

Needs Assessment Word Tracks

Preview the process and ask permission

It's important to take your cue from the customer, so the next step is to preview the process and ask permission to proceed.

- Tell the customer what you heard and suggest one or two ways to get started
- Then let the customer choose or confirm your suggestion
 - Gives customer control of the process

"It sounds like you're pretty sure you want a Sonata Limited."

When customer knows the car:

- 1. Tell the customer what you heard**
- 2. Suggest one or two ways to get started**
 - Let the customer choose or confirm your suggestion
- 3. Learn what you can, but don't waste the customer's time:**
 - Acknowledge the customer's efforts
 - Ask what they've learned so far
 - Be upfront about why you're asking

"Okay. I'm sure you've done a lot of homework to come up with that particular car."

- 4. Always leave the customer in control**

"Shall we walk around the Sonatas here on the lot, or would you like me to check the computer for exactly what we have?"

"Could you tell me how you landed on it so I don't cover anything you already know?"

When customer is not sure of the car:

"So you need a smaller car, but you're not sure how small to go."

- 1. Tell the customer what you heard**
- 2. Suggest one or two ways to get started**
 - Let the customer choose or confirm your suggestion

"How about you try a few on for size here in the showroom and then test-drive the ones that feel right to you?"

"What are you driving right now? What makes it seem too big?"

- 3. Use the customer's reference point**
- 4. Ask questions that help narrow down the customer's choice**

"Are you looking for basic transportation or something with a little more equipment?"