register all incoming sales calls into your CRM.
- Have all deposits authorized by Management and provide the Customer with a receipt.

RESPONSIBILITIES: (CONTINUED)

- Accurately maintain time cards or computer log-in for time accountability.
- Follow-up on all Customer messages in a timely manner.
- Read and comply with all memos, handouts and updates from management.
- Complete all paperwork accurately, and have it reviewed and approved by management before delivery.
- Maintain the Dealerships C.S.I. Requirements.
- Maintain all of the stores certification requirements.
- Maintain all benchmarks set by your store's Management Team.
- Maintain a valid California driver license.
- Maintain a valid California Salespersons license.

DAILY RESPONSIBILITIES:

- Attend morning training meetings and trade walks.
- Adhere to the Customer rotation process.
- Meet and greet prospects.
- Complete all CRM daily to do lists.
- Have face-to-face contacts with 2 to 3 prospects per day.
- Have one-on-one meeting with manager.
- Set 2 appointments for the following day.
- Learn something new about your inventory on a daily basis.
- Set goals and monitor your performance. (Monthly forecast form)
- Contact required outside opportunities by phone or face-to-face.
- Call required orphan owners.
- Check with management staff to review pending deals.
- Follow the *Price Simms Academy Process* with every Customer and evaluate my performance after each prospect using my personal CRM vs. Monthly projection.
- Maintain a commitment to the Customer.

CUSTOMER SATISFACTION REQUIREMENTS:

- Never avoid Our Customer's question.
- Follow-up all Customer requests.
- Always deliver sold vehicles personally and professionally.
- Personally follow-through and take care of anything due to the Customer.

ALWAYS TAKE OUR CUSTOMER TO THE AREA OR PERSON THEY ARE LOOKING FOR.

Never Point or say things like... "Go through that door to your right."

THE PRICE SIMMS IMAGE:

Maintain a professional appearance, which presents an image consistent with the Price Simms organization.

Maintain your work area in a neat and professional manner.

Conduct yourself as a professional at all times, when on the job or off.

Keep in mind that our image with the public is very important to our success and that you always represent the Price Simms organization.

Always wear the Price Simms Dealership name-tag and Attire during scheduled work times.

PROFESSIONAL DEVELOPMENT:

- **Attend all scheduled training provided by the company.**
- **Know your total inventory availability.**
- **Maintain a thorough knowledge of all makes of vehicles in inventory.**
- **Know what your competition is doing at all times. Shop your competition in person and by phone.**
- **Review competition's media advertising on a daily basis.**
- **Develop skills and abilities necessary for career development and advancement.**

I have carefully read and understand the contents of this job description and acknowledge that there are other responsibilities that will arise on an ongoing basis.

I understand the responsibilities, requirements, and duties expected of me.

Employee's Name	Employee's Signature	Date
------------------------	-----------------------------	-------------

Supervisor's Name	Supervisor's Signature	Date
--------------------------	-------------------------------	-------------

PRICE SIMMS ACADEMY - SCHEDULE

DAY 1 – 10:00 AM (MONDAY)

MISSION & VALUE STATEMENTS

OUR CORE VALUES

SALES ASSOCIATE INTRODUCTION

INTRODUCE THE ROOM

GENERAL DISCUSSION – JOB DESCRIPTION

GENERAL INFORMATION – TOUR OF THE FACILITY

ROLES AND RESPONSIBILITIES OF EACH DEPARTMENT

KEY OBJECTIVES

PRICE SIMMS
Academy 

- Sell Your Customer a Vehicle Today
- Set a Future Appointment
- Practice Every day for Continuous Improvement

SECTION 2... THE PRICE-SIMMS STORY - TODAY'S CUSTOMER'S BUYING PROCESS

12:30-1:30 LUNCH

SECTION 2... PRICE-SIMMS ACADEMY – OVERVIEW OF OUR SELLING PROCESS

SECTION 3... PHASE I – ESTABLISH TRUST - STEP 1: MEET AND GREET

5:00-5:30 QUESTIONS AND ANSWERS

HOMEWORK... MEMORIZE MEET & GREET – SHOP DEALERS ONLINE INCLUDING PRICE-SIMMS DEALERSHIPS

DAY 2 – 10:00 AM (TUESDAY)

