



Guest Concepts Overview



The Selling Process used by **Galpin Ford**, the #1 Volume Ford Dealer in the Nation!



Guest Concepts
Dealership: HOMETOWN MOTORS

Guest: JONES, JOHN Salesperson: SMITH, BILL

Stock #: 1234 Vehicle: 2006 FORD FUSION Deal #: 12345 N/U NEW

MSRP: 22,500.00
Price: 22,500.00
Accessories: 0.00
Doc Fee: 45.00
Sales Tax: 1,859.96
License: 208.00
Tire/Battery: 8.75
Other Fee: 0.00
Total: \$24,822.71

Trade Allow: 5,800.00
Trade Payoff: 4,241.25
Trade Equity: + 1,558.75

Status: ACTIVE
Tax Profile: 8.25
Show Price: NO

Multi-Option Target Payment Target Down

Finance Lease

Term	Rate	Rebate	Residual %	Residual Amt
60	7.90%	1,000.00		0.00

Desired Payment: 350.00

VIP Price Presentation

Term	Cash Required	3/4 Cash	1/2 Cash	1/4 Cash
FINANCE 60	4,818.00	3,813.50	2,409.00	1,304.00
Payment Difference		+ 24.45	+ 68.90	+ 73.34

- The **Guest Concepts** Desking and Presentation software
- Effective Sales Process Training
- Customer Retention and Lease Renewal Training and Strategies
- Dealership Sales Process Evaluation
- Lease Retention and Renewal Training

Mayo Automotive, Inc
(866) 529-1499 * Fax (866) 603-7125 e-mail * jerry@mayoautomotive.com
Contact us to arrange a free online demonstration of Guest Concepts today!



Guest Concepts Overview

Why Guest Concepts

For the past 12 years we have worked with hundreds of Dealers on the process of Customer retention, follow-up and BDC implementation. Guest Concepts' founder, David Krier, designed the LSI Customer Retention Software (now owned by Reynolds & Reynolds®) used in nearly 1,000 Dealerships and Business Development Centers across the U.S. and Canada including many Dealerships that are considered leaders in the automotive industry. LSI Software was the primary solution used by Ford Dealerships across the U.S. for Customer Retention, Lease Renewal, Retail Trade Cycle Management and BDC Process. During this time we noticed a couple of common threads throughout the industry.

- Salesperson turnover impacts overall Dealership closing ability
- Their best profit opportunity was usually during the first visit
- First visit closing rates in most Dealerships were less than 20%
- Most "first visit" Customers that didn't buy bought elsewhere
- Salespeople didn't do a good job on follow-up
- Business Development Centers were expensive to staff
- Real BDC returns were difficult to track

The solution: **Sell more Customers on the first visit.** When we do that our Salespeople won't have to struggle with process of trying to get their Customers back into the Dealership. Our Salespeople can now focus on Customer satisfaction and referrals.

We're not saying don't follow-up, but if some of the things we outlined above sound familiar to you and may be happening in your Dealership then the obvious next question should be "How can we do that?" We're glad you asked... First of all you need to look at the process most Dealers have used since the beginning to sell cars which puts the Customer and the Salesperson in an adversarial position. This typically involved old-style selling methods that started with the questions: "Where do you want your Payments?" and "How much did you want to put Down?" and then ultimately ended with a "4-Square" presentation which is designed to be confrontational and puts the Dealership at risk since it does not include legally required disclosures. Many Salespeople are literally intimidated by the process of presenting numbers since this is where the relationship they had built with the Customer up to that point could come crashing down around their shoulders. We all know that when the Salesperson doesn't have confidence in the numbers the likelihood of a sale decreases dramatically.

Guest Concepts provides a fresh approach to selling cars and presenting numbers. We help you teach your Salespeople not to ask the questions that will ultimately undermine the sale at the negotiation stage. The **Guest Concepts** software helps you instantly create a Customer-Friendly presentation that helps you get off of price and onto Payment and Down Payment which are the motivating factors in most Car buying decisions. Finally the presentation helps the Salesperson explain the relationship between Payment and Down Payment and helps the Salesperson get additional Down Payment because of a simple stair-stepped approach. Putting this presentation in the hands of the Salesperson has a huge impact on their confidence. The **Guest Concepts** approach will help you Sell the Customer the first time.

Mayo Automotive, Inc

(866) 529-1499 * Fax (866) 603-7125 e-mail * jerry@mayoautomotive.com

Contact us to arrange a free online demonstration of Guest Concepts today!



Guest Concepts Overview

How does Guest Concepts Software work?

Guest Concepts consists of three different customizable strategies to present numbers to the Customer.

