



HYUNDAI



2025 HYUNDAI SANTA FE

Steele South Loop Hyundai

Address: 8811 Lakes At 610 Dr Houston, TX 77054

Sales Hours: 9AM – 8PM

Service Department: Opens at 7 AM

Phone: 346-436-8475

Websites: www.steelesouthloophyundai.com

www.houstonsupercenter.com

Facebook.com/SteeleSouthLoopHyundai

Instagram.com/SteeleSouthLoopHyundai





WELCOME TO STEELE SOUTH LOOP HYUNDAI	PG. 2
WHO OWNS STEELE AUTO GROUP?	PG. 3
STEPS TO THE SALE AT A GLANCE	PG. 4
MEET AND GREET / FACT FINDING	PG. 5
VEHICLE SELECTION/PRESENTATION	PG.6
VEHICLE WALK-A-ROUND	PG. 7
FEATURE-ADVANTAGE-BENEFIT (FAB)	PG. 8
DEMO DRIVE ROUTE	PG. 9
ADDENDUM	PG. 10 & 11
HYUNDAI WARRANTY	PG. 12 & 13
TRADE EVALUATION	PG. 14
TOUR DEALERSHIP & DEAL WRITE UP	PG. 15
NEGOTIATE AND CLOSE & T.O. TO FINANCE	PG. 16
VEHICLE DELIVERY	PG. 17
DELIVERY PROTOCOL	PG. 18
TEAM STANDARDS	PG. 19
SAMPLE PHONE SCRIPT INCOMING	PG. 21 & 22
BUILDING YOUR OWN BUSINESS	PG. 23
FACEBOOK MARKET PLACE	PG. 24
MEDIA CONTENT TRAINING	PG. 25 - 27
CREATING CONTENT & CREATORS TO FOLLOW	PG. 28 - 30
DAILY TASK	PG. 31
REFERENCES TO HELP VERIFY EMPLOYMENT	PG. 32
WE WORK FOR REFERRALS	PG. 33

Do you know about the Amazon and Hyundai partnership? Amazon launched Amazon Auto, an online car dealership. This platform allows customers in 48 U.S. cities to browse, order, finance, and arrange delivery of Hyundai vehicles directly through Amazon's website. This initiative aims to simplify the car-buying process and make it more convenient for customers.

WELCOME TO STEELE SOUTH LOOP HYUNDAI

First of all, if you are holding this training manual in your hands, then you have been carefully chosen by my management staff to become a member of an elite sales team and, therefore, a part of something special.

"Change is inevitable, growth is optional."

— John C. Maxwell

My management team has over 125 years of combined experience in automotive sales and is committed to developing the next generation of superstars. They work for you. I empower them to provide structure, accountability, enforce policies and procedures, but most importantly, they are here to serve you.



Gregg Stegman & Brett Mann

Making this investment in you will not guarantee your success unless you also invest in yourself. Listen to the management team, show up on time, stay coachable, collaborate well with others, stay hungry, and put in the work.

This business is not for the weak or the faint of heart. Eat, sleep, and breathe this, and it will make you a lot of money!

Now, if starting a career in automotive sales doesn't have you excited, or you are unwilling to learn, put this manual down immediately before you hurt yourself. Then, go work for another auto group that offers no support, bad culture, no process, poor management, and no training manual.

"Be an active participant in your own rescue mission."

— Author Unknown

Welcome to the Steele Family!

Congratulations again,

Gregg Stegman

Gregg Stegman
General Manager
Mobile: 832-359-2007
<https://www.facebook.com/gregg.stegman>

Brett Mann
Used Car Director
Mobile: 832-527-0481

Michael IZard
New Car Sales Director
Mobile: 713-380-6706

WHO OWNS STEELE AUTO GROUP?



Billionaire Rob Steele

Rob Steele, CEO of Steele Auto Group, has grown the company into the fifth-largest auto group in Canada, with over 50 dealerships and thousands of employees. As the son of legendary entrepreneur Harry Steele, Rob took an unconventional route, joining his father's company, New Cap Inc., only at the age of 40 after forging his own path and perspective.

Since then, Rob has driven Steele Auto Group to new heights through innovation, exceptional customer service, and a commitment to community. His leadership emphasizes empowerment and growth, turning the company into a powerhouse while also making a significant philanthropic impact. Rob's journey is a testament to perseverance, vision, and creating success on his own terms.



