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## LESSON 7: CONVERSATION IS NOT COMPREHENSION

We usually don't know much about our customers. We don't know their needs, have much time to explore their driving habits, or their ownership goals. So, we often end up wondering what we can SELL them as opposed to understanding their actual situation.

Maybe we subscribe to the 300% rule, offering them everything, hoping that they'll bite on something.

In short, we guess. Why?

**#1 reason: We fear we will kill the deal by taking too long.**

**#2 reason: We fear engaging in conversation - We may look uninformed on our products.**

**#3 reason: We skip trying to understand people, because it's just easier to offer everything.**

Unfortunately, the more we guess, the more likely it is that we will be wrong. If our goal is really about helping our customers have **The Best Ownership Experience™**, then we have the right, and the obligation, not to simply guess.

We often mistake *conversation* with *comprehension*.



We assume that because we understand what something means to us, that it must mean the same to everyone else, too.

To avoid guessing, we need to listen carefully to the words and phrases our customers use, and then ask them what those words and phrases mean to them. In other words, clarify.



Here is an example of a pattern I like to use to clarify information with somebody:

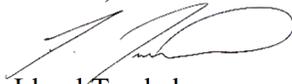
**Customer:** *"I don't want a high interest rate"*

**F&I:** *"If I asked 10 different people what they considered high; I'd get 10 different answers. May I ask what high means to you?"*

**Customer:** *"I don't know, probably \_\_\_%...", "My bank/credit union offers \_\_\_%..." or "I didn't want to pay over \_\_\_%"*

Sometimes, when we ask the customer to clarify their words, we learn something that we didn't expect, and that something can be even more valuable than we anticipated.

Be well,



Lloyd Trushel

**Let's talk F&I...**

Call or Text Me at:

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For more information like this, please check out my book, **The Art of F&I** available everywhere.