Q AND A... REVIEW ON LINE SHOPPING EXPERIENCE – HOW TO ASK PERMISSION TO TAKE THE NEXT STEP

ROLE PLAY... MEET AND GREET

12:30-1:30 LUNCH

SECTION 3... PHASE I – ESTABLISH TRUST - STEP 2: FLIP CHART PRESENTATION

ROLE PLAY... MEET AND GREET - FLIP CHART PRESENTATION

5:00-5:30 QUESTIONS AND ANSWERS

HOMEWORK... MEET AND GREET - FLIP CHART PRESENTATION – MEMORIZE 10 POINT VALUE GUARANTEE

DAY 3 – 10:00 AM (WEDNESDAY)

SECTION 3... PHASE I – EARLY MANAGER INTRODUCTION – ESTABLISH TRUST – OVERCOMING OBJECTIONS

12:30-1:30 LUNCH

ROLE PLAY... MEET AND GREET – FLIP CHART PRESENTATION – OVERCOMING OBJECTIONS

5:00-5:30 QUESTIONS AND ANSWERS

HOMEWORK... MEET AND GREET – FLIP CHART PRESENTATION – OVERCOMING OBJECTIONS

PRICE SIMMS ACADEMY – SCHEDULE (CONTINUED)

DAY 4 – 10:00 AM (THURSDAY)

SECTION 4... PHASE II – BUILD VALUE – STEP 3: NEEDS ANALYSIS

12:30-1:30 LUNCH

SECTION 4... PHASE II – STEP 4: VEHICLE SELECTION – STEP 5: PRODUCT PRESENTATION – 6 POINT WALK AROUND
FEATURES ADVANTAGES AND BENEFITS – DEMO DRIVE

SECTION 5... MYSTERY SHOP EXERCISE – QUESTIONS AND ANSWERS

HOMEWORK... PRACTICE DRILL & REHEARSE – PHASE I – PHASE II – MYSTERY SHOP EXERCISE

DAY 5 – ALL DAY AT YOUR DEALERSHIP (FRIDAY)

Attend Morning Sales Meeting

Complete or continue the following: Advent User Name and Password (Only if Applies)

CRM User Name & Password (Become familiar using tutorials)

Product Certification – Take a Tour of the Facility – Draw a Map of your facility

Map to Include – Each Department, Customer and Employee Parking

Manager Participation: Provide Schedule and Mentor

Necessary Paperwork (Credit App, Score disclosure, Tire chain, BCA, etc.)

Lock Box Key – Dealer Plate – Where to get Gas – Closing Procedures

Provide Facts Book and Comparison book, Provide Brochures for all Models

Provide your Managers the Following: Meet & Greet – Flip Chart Presentation – Needs Analysis – Walk Around
Feature Advantage & Benefits

Observations: Sales Process – Finance Process – Delivery Process – Dealer Plate Process

Trade In Line, Trade Blessing Process

WEEKEND HOMEWORK... PRACTICE DRILL & REHEARSE – PHASE I – PHASE II – MYSTERY SHOP EXERCISE

DAY 6 – 10:00 AM (MONDAY)

SECTION 5... MYSTERY SHOP REVIEW (Q AND A)

SECTION 6... PHASE III – COMPLETE THE TRANSACTION – TRADE EVALUATION – TOUR THE FACILITY

12:30-1:30 LUNCH

PHASE I... ROLE PLAY – MEET AND GREET - FLIP CHART PRESENTATION – OVERCOMING OBJECTIONS

PHASE II... ROLE PLAY – NEEDS ANALYSIS – PRODUCT PRESENTATION – FEATURES ADVANTAGES BENEFITS

5:00-5:30 QUESTIONS AND ANSWERS

HOMEWORK... PRACTICE DRILL & REHEARSE – PHASE I – PHASE II

PRICE SIMMS ACADEMY – SCHEDULE (CONTINUED)