About Steele Auto Group:

The Steele Auto Group, consistently designated as one of Canada's Best Managed Companies, is one of the most diversified groups of automobile dealerships in Atlantic Canada. The group is currently comprised of 56 new car dealerships in Canada, 7 used car dealerships, 3 Powerhouse Equipment stores and 8 collision centers, and is headquartered in Dartmouth, NS. Steele Auto Group has now moved into the US market and own 8 new car dealerships in Texas: Houston, San Antonio, Gonzalez, Lulling, Waco, Round Rock, and Kyle, Texas.

The Group consists of over 2,200 employees and prides itself on pursuing new, innovative, and more transparent ways of connecting with its customers. Steele Auto Group is heavily involved with, and supports the communities it operates in, while maintaining partnership initiatives that support mental health, sick children, and families in need. Steele Auto is your trusted destination for everything auto

STEPS TO THE SALE AT A GLANCE

Step 1: Meet & Greet

Welcome the customer and build excitement. Ask control questions and gain control of the conversation. (Welcome to _____ my name is _____ and your name is? Write down their name to show you care. DO NOT HAND THEM

A BUSINESS CARD

Step 2: Fact Finding and Building Rapport

Establish common ground and create urgency. Ask questions about family, occupation, recreation, and motivation. Use a trial close to gauge their interest. Where you finance it?

Step 3: Select Vehicle

Determine the customer's wants, needs, and desires. Match them to the right vehicle. (Use A.I. for help if no manager is available)

Step 4: Vehicle Presentation - Walk-Around

Show the customer the features, functions, and benefits of the vehicle. Build value and address their hot buttons. Go over DEALERSHIP PACKAGE. Use power listening techniques and trial closes.

Step 5: Demonstration Drive Take the customer for a test drive Exceed their expectations and use another trial close.

Step 6: Drive the Trade & Trade payoff

Enthusiastically walk-around trade with customer (We need this trade) Inspect the customer's trade-in and secure a payoff.

Step 7: Tour of the Dealership

show them around the dealership. Introduction to Departments:

Introduce the customer to various dealership departments and personnel: Service, Parts, Body shop, Cashier, Waiting area, Restrooms. Show them the free drink and snack area.

Step 8: Deal Write-up

Present the numbers to the customer and use a trial close before closing the deal. Exceed their expectations and under-promise over-deliver. (If they can do that GREAT if not I will get you right outta hear – is that fair enough?)

Step 9: Negotiate and Close

Work with the customer to reach an agreed number. Get a signed commitment to buy at the agreed-upon terms.

Step 10: Turn to Finance

Transition to the finance department and discuss financial products and services. Set up for warranty. (I don't care what you buy today they all have one thing in common)

Step 11: Delivery Process

Ask for referrals and online reviews at the time of delivery. Send a thank-you card and make a 24-hour follow-up call.

Following these steps will help you build trust with your customers and increase your chances of making a sale. Remember to focus on the customer's needs and exceed their expectations at every step of the process.

1. Meet and Greet

Within 60 seconds: Approach the customer promptly.

Engagement: Smile, make eye contact, and shake hands with every member of the group. Repeat and remember their names.

Initial Questions:

- What brought you in today?
- Are you here to see someone?
- Do you have an appointment?
- Are you here because of a promotion?

Respect Their Time: "We respect your time and aim to make this process as quick and informative as possible."

Invitation Inside: "Let's head inside to start gathering some information and building rapport."

Refreshments: Offer a drink once inside. (bottle water is in fridge in coffee area)

2. Fact Finding and Building Rapport

Gratitude: "Thank you for allowing me to assist you with your shopping today."

Use Guest Sheet: Follow the guide to gather information.

Open-Ended Questions Ask about:

- Family info
- Hobbies
- Drivers in the household
- Where they work and live
- Trade-in information
- Time available today
- Purchase timeframe
- What's important in their new vehicle
- How the vehicle will be used

Hand Over Information: Complete the guest sheet and hand it to the sales manager. Scan the driver's license and insurance.

Introduction: Introduce the customer to the sales manager.

3. Vehicle Selection

Choose a Vehicle: Select a vehicle that matches their needs, wants, and budget.

