DON’T GIVE UP! FOLLOW UP UNSOLD CUSTOMERS.

You have delivered an excellent extended service plan, well planned and enthusiastic and you have overcome objections calmly and professionally but your customer still doesn’t buy. In many cases, the reasons that your customer is saying “no” are simple and totally unrelated to your presentation; your customer is simply tired, hungry, stressed, agitated, overwhelmed or just feels that they have spent enough money for today. If you give up after your initial presentation, you are walking away from a large number of potential extended service plan sales.

If, in your dealership you first meet the customer for the turnover at the time of vehicle sale, and delivery of the vehicle is the following day (or later), try re-introducing the extended service plan at time of vehicle delivery. Print up two sets of finance or lease agreement and accompanying paperwork. The first set is the agreement exactly as agreed at time of the first turnover. Print a second set that includes an appropriate extended service plan - the one you suggested. When your customer picks up their new vehicle, re-introduce the extended service plan in a very low key, customer-friendly manner. Here’s an example; “Mr. Smith, I've taken the liberty of printing up two agreements. The first one is exactly what we discussed and agreed upon in my office last night. The second agreement includes the extended service plan. You see, I often find that when I first meet a customer they are often a little tired, stressed or even overwhelmed with the time and energy spent in buying their new vehicle. They are sometimes not in the state of mind to consider important decisions like an extended service plan. Yet after many of our customers get a good night sleep, talk to family member, friends or neighbours or do some of their own independent research, they change their mind. We think that our customers should have the option to change their mind before vehicle delivery and that the decision to include the coverage should be yours, not ours. We just wanted to make sure that you had this one last opportunity to include the extended service plan in your vehicle payment. As you can see, it adds very little to your payment. Would you like to go with last night’s agreement or the one prepared fresh today?”

Your customer may have in fact thought carefully about the information you presented during your initial turnover. They may have talked to a family member or done some research pertaining to an extended service plan. They may have come to the conclusion that it is a smart investment. Furthermore, your customer is usually excited and in a great mood when they’re picking up their new vehicle. Customers will often say “yes” to spending more when they’re rested, happy and excited. Give them another opportunity to say “yes”.

Here’s another great little idea. Within 30 days of vehicle delivery send all customers who didn’t purchase an extended service plan a letter that offers a limited time savings on the purchase after the fact. The letter might read: Dear Mr. Smith, enclosed is a savings voucher for $100 that can be applied to the purchase price of an extended service plan for the next 30
days. We are committed to our customers and want to encourage the purchase of an extended service plan because of the outstanding value and benefits our plans provide.

Once again, with this type of letter, you are giving your customer an opportunity, and in this case and incentive to reconsider investing in a plan.

I'm Chris Schulthies. See you next time for another Success Tip.