DAY 7 – 10:00 AM (TUESDAY)

SECTION 6... PHASE III – COMPLETE THE TRANSACTION – PROPOSAL PRESENTATION – PAPERWORK – DELIVERY
12:30-1:30 LUNCH
PHASE I... ROLE PLAY – MEET AND GREET - FLIP CHART PRESENTATION – OVERCOMING OBJECTIONS
PHASE II... ROLE PLAY – NEEDS ANALYSIS – PRODUCT PRESENTATION – FEATURES ADVANTAGES BENEFITS
ROLE PLAY... PHASE III – COMPLETE THE TRANSACTION – PROPOSAL PRESENTATION – PAPERWORK
HOMEWORK... PRACTICE DRILL & REHEARSE – PHASE I – PHASE II – PHASE III

DAY 8 – 10:00 AM (WEDNESDAY)

SECTION 7... PRESENTING ACCESSORIES – FINANCIAL SERVICES TRANSITION
SECTION 8... PHASE IV – EDUCATE TO SHOP
12:30-1:30 LUNCH
SECTION 9... DRIVING THE PROCESS
5:00-5:30 QUESTIONS AND ANSWERS
HOMEWORK... PRACTICE DRILL & REHEARSE – ASKING FOR THE SALE – OVERCOMING OBJECTIONS – TELEPHONE MYSTERY SHOP

DAY 9 – 10:00 AM (THURSDAY)

SECTION 9... TELEPHONE MYSTERY SHOP REVIEW
SECTION 9... HOW TO HANDLE SALES CALLS
12:30-1:30 LUNCH
ROLE PLAY... SALES CALLS – PHASE I – PHASE II – PHASE III
5:00-5:30 QUESTIONS AND ANSWERS
HOMEWORK... SELF-ASSESSMENT – STRENGTHS & WEAKNESSES – ACADEMY FEEDBACK – YOUR THOUGHTS

DAY 10 – 9:00 AM (FRIDAY)

QUESTIONS AND ANSWERS
ATTEND GENERAL SALES MEETING
INTRODUCTION & CONGRATULATIONS AT GENERAL SALES MEETING – PHOTOS
REPORT TO YOUR DEALERSHIPS FOR SCHEDULING AND COMPLETION OF ANY ADDITIONAL PROCESS TO BE COMPLETED

**First Friday of Training
New Associates at Your Dealership All DAY**

Manager

- Morning Sales Meeting

--

Managers Please Provide

- Advent User Name & Password
- CRM User Name & Password
- Product Certification
- Tour of the Facility - Map
- Schedule
- Mentor
- Deal Folder (all Necessary Paperwork)
- Lock Box - Dealer Plate - Gas
- Brochures - Product Information

New Associates

- Tour of the Facility - Draw a Map of the Facility
- Meet & Greet
- Flip Chart
- Needs Analysis
- Walk Around
- Overcome Objections
- "I'm just Looking!"
- "I'm in a Hurry!"
- "I'm not Buying Today!"

Observations

- Sales Process
- Finance Process
- Delivery Process
- Trade Line - Trade Blessing

NEW ASSOCIATE PAPERWORK

Human Resources, General Manager or General Sales Manager to set appointment, day and time.

Provide Sales Associate directions. Instruct to bring two forms of identification
A Social Security Card **and** Driver's License is the most popular form.

What the Sales Associate will receive at the Dealership:

- A. Company Hand Book - Sales Associate must read and sign
- B. Orientation Packet
- C. Job Description
- D. Pay plans and payroll date information.

JOB DESCRIPTION – PAY PLANS



- 1) Complete Anti-Harassment and Customer Information Security Training. Schedule with the General Office. (Online through HR Hotlink) - Note: Both training sessions have completion certificates that are signed and placed in the personal file.
- 2) Explain that work schedules are issued on the 25th of every month, how they are set and how to request a change.
- 3) Explain how pay-plans work - Silver-Gold-Platinum
- 4) Career Path
- 5) Explain importance of the Mandatory Training sessions.
- 6) Review C.S.I.

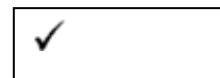
GENERAL INFORMATION



EXPLAIN...

- 1) What to do if a Sales Associate has an accident in a company vehicle.
- 2) What is the Sales Associate's Liability?
- 3) What is the customer's Liability.
- 4) What is the Dealership's Liability?
- 5) What to do if a dealer plate is lost and the cost involved.
- 6) Complete question and answer session.

SALES ASSOCIATE DRESS CODE



EXPLAIN IN DETAIL THE DRESS CODE (DEALERSHIP SHIRT, NAME TAG, ETC.)

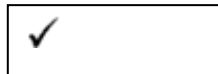
- 1) Present a properly dressed Sales Associate.
- 2) Explain why they are properly dressed.
- 3) Fully explain what is considered proper attire and what types of clothing, shoes, and accessories (i.e., men's earrings, etc.) are not acceptable.
- 4) Explain the importance of being different from the "typical" salesperson sunglasses, jewelry, hats, etc.
- 5) Discuss how to dress for cold or wet weather and where to store these items.
- 6) Give suggestions on proper handling and cleaning of clothing and shoes.
- 7) Privately give guidance to those who need assistance with any aspect of hygiene, dress or personal appearance.

SALES ASSOCIATE PERSONAL HABITS AND NEEDS



- 1) Explain smoking policy.
- 2) Explain the Price-Simms policy regarding keeping personal items such as signs: Pictures and Desk items, etc at the Sales Associate's work area.
- 3) Explain where the lunch room is located on the stores' premises.
- 4) Explain the policies regarding breaks, lunch or dinner schedules.
- 5) What to do in case of an emergency situation.
- 6) Explain the drug and alcohol policy.
- 7) Explain policy regarding phone messages and personal phone calls.
- 8) Discuss the Price-Simms policy regarding a Sales Associate's business and personal behavior both at work and in the community.
- 9) Conduct a question and answer session.

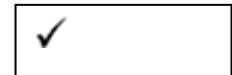
INTRODUCTION TO ALL ASSOCIATES



- 1) If an Associate is absent, be certain to introduce the New Sales Associate as soon as possible.
- 2) Have each Associate complete the Associate Listing as you introduce them.
- 3) After completion, explain general job description of all Associates the Sales Associate will be in contact with during a normal day.

TOUR OF FACILITIES

WALK THE NEW ASSOCIATE AROUND THE PERIMETER AND POINT OUT EACH PERTINENT AREA:



- A. Trade Area
- B. Hold Area
- C. Associate Parking
- D. Customer Parking.
- E. Explain the Gating System.

WALK THE ASSOCIATE UP AND DOWN EACH ROW OF VEHICLES AND EXPLAIN THE REASONING FOR THE LAYOUT:

Cover any areas that were not covered during the Introduction to all Associates:

- A. Rest Rooms
- B. Meeting Areas
- C. Lunch Rooms
- D. Vending Machines
- E. Customer Areas
- F. Supplies, etc.

DURING THIS STEP BE SURE TO EXPLAIN HOW TO UTILIZE THESE ITEMS AND THE PROCEDURES FOR THE FOLLOWING:

- A. Getting gas in a vehicle.
- B. Getting a dead battery jumped and charged.
- C. Getting a dealer tag.
- D. Getting change for the vending machines.
- E. Getting keys for a vehicle.
- F. Getting a second set of keys if needed.
- G. Review the phone system and the phone message procedures.
- H. System for time accountability - time cards or computer tracking.
- I. Have Sales Associate draw diagram of facilities, cross streets, inventory.

OBSERVATIONS

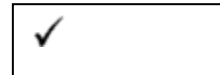
It is important that the new Associate spends time observing in each area of the store. This will help them understand the functions of each area and how they all tie together. This should eliminate the many hours spent explaining to each new Associate where to go to get something they need.

The time spent in each area must be structured for it to have any value to the Associate and the Store. The quality and quantity of time spent now should assist in eliminating the need to repeatedly answer the same question.