Alternative Options: If the exact vehicle is not available, find one with similar features.

Utilize Showroom Pro:

Assist the customer in selecting a vehicle.

Enhance the explanation of vehicle features and benefits.

Use during the negotiation process to fill downtime and provide more information about the selected vehicle.

Engagement Tools: Use the showroom pro tool while getting prices and payments from the sales desk, ensuring the customer remains engaged and informed.

4. Vehicle Presentation

Full Walk-Around: Perform a comprehensive walk-around for each client, regardless of whether they've seen the car elsewhere. Cutting corners here can result in losing the sale to another manufacturer.

Preparation:

- Pull the vehicle off-line.
- Start the engine to let the AC cool the interior.
- Turn off the vehicle and take the keys with you when stepping away.

Duration: The walk-around should take a minimum of 20 to 25 minutes, depending on client interest and interaction.

Discussion Points:

- Desired features.
- Likes and dislikes about their current vehicle.
- Features they wish their current vehicle had.

Tailored Language: Focus on discussing features they are interested in and avoid lengthy talks about things they don't care about.

Sales Steps: Follow the feature-advantage-benefit (FAB) selling steps.

- Walk-Around Process:
- Start at the manufacturer's sticker.
- Move to the front/hood of the vehicle.
- Work your way down the driver's side.
- Finish at the passenger seat.
- Go over advantage package as you do this

Interior Features:

- Have the customer sit in the passenger seat.
- You sit in the driver's seat.
- Go over the interior features in detail.

FIVE POINT PRODUCT PRESENTATION

TIME SPENT WITH BUYER "OBLIGATES" CUSTOMER TO THE SALESPERSON

CONTROL POINT 1

Front-hood
grille-engine
chrome-accent
safety-bumper
fenders-glass

BENEFITS:

economy
durability
performance

CONTROL POINT 2

Right side: styling
windows and glass areas
easy access-interior colors
fabrics-carpeting
classic styling-paint
safety features-headroom
shoulder room safety locks
unitized construction

BENEFITS:

styling
beauty
comfort
luxury
safety
higher resale value

CONTROL POINT 3

Rear trunk space
easy loading
rust proofing
rear bumper
cargo space
location of spare tire

BENEFITS:

safety
convenience

THIS IS A WALK-A-ROUND GUIDE FOR ANY USED VEHICLE - IF NEW ADD THOSE FEATURES - CHECK WITH MANAGER



CONTROL POINT 4

Review equipment and accessories and ask. "Now is this basically the way you want your car equipped?" WATCH for your buyer's reaction and response.

**YOU DRIVE OFF LOT
DO NOT ALLOW
BUYERS RIDE ALONE**

CONTROL POINT 5

driver's compartment
instrument cluster
controls-comfort
leg room insulation
ease of entrance
Convenience of pedals

BENEFITS:

comfort
beauty
safety
performance

Feature-Advantage-Benefit (FAB) Selling Steps on a Vehicle

1. Identify Features

Definition: Features are the specific characteristics of the vehicle.

Examples:

- Size: "This SUV has a spacious interior."
- Color: "This model is available in a sleek metallic blue."
- Design: "The car has a modern, aerodynamic design."

2. Determine Advantages

Definition: Advantages are the positive outcomes that the features provide.

Examples:

- Size: "The spacious interior provides ample legroom and cargo space."
- Color: "The metallic blue finish is not only stylish but also highly durable and resistant to fading."
- Design: "The aerodynamic design enhances fuel efficiency and reduces wind noise."

3. Articulate the Benefits

Definition: Benefits are the specific gains the customer achieves from the advantages.

Examples:

- Size: "You'll enjoy comfortable family trips with plenty of room for everyone and everything you need to bring along."
- Color: "You'll drive a vehicle that looks great for years to come with minimal maintenance."
- Design: "You'll save money on fuel and enjoy a quieter, more enjoyable ride."

Applying FAB Selling Steps in a Vehicle Walk-Around

Example ... Feature - Backup Camera

1. Feature: "This car is equipped with a backup camera."
2. Advantage: "The backup camera provides a clear view of what's behind you when reversing."
3. Benefit: "You'll find parking easier and safer, reducing the risk of accidents and damage to your vehicle."