- **Multi-Option** - This presentation provides up to three different Finance Terms, two Lease Terms and four alternatives for Down Payment. The end result is up to 20 different alternatives that can let the Customer see how different terms, programs, rates and rebates compare. The key to all of the Guest Concepts presentations is that instead of focusing on Price, we focus on Payment and Down Payment which are the driving factors in a buying decision.
- **Target Payment** - In some cases the Customer may indicate that they have a Monthly Payment "Target". We know that in many cases the amount of Down Payment required to get to this Payment is more than they anticipate. This presentation shows the Customer how much Down Payment is required to get the Payment they want but then gives them three other alternatives (3/4 Down, 1/2 Down and 1/4 Down) so the Customer can see the relationship between the numbers. This is an extremely powerful presentation since only the Payment difference is displayed. As an example to achieve the Customer's Target Payment of \$350 it may take \$4,500 Down, but putting Down \$2,250 the Monthly Payment only goes up by "+ 45.19". "Less than the cost of an inexpensive meal out and this way they are driving the vehicle they want for the whole month!" As you can imagine, this is very effective.
- **Target Down** - In some cases the Customer may indicate that they have a Down Payment "Target". We know that in many cases the Monthly Payment required to get to this Down Payment is more than they anticipate. This presentation shows the Customer the Monthly Down Payment required to get that Down Payment but then gives them three other alternatives (if the Target Down is \$2,000 or less alternatives based upon increments of \$500 additional Down or \$1,000 increments if the Target Down is greater than \$2,000) so the Customer can see the relationship between the numbers.

This process focuses on Monthly Payment and Down Payment which are the primary factors in most buying decisions. Since the focus is not on Price, profits tend to be higher.

"We have made more 'full list' deals than ever before... A lot of our Customers simply circle one of the alternatives and the deal is done"

Mayo Automotive, Inc
(866) 529-1499 * Fax (866) 603-7125 e-mail * jerry@mayoautomotive.com
Contact us to arrange a free online demonstration of Guest Concepts today!



Guest Concepts Overview

The Guest Concepts Selling Process

- **Increases Salesperson Confidence**

If the Salesperson stumbles during the process of initially presenting numbers to the Customer the likelihood of a positive outcome decreases dramatically. The Guest Concepts presentation provides a "Confidence Tool" for the Salespeople since it provides a simple, non-threatening way for them to start the Deal.

- **Raises Gross Averages**

The *Guest Concepts* presentations focus on Payment and Down Payment rather than Price. Payment and Down Payment are typically the driving factors in the buying decision and presenting them in the right way can dramatically impact Gross Profits. Dealers tell us that in many cases the Customer simply circles the Payment/Down Payment combination they want and Price is not an issue.

- **Increases Down Payments**

The presentation provides an easy way for the Salespeople to introduce the concept of additional Down Payment. This not only reduces Monthly Payments it also increases the quality of the paper you send to your finance providers.

- **Improves Close Rates**

The *Guest Concepts* presentations help increase Down Payments since they provide an easy way for the Salesperson to introduce the benefits. The presentations help the Customer understand the impact of Down Payment and the relationship it has on Monthly Payments.

- **Higher CSI Scores**

Because the *Guest Concepts* presentations are interactive and non-confrontational they reduce the stress that can occur during the negotiation process. The ultimate result is happier Customers, more referrals and higher CSI ratings.

- **Web Based – Accessible from anywhere**

Guest Concepts software utilizes a web-based, secure database that allows the Dealer to access the solution from any computer with an internet connection. This eliminates the need for complex network configurations and allows multiple Managers and authorized Salespeople to share access.

- **Works with both Negotiated Price and One Price operations**

The beauty of this process is that it works just as well with one-price operations (i.e. Saturn Stores) as it does with Dealerships that utilize a negotiated price process.

- **Single Dealership or Enterprise installations available**

The *Guest Concepts* software is designed to handle either a single Dealership or an Enterprise consisting of multiple Dealerships. The software is easily configured to provide access as either a user or administrator to either specified Dealerships or all of the Dealerships in the Enterprise.

Mayo Automotive, Inc
(866) 529-1499 * Fax (866) 603-7125 e-mail * jerry@mayoautomotive.com
Contact us to arrange a free online demonstration of Guest Concepts today!



Guest Concepts Overview

What's involved in a Guest Concepts installation?

Fortunately, this is not a complex process, but it is important that everybody is on board and that everybody understands their role.

One of the keys to a successful implementation is to make sure your Salespeople are saying the right things and not unintentionally undermining the negotiation process. We spend a day with your Salespeople working with them, role playing and helping them understand what to say and why. We also want them to understand how to correctly present the numbers.

We spend time with each Manager individually, getting them comfortable with the software, the various types of presentations and how to effectively determine which presentation to make in which scenario. Finally we go over the process of running reports that help the person that is responsible for monitoring the sales process in the Dealership determine how effectively the tools are being used.

Dealers see results immediately, and tell us that they notice the increase in their Closing ratios and Gross Profits before we leave the Dealership.

We find that it is very important that we also setup quarterly ongoing maintenance training to train new Salespeople, refocus existing Salespeople and to resolve any questions or challenges either they or their Managers may encounter. We also want to make sure everybody understands and is utilizing new features and strategies we develop. This is typically a one day visit. Dealers tell us that they always see an impact on their Closing Ratios and Grosses after these visits since they get refocused and reenergized.

Mayo Automotive, Inc
(866) 529-1499 * Fax (866) 603-7125 e-mail * jerry@mayoautomotive.com
Contact us to arrange a free online demonstration of Guest Concepts today!