It should also lessen the wrong information the customers get from an uninformed Associate, and improve your over-all CSI.

A recap of each area should be done upon completion.

SALES PROCESS – 1 HOUR



- 1) Product Knowledge – Presentation is everything.
- 2) Forms Manual, Dashboard Reports, Daily Customer Log, Monthly Forecast Form
- 3) Explain CSI and its importance. (Sales Associate Monthly Forecast)
- 4) Review the Price-Simms Dealership Websites, How Price-Simms Purchases Vehicles.
- 5) Review and have Associate Define Price-Simms.
- 6) Explain in detail all aspects of Customer Satisfaction.
- 7) View a Vehicle from a Quality Control Perspective.
- 8) Drive a Vehicle on the designated route as shown on demonstration map.

GIVE A DEMONSTRATION ON:

- 1) Auto-biography & Carfax
- 2) Inspection checklist
- 3) Performance Analysis Report (DASH BOARD REPORT)
- 4) Financing
- 5) Review Sales forms Sales Associate is responsible for and have them list them.
- 6) Utilize the Price-Simms form manual.

EXPLAIN:

- 1) How a Trade is Handled.
- 2) A Complete Detail is Done.
- 3) How to Determine if a Vehicle is Wholesale or Retail. (Trade Line)
- 4) How to get a Receipt for Money (Checks, Credit Cards, etc.)
- 5) How to get Copies of Needed Forms or Information.

FINANCE PROCESS – 1 HOUR

INSTRUCT THE SALES ASSOCIATE EXACTLY HOW TO COMPLETE EVERY FORM THAT IS REQUIRED WHEN A VEHICLE IS SOLD OR TRADED AND HAVE EACH OF THEM PERSONALLY COMPLETE EACH FORM:



Vehicle Selection – Price-Simms “Profile Sheet” – Trade Profile/Evaluation
Customer Credit Application – Vehicle Sales Contract – Verification of Lenders Approval
Proof of Insurance – Trade-in Allowance – Secured Power of Attorney – Service Contract
Report of Sale – Copy of Buyer’s Guide – Release of Liability – Bill of Sale
Odometer Statement & Odometer Disclosure – Authorization to Payoff

- 1) Provide the Associate with a list of the most common lien holders we would get payoffs from.
- 2) Instruct them to call for a payoff and complete the form.
- 3) Instruct them to call for an insurance verification and complete the form.

EXPLAIN THE FEATURES AND BENEFITS OF FINANCING THROUGH ONE OF THE MANY PRICE-SIMMS LENDING SOURCES

- A. Convenience
- B. Best Rates
- C. Purchasing Power
- D. Build Credit

EXPLAIN THE FEATURES AND BENEFITS OF EXTENDED SERVICE CONTRACTS

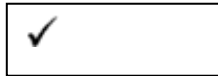
- A. Peace of Mind
- B. Affordable
- C. Emergencies
- D. Only Pay For What You Use

EXPLAIN THE FEATURES AND BENEFITS OF AFTER MARKET PRODUCTS

- A. Security
- B. Peace of Mind
- C. Reduction of Insurance Rates

Explain how to handle a customer who is going to their own financing source.
Explain the referral process.

DELIVERY PROCESS – 1 HOUR



EXPLAIN THE DELIVERY PROCESS

HOW TO COMPLETE:

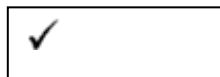
- A. The Pre-Delivery Walk Around
 - B. The Vehicles Features and Options
-
- 1) Finance Manager to Review Customer Survey
 - 2) Know Where the Tools Are Located
 - 3) How to Change a Flat Tire
 - 4) Review the Maintenance and Service Requirements

ADMINISTRATIVE PROCESS



Using a new transaction, show the Sales Associate exactly what happens with every piece of paper in the transaction. Instruct the Associate where to place the registration sticker.

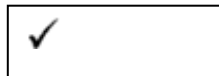
SERVICE DEPARTMENT



EXPLAIN THE OPERATIONS OF THE SERVICE, PARTS AND BODY SHOP DEPARTMENTS.