Example... Feature - Infotainment System

1. Feature: "The car features a state-of-the-art infotainment system with a touchscreen interface."
2. Advantage: "The infotainment system allows you to easily access navigation, music, and hands-free calls."
3. Benefit: "You'll enjoy a more convenient and enjoyable driving experience, staying connected and entertained without distractions."

By using the FAB selling steps, you can effectively communicate the value of any vehicle to the customer, making the features relevant to their specific needs and desires.

 **KONA ELECTRIC**



www.steelesouthloophyundai.com



This addendum has been added by the dealer not the manufacturer to reflect any additional items added or services performed. This is not an authorized factory sticker.

2024 N LINE
DEALER ADDED ITEMS

An **addendum** at a dealership refers to an additional document or sticker attached to a vehicle's window sticker (also known as the Monroney sticker). This document lists any dealership-added products, services, or adjustments to the vehicle's price. Addendums are a common practice in the automotive industry, and their purpose is to reflect additional value or costs beyond the manufacturer's suggested retail price (MSRP).

What Does Steele Addendum Include?

- CLEAR SHIELD PACKAGE..... \$495.00**
 - Protects door edges from dings and chips
 - Protects door handles from scratches
- RESISTALL 360 \$895.00**
 - Graphene and ceramic paint protection
 - Interior fabric/carpet protection
 - Interior leather/vinyl protection

STOCK #: ABC123
VIN #: WWWWHR7AN8ME012871
MSRP: **\$36,650.00**

- WINDOW TINT\$390.00**
- TEMPERED GLASS SCREEN PROTECTOR\$215.00**
- TOTAL \$1,995.00**

CLEAR SHIELD PACKAGE™:	\$495.00
•Protects Door Edges From Dings & Chips •Protects Door Handles From Scratches* *if applicable	
RESISTALL 360:	\$895.00
•Graphene + Ceramic Paint Protection •Interior Fabric/Carpet Protection •Interior Leather/Vinyl Protection	
WINDOW TINT:	\$390.00
TEMPERED GLASS SCREEN PROTECTOR:	\$215.00
TOTAL:	\$1,995.00
 TOTAL PRICE* \$38,645.00	
NOT THE MANUFACTURER'S SUGGESTED RETAIL PRICE.	
* Price excludes government fees and taxes, any finance charges, any dealer document processing charge, any electronic filing charge and emission testing charge.	
TO REORDER ADDENDUM LABELS PLEASE EMAIL: tag@theadendumguys.com	

NOTES

Hyundai Warranty Coverage Overview

Bumper-to-Bumper Limited Warranty: 5 Years/60,000 Miles

Hyundai's bumper-to-bumper warranty covers defects in materials and workmanship for five years or 60,000 miles, whichever comes first. This includes exterior, interior, electronic, and chassis components but excludes paint and battery, which are covered for three years or 36,000 miles. Basic service adjustments and parts are covered for the first year or 12,000 miles. Routine maintenance services like oil changes, wiper blades, and filters are not included. Modifications or damage may void coverage.



Gasoline Powertrain Warranty: 10 Years/100,000 Miles

This warranty covers the engine, transmission, and related components for 10 years or 100,000 miles for the original owner. Parts like gears, seals, and bearings are included, while wear items like spark plugs are excluded. Subsequent owners receive the remaining bumper-to-bumper warranty instead of the full powertrain coverage.

Hybrid and Electric Powertrain Warranty: 10 Years/100,000 Miles

Hyundai's hybrid, plug-in hybrid, and all-electric vehicles come with the same 10-year/100,000-mile powertrain warranty as gas-powered vehicles. It includes coverage for electric motors, charging hardware, and batteries. Hyundai guarantees that batteries will retain at least 70% of their original capacity during the warranty period.

Anti-Perforation Warranty: 7 Years/Unlimited Miles

This warranty protects against rust holes due to workmanship defects for seven years, regardless of mileage. Cosmetic rust is covered for three years or 36,000 miles. Repairs must meet Hyundai's standards and use approved anti-corrosion materials.

Roadside Assistance: 5 Years/Unlimited Miles

Hyundai provides 24/7 roadside assistance for five years, covering services like jump starts, flat tire changes, and towing to a Hyundai service center. If issues occur more than 150 miles from home, reimbursement for lodging or transportation may be available. Off-road incidents and crashes are excluded.

Complimentary Maintenance: 3 Years/36,000 Miles

Hyundai offers complimentary maintenance for three years or 36,000 miles, including services like oil changes and tire rotations. This ensures vehicles remain in peak condition and sets Hyundai apart from other non-luxury automakers.



Hyundai Certified Pre-Owned (CPO) Program Overview

Hyundai's Certified Pre-Owned program ensures that used Hyundai vehicles meet stringent quality and reliability standards. To qualify as a Hyundai CPO vehicle, the following criteria must be met:

Certification Requirements:

Mileage: Must have fewer than 80,000 miles.

Model Year: Must be no more than six model years old.

CARFAX Vehicle History Report: Must have a clean title with no frame damage or total loss accidents, verified by a detailed CARFAX report.

173-Point Inspection: Must pass a comprehensive inspection conducted by an authorized Hyundai technician.

Repairs: Any vehicle failing inspection is reconditioned by a certified Hyundai technician to meet CPO standards.

Limited Warranty Coverage:

Comprehensive Warranty: 5 years/60,000 miles.

Powertrain Warranty: 10 years/100,000 miles.

HEV/PHEV/EV Battery Warranty: 10 years/100,000 miles.

Additional Coverage:

Powertrain (Short-Term): 90 days/5,000 miles.

HEV/PHEV Battery: Extended to 10 years/100,000 miles.

Hyundai's CPO program provides peace of mind for buyers, offering a combination of rigorous inspections and robust warranty protections. This program ensures that certified vehicles deliver both quality and long-term reliability.

NOTES

6. Trade Evaluation

1. Parking the New Vehicle:

- Park the vehicle they are buying.
- Go inside to your office and start filling out the trade information on the back of the guest sheet. Ensure it is filled out completely.

2. Customer Involvement:

- Invite the customer to join you in evaluating their car: "Mr./Ms. Customer, now that you have had the opportunity to drive your new vehicle, let's take a look at the one you are selling to us."
- Have the customer involved in the process by asking them to redeem miles and release the hood and trunk.

3. Detailed Inspection:

- Start under the hood, then move down the driver's side, walking around the entire vehicle, opening doors, and checking the trunk.
- As you walk around, touch any dents or scratches and quickly feel the tires.
- Ask the customer:
 - Are you the first owner?
 - Do you have maintenance books?
 - Has it ever been in an accident or repainted?
 - Has it ever been in water?
 - Is the Carfax clean?

4. Interior and Controls Check:

- End up in the driver's seat.
- Start the car and check all the controls, including power seats, windows, locks, navigation, etc.
- Record the VIN number, mileage, and etch number before going back inside.

5. Trade Comparison Documents:

- Have the preowned manager print out trade comparison documents. MMR or NADA via V-AUTO

NOTES

7. Tour of the Dealership

1. Introduction to Departments:

Introduce the customer to various dealership departments and personnel:

- Service
- Parts
- Body shop
- Cashier
- Waiting area
- Restrooms

2. Amenities:

- Show them the free drink and snack area.
- Optionally, meet a service advisor and go over service hours.
- Highlight that the dealership employs more ASE and master technicians than any store in the city.

8. Deal Write-Up

1. Seating and Refreshments:

- Have the client take a seat in your office.
- Offer them a glass of water or any other refreshment.

2. Appreciation and Explanation:

Express appreciation: "I really appreciate the time you have spent with us so far."

- Introduce and explain any addendums
- Reiterate what they were looking for in a vehicle.

3. CRM and Commitment:

- Complete all information in the client relationship management (CRM) system.
- Ask for a buying commitment: "To ensure we can finalize this deal today, could you provide the figures we need to proceed?"

4. Vehicle Availability Check:

- Excuse yourself and inform them: "I am going to check to make sure the vehicle is still available."

NOTES

9. Negotiate and Close

1. Present the Offer:

- Show the customer the computer-generated offer to purchase/sales menu provided by your manager.
- Clearly present the numbers and details of the offer.

2. Explain Terms and Options:

- Discuss the benefits of shorter-term financing and the advantages of putting cash down.
- Offer leasing as an alternative option for all new vehicles.

3. Secure Agreement:

- Work with the customer to reach an agreed number.
- Get a signed commitment to buy at the agreed-upon terms.