Inspection process is started (all fluids replace & mechanical work completed)

BUSINESS OFFICE



EXPLAIN HOW WE:

- 1) Process DMV and Title documents
- 2) Process all bank and service contracts
- 3) All legal and Information System issues
- 4) All payroll and associate benefits
- 5) All employee relation issues
- 6) Training and Recruitment
- 7) Marketing and Advertising
- 8) Procurement of Vehicles

CONFIRMATION OF COMPLETION (COPY PLACED IN PERSONNEL FILE)

DEALERSHIP: _____ SALES ASSOCIATE: _____

GENERAL MANAGER: _____ DATE: _____

ASSOCIATE LIST

NAME AND PHONE NUMBERS

President/General Manager	
General Sales Manager	
New Car Directors	
Used Car Directors	
Finance Managers	
Parts and Service Director	
Direct Sales Directors	
Service Manager	
Parts Manager	
Service Advisors	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Sales Associate	
Full-Time Receptionist	
Part-Time Receptionist	



MYSTERY SHOP
A COMPETITIVE SHOPPING
EXERCISE



Competitive Shopping Report

Please Read this page carefully and follow instructions exactly as stated.

- ✚ It is important to the validity of this competitive shopping exercise that you behave exactly as Our Customer - take the attitude as if you are in the market to buy.
- ✚ Do not share with the competition that you are employed at and Price Simms Dealerships.
- ✚ You need to keep this Competitive Shopping Report concealed from the dealership. Do not take it into the dealership with you or leave it in your vehicle, i.e., glove box, trunk, under your seat, etc.
- ✚ Be sure that you complete the Competitive Shopping Report after you leave each dealership and before arriving at the next. This needs to be done while the experience is fresh in your mind.
- ✚ Be prepared to fully discuss the sales process, your impressions and the details of each lot or dealership you visit.
- ✚ If the competitive salesperson does not give you a business card, **ask for one just before leaving. It is important that you have a business card from the dealership you shopped.**

DO NOT PURCHASE A VEHICLE. THIS IS A COMPETITIVE SHOPPING EXERCISE ONLY.

If you are unsure about this exercise or have any questions please let us know.