10. Turn to Finance

1. Sales Manager's Role:

- The sales manager will take the completed deal to the finance manager.
- Ensure the buyer's order is filled out correctly with the VIN from the actual vehicle and accurate miles (do not rely on stickers).

2. Vehicle Preparation:

- Excuse yourself to take the car to the wash bay/detail.
- Use this time to complete 2/3 of the delivery checklist.

3. Service and Appointment Setting:

- Go over the vehicle's manuals and service books.
- Set the first service appointment, ideally with the service advisor who greeted you on the service drive.

4. Dealership Tour:

- Take the customer back to the service department.
- Introduce them to the parts department, drive manager, parts counterperson, and their service advisor.

5. Finance Preparation:

- By this time, the finance department should be nearly ready to finalize the deal.
- Stay with the customers unless you are taking the car to detail. Ensure they are not left alone during this process.

Summary

Following these structured steps ensures a smooth and professional experience for the customer, from initial contact through to finalizing the deal. This thorough process helps build trust, addresses all customer needs, and increases the likelihood of a successful sale and long-term customer satisfaction.

11. Vehicle Delivery

1. Vehicle Inspection and Preparation:

Inspect the vehicle to ensure it is clean and undamaged before bringing it to the front.

- Top off the gas tank to ensure a full tank.
- Park the trade-in vehicle next to the new car.
- Set the presets on the new vehicle to match those of the old one.

2. Technology Setup: <https://owners.hyundaiusa.com/>

- Bluelink® Connected Car Services: Bluelink® is Hyundai's dynamic, connected car technology system that offers features such as remote start, lock/unlock, and maintenance alerts. While primarily focused on vehicle operation and maintenance, Bluelink® enhances the overall ownership experience by keeping customers connected to their vehicles.

3. Documentation and Communication:

- Print the delivery checklist.
- Send OS (Owner Satisfaction) plus emails to the customer.
- Have the customer sign the delivery checklist, stating they have inspected the vehicle and agree it is clean and free of damage. Explain this is necessary as the dealership is not responsible for damages post-delivery.

4. Completion and Final Inspection:

- The sales manager will ensure the delivery checklist is complete and signed.
- Only after the sales manager's inspection is complete, will you receive your sold tag to attach to the rear license plate bracket before the customer departs the dealership.

5. Service Appointment:

- If not done while waiting for Finance, take the customer back to Service.
- Reintroduce them to their service advisor, ideally the one who greeted them initially.
- Set the first service appointment and log it in the appointment log at the Service cashier station.

6. Additional Walk-Around:

- Offer to do another walk-around when the customer returns to get their plates.

7. Referral Process:

- Fill out a referral sheet and inform the customer that if they enjoyed their experience, to please refer their friends and coworkers.

8. Delivery Protocol:

- If the vehicle is a spot delivery, ensure it is clean, free of damage, and has at least a quarter tank of gas.
- Explain to the customer that they will receive a full tank of gas upon final delivery.
- A manager must approve the spot delivery.

9. Vehicle Function Overview:

- Spend 10 to 15 minutes going over key functions of the vehicle, including but not limited to:
 - *Power seating position*
 - *Telescopic steering*
 - *Bluetooth connectivity/Uconnect*
 - *Pairing of mobile devices*
 - *Setting radio station preferences*
 - *Navigation system settings*
 - *Power mirror settings*
 - *Keyless entry*
 - *Cruise control*
 - *All other standard operations*

10. Full Feature Explanation:

- Provide a comprehensive explanation of all vehicle features upon final delivery.
- Over-The-Air (OTA) Software Updates: Hyundai provides OTA software updates to ensure that vehicles are equipped with the latest software advancements. This feature allows customers to receive updates directly to their vehicles wirelessly, enhancing functionality and performance over time

11. Post-Delivery Support:

- Invite the customer to call if they have any additional issues or concerns.

12. Follow Up

- 1st contact with customer should be within two hours after customer has taken a delivery to ensure their first drive went well, and that everything is setup to their liking.
- 2nd follow up must occur within 48 hours or two business days from delivery via their preferred method of contact.
- Ask how they are enjoying their new vehicle.
- Ask if they have any additional questions.
- Reiterate, your offer to do a second walk around.
- Ask if anyone has mentioned, they are in the market and offered to treat their potential referral as you treated them referred to your referral sheet
- Do a video for this follow up and send it out via there preferred method of contact

Team Standards

Team Standards refer to a set of expectations or guidelines that a team follows to achieve a common goal. These standards may include expectations for communication, behavior, performance, and productivity. They help to establish a shared understanding of what is expected from team members and how they should work together to achieve their objectives. Team standards also promote accountability and responsibility among team members, as they hold each other accountable to meet the established expectations. Ultimately, team standards contribute to the success of the team and the organization as a whole.

- 1. Be on Time:** Be at the right place at the right time, fully prepared to sell cars.
- 2. Honor Your Commitments:** Follow through on your promises, even after the initial motivation has faded. Under promise and overdeliver.
- 3. Reputation is Key:** Maintain a positive reputation among your peers and potential customers.
- 4. Be Supportive:** Trust your manager and avoid blaming others. Take accountability for your actions. You're not being supportive if you think everyone is a wrong.
- 5. Follow the Sales Process:** Stick to the sales process and avoid making things up. Be clear and concise in your communication.
- 6. Strive for Excellence:** Give your best and perform to the highest standards before, during, and after each sale.
- 7. Be a Great Listener:** Practice active listening and ask relevant questions to better understand the customer's needs.
- 8. Practice Makes Perfect:** Repetition leads to mastery.
- 9. Enjoy the Process:** Have fun while selling cars and making money!
- 10. Maintain a Positive Attitude:** Keep a positive attitude even in challenging situations to create a better customer experience.
- 11. Continuous Improvement:** Always look for ways to improve yourself and your sales skills to better serve your customers and increase sales.
- 12. Honesty and Integrity:** Always be truthful and act with integrity in all interactions with customers and colleagues.

NOTES

Sample Phone Script Incoming

Hello, thank you for calling! Are you calling about our BIG Sale? (pause for response)
Congratulations, you couldn't have called at a better time. Can you please let me know which vehicle you are interested in? Is it the red one, the black one, or the white one? (pause for response)

With everything going on right now, I'm not sure if that vehicle is available. May I ask if you're calling from home, work, or cell? (pause for response)

Great, before we proceed, can I have your name and phone number in case we get disconnected? (pause for response) I'll put you on hold for 30 seconds to check if the vehicle is still available.

Response 1: Mr./Mrs. _____, that's great news! The vehicle is still available. How soon can you come down here? (pause for response)

Response 2: Mr./Mrs. _____, that vehicle has been sold. However, I have some other great vehicles that are not yet listed on our website or social media. Can you come down to the dealership to take a look? (pause for response)

If you'd like to set an appointment, please have a pen ready. My name is _____ (spell out your name), and my personal cell number is _____. When you get here, ask for me, and if they can't find me, call me on my cell. I know exactly where the vehicle is parked.

(Optional phrases to consider):

- A) If someone buys the vehicle before you arrive, I'll give you a call to let you know.
- B) We won't give you the runaround - things are busy, but there won't be any red tape.
- C) If you're setting an appointment, would 10 AM or 11 AM work better for you?

If you'd like to set an appointment for another day and time, please have a pen ready. Do you know where our showroom is located? Great! Ask for me when you get here, and if they can't find me, call or text me on my cell. I have you down for Monday at 2 PM. My name is _____ (spell out your name), and my personal cell number is _____.

Don't try to sell the car over the phone – the only thing you can sell is the appointment.
Outgoing Phone Script

Hi, this is [Your Name] from [Your Dealership]. Are you giving your customers a reason to return your voicemail or text?

Here are three types of follow-up calls that won't work:

1. The "check-in" call. Asking if they've made a decision or checked with their spouse is not effective because it doesn't address the customer's real objection.
2. The "bigger discount" call. Calling a customer to talk about price will only make the price go down, and you should have already given them the best price in the showroom.
3. The "do you need more information?" call. You should already know what information the customer needs.

To address the customer's objection, you must first know what it is. That's why it's important to qualify a customer when they arrive on the lot. Ask qualifying questions in an easy conversation style, such as:

- When are you planning to purchase?
- Why do you need a new vehicle?
- Do you know your current vehicle's trade-in value?
- Why do you like this vehicle?
- Which features are most important to you?
- What's your color preference?
- How many miles do you drive per year?
- What's your budget or monthly payment?