Sales Associate		Dealerships Shopped				
Vehicle Shopped - Year-Make-Model			Trade	YES	NO	
1	Were you approached promptly?		<input type="checkbox"/>	<input type="checkbox"/>	How Long?	
2	Were you welcomed to the dealership?		<input type="checkbox"/>	<input type="checkbox"/>		
3	Did the salesperson introduce themselves?		<input type="checkbox"/>	<input type="checkbox"/>		
4	Did the salesperson shake your hand?		<input type="checkbox"/>	<input type="checkbox"/>		
5	Did the salesperson write your name down?		<input type="checkbox"/>	<input type="checkbox"/>	When?	
6	Did the salesperson give you a business card?		<input type="checkbox"/>	<input type="checkbox"/>	When?	
7	What was your first impression of the salesperson?	Positive - Negative	<input type="checkbox"/>	<input type="checkbox"/>	Why?	
8	Did the salesperson define your needs and wants?		<input type="checkbox"/>	<input type="checkbox"/>		
9	Did the salesperson acknowledge all parties?		<input type="checkbox"/>	<input type="checkbox"/>		
10	Did the salesperson ask about basic equipment?		<input type="checkbox"/>	<input type="checkbox"/>		
11	Did the salesperson have a budget discussion with you?		<input type="checkbox"/>	<input type="checkbox"/>	When?	
12	Did the salesperson ask you about your current vehicle?		<input type="checkbox"/>	<input type="checkbox"/>	When?	
13	Did the salesperson ask where you lived?		<input type="checkbox"/>	<input type="checkbox"/>		
14	Did the salesperson ask you about hobbies?		<input type="checkbox"/>	<input type="checkbox"/>		
15	Did the salesperson ask you about other drivers in your family?		<input type="checkbox"/>	<input type="checkbox"/>		
16	Did the salesperson ask where you worked?		<input type="checkbox"/>	<input type="checkbox"/>		
17	Did the salesperson ask you about your payoff?		<input type="checkbox"/>	<input type="checkbox"/>		
18	Did the salesperson ask you about cash down?		<input type="checkbox"/>	<input type="checkbox"/>		
19	Did the salesperson walk the inventory with you?		<input type="checkbox"/>	<input type="checkbox"/>		
20	Did the salesperson pull the car from slot?		<input type="checkbox"/>	<input type="checkbox"/>		
21	Did the salesperson lift the hood? Discuss features and benefits?		<input type="checkbox"/>	<input type="checkbox"/>		
22	Did the salesperson lift the trunk? Discuss features and benefits?		<input type="checkbox"/>	<input type="checkbox"/>		
23	Did the salesperson talk about any safety features?		<input type="checkbox"/>	<input type="checkbox"/>		
24	Did the salesperson do a 6 point walk-around?		<input type="checkbox"/>	<input type="checkbox"/>		
25	Did you go for a demonstration ride?		<input type="checkbox"/>	<input type="checkbox"/>		
26	Did the salesperson drive first on demo ride?		<input type="checkbox"/>	<input type="checkbox"/>		
27	Did the salesperson ask you to buy on the lot?		<input type="checkbox"/>	<input type="checkbox"/>		
28	Did the salesperson show you service dept?		<input type="checkbox"/>	<input type="checkbox"/>		
29	Were you offered you any refreshment?		<input type="checkbox"/>	<input type="checkbox"/>		
30	Did the salesperson discuss any available warranty		<input type="checkbox"/>	<input type="checkbox"/>		
31	Were prices posted on any vehicles?		<input type="checkbox"/>	<input type="checkbox"/>		
32	Did the salesperson look at your trade?		<input type="checkbox"/>	<input type="checkbox"/>		
33	Did a manager appraise your trade?		<input type="checkbox"/>	<input type="checkbox"/>		
34	What price did you get for your car?	\$	<input type="checkbox"/>	<input type="checkbox"/>		
35	Did the salesperson document the value of your car?		<input type="checkbox"/>	<input type="checkbox"/>		
36	Did the salesperson complete a worksheet?		<input type="checkbox"/>	<input type="checkbox"/>		
37	Did the salesperson document your name, address and phone number?		<input type="checkbox"/>	<input type="checkbox"/>		
38	Did the salesperson ask you to buy?		<input type="checkbox"/>	<input type="checkbox"/>		
39	Were you introduced to a manager?		<input type="checkbox"/>	<input type="checkbox"/>		
40	Did the manager ask you to buy?		<input type="checkbox"/>	<input type="checkbox"/>		
41	Were you given anything?		<input type="checkbox"/>	<input type="checkbox"/>	What?	
42	What discount/concession did you receive?		<input type="checkbox"/>	<input type="checkbox"/>	How Much?	
43	Would you return to this dealership?		<input type="checkbox"/>	<input type="checkbox"/>	Why or Why Not?	
44	What impressed you most about this dealership?	Positive - Negative	<input type="checkbox"/>	<input type="checkbox"/>	Explain In Detail:	

Sales Associate		Dealerships Shopped					
Vehicle Shopped - Year-Make-Model			Trade				
				YES	NO		
1	Were you approached promptly?		<input type="checkbox"/>	<input type="checkbox"/>	How Long?		
2	Were you welcomed to the dealership?		<input type="checkbox"/>	<input type="checkbox"/>			
3	Did the salesperson introduce themselves?		<input type="checkbox"/>	<input type="checkbox"/>			
4	Did the salesperson shake your hand?		<input type="checkbox"/>	<input type="checkbox"/>			
5	Did the salesperson write your name down?		<input type="checkbox"/>	<input type="checkbox"/>	When?		
6	Did the salesperson give you a business card?		<input type="checkbox"/>	<input type="checkbox"/>	When?		
7	What was your first impression of the salesperson?	Positive - Negative	<input type="checkbox"/>	<input type="checkbox"/>	Why?		
8	Did the salesperson define your needs and wants?		<input type="checkbox"/>	<input type="checkbox"/>			
9	Did the salesperson acknowledge all parties?		<input type="checkbox"/>	<input type="checkbox"/>			
10	Did the salesperson ask about basic equipment?		<input type="checkbox"/>	<input type="checkbox"/>			
11	Did the salesperson have a budget discussion with you?		<input type="checkbox"/>	<input type="checkbox"/>	When?		
12	Did the salesperson ask you about your current vehicle?		<input type="checkbox"/>	<input type="checkbox"/>	When?		
13	Did the salesperson ask where you lived?		<input type="checkbox"/>	<input type="checkbox"/>			
14	Did the salesperson ask you about hobbies?		<input type="checkbox"/>	<input type="checkbox"/>			
15	Did the salesperson ask you about other drivers in your family?		<input type="checkbox"/>	<input type="checkbox"/>			
16	Did the salesperson ask where you worked?		<input type="checkbox"/>	<input type="checkbox"/>			
17	Did the salesperson ask you about your payoff?		<input type="checkbox"/>	<input type="checkbox"/>			
18	Did the salesperson ask you about cash down?		<input type="checkbox"/>	<input type="checkbox"/>			
19	Did the salesperson walk the inventory with you?		<input type="checkbox"/>	<input type="checkbox"/>			
20	Did the salesperson pull the car from slot?		<input type="checkbox"/>	<input type="checkbox"/>			
21	Did the salesperson lift the hood? Discuss features and benefits?		<input type="checkbox"/>	<input type="checkbox"/>			
22	Did the salesperson lift the trunk? Discuss features and benefits?		<input type="checkbox"/>	<input type="checkbox"/>			
23	Did the salesperson talk about any safety features?		<input type="checkbox"/>	<input type="checkbox"/>			
24	Did the salesperson do a 6 point walk-around?		<input type="checkbox"/>	<input type="checkbox"/>			
25	Did you go for a demonstration ride?		<input type="checkbox"/>	<input type="checkbox"/>			
26	Did the salesperson drive first on demo ride?		<input type="checkbox"/>	<input type="checkbox"/>			
27	Did the salesperson ask you to buy on the lot?		<input type="checkbox"/>	<input type="checkbox"/>			
28	Did the salesperson show you service dept?		<input type="checkbox"/>	<input type="checkbox"/>			
29	Were you offered you any refreshment?		<input type="checkbox"/>	<input type="checkbox"/>			
30	Did the salesperson discuss any available warranty		<input type="checkbox"/>	<input type="checkbox"/>			
31	Were prices posted on any vehicles?		<input type="checkbox"/>	<input type="checkbox"/>			
32	Did the salesperson look at your trade?		<input type="checkbox"/>	<input type="checkbox"/>			
33	Did a manager appraise your trade?		<input type="checkbox"/>	<input type="checkbox"/>			
34	What price did you get for your car?	\$	<input type="checkbox"/>	<input type="checkbox"/>			
35	Did the salesperson document the value of your car?		<input type="checkbox"/>	<input type="checkbox"/>			
36	Did the salesperson complete a worksheet?		<input type="checkbox"/>	<input type="checkbox"/>			
37	Did the salesperson document your name, address and phone number?		<input type="checkbox"/>	<input type="checkbox"/>			
38	Did the salesperson ask you to buy?		<input type="checkbox"/>	<input type="checkbox"/>			
39	Were you introduced to a manager?		<input type="checkbox"/>	<input type="checkbox"/>			
40	Did the manager ask you to buy?		<input type="checkbox"/>	<input type="checkbox"/>			
41	Were you given anything?		<input type="checkbox"/>	<input type="checkbox"/>	What?		
42	What discount/concession did you receive?		<input type="checkbox"/>	<input type="checkbox"/>	How Much?		
43	Would you return to this dealership?		<input type="checkbox"/>	<input type="checkbox"/>	Why or Why Not?		
44	What impressed you most about this dealership?	Positive - Negative	<input type="checkbox"/>	<input type="checkbox"/>	Explain In Detail:		

PRICE SIMMS
Academy