By qualifying the customer, you'll be able to get enough information to deduce their real objection if they leave without purchasing. Then, you can do something about it. To make a follow-up call effective, it should provide the customer with new information such as changes in inventory, new incentives, or pre-owned vehicles that match their budget.

It can also involve sending data that supports trade-in offers or offering a vehicle in a different color. Involving a manager in the follow-up process can be useful in ensuring a good customer experience and identifying the real reason for not purchasing. Feedback from follow-up calls can also be used for coaching and training purposes. Follow-up calls may seem tedious, but they can result in sales that would not have occurred otherwise.

NOTES

Building Your Own Business

Building your own business within a dealership involves establishing yourself as a valuable and trusted member of the sales team, and taking a proactive approach to developing and nurturing relationships with customers. Here are some tips for building your own business within a dealership:

1. **Develop expertise in a specific area:** Specialize in a particular type of vehicle or a specific segment of the market, such as luxury cars, SUVs, or electric vehicles. Build your knowledge and expertise in this area, and become known as the "go-to" person for customers who are interested in these types of cars.
2. **Build a strong customer base:** Focus on building strong, long-term relationships with customers, and use a customer relationship management (CRM) system to stay in touch with them on a regular basis. Follow up with customers after the sale to ensure their satisfaction, and offer them special promotions and incentives to encourage repeat business.
3. **Leverage social media and online marketing:** Use social media platforms and online marketing tools to promote your personal brand and build a following of loyal customers. Create engaging content that showcases your expertise and highlights the benefits of buying from you, and use targeted advertising to reach potential customers in your local area.
4. **Network with other professionals:** Attend industry events and networking opportunities to build relationships with other professionals in the automotive industry. This can help you stay up-to-date on the latest trends and developments, and provide you with valuable connections and resources that can help you grow your business.
5. **Develop your personal brand:** Establish yourself as a trusted and knowledgeable salesperson by developing a strong personal brand. Create a professional website, use professional business cards, and always present yourself in a professional and polished manner.

NOTES

FACEBOOK MARKET PLACE



Selling cars on **Facebook Marketplace** can be a straightforward process. Here's a step-by-step guide to help you get started:

1. Create a Listing:

- Log in to your Facebook account and navigate to the Marketplace section.
- Click on the "Sell Something" button and choose "Vehicle" as the category.
- Fill in the required details about the car, including make, model, year, mileage, condition, price, and location. You can also add photos and videos to showcase the vehicle.

2. Provide Detailed Information:

- Write a compelling description that highlights the key features, benefits, and condition of the car.
- Include any relevant details such as maintenance history, upgrades, modifications, and warranty information.
- **Use ChatGPT.com to help you with writing good quality descriptions**

3. Setting the Price:

- Be open to negotiation but set a price that reflects the car's value and allows room for negotiation. You can find this on your dealership website.

4. Upload Photos and Videos:

- Take high-quality photos of the car from various angles, both inside and outside.
- Include close-up shots of important features and any imperfections or damage.
- Add a video to provide a virtual tour of the vehicle and demonstrate its performance.

By following these steps and providing accurate information and excellent customer service, you can effectively sell cars on Facebook Marketplace and attract potential buyers to your listings.

QR Code "How to create a listing to sell a car"

5. Respond Promptly to Inquiries:

- Monitor your Facebook Marketplace listing regularly for messages and inquiries from potential buyers.
- Respond promptly to inquiries, answer questions, and provide additional information as needed.
- Be courteous and professional in your interactions to build trust and rapport with potential buyers. Give them your cell phone and store numbers.

6. Arrange Test Drives and Inspections:

- Remember, the only thing you can sell them without being here is an appointment.
- Accommodate requests for additional photos or information to help buyers make informed decisions.
- Set the appointment with options – Monday or would Tuesday be better – Morning or afternoon? - 10AM or 11AM would be better...

7. Negotiate and Finalize the Sale:

- We advertise our best price online to get consumers interested. So there's really now room for big discounts.
- Follow the steps to the sale, ask for help when you need help.

8. After finance

- When your customer comes out of finance sit them down and fill out referral sheet.



FACEBOOK

Posts (Engagement)

- Customer deliveries
- Family pictures
- Family vacations
- Awards and accolades
- Community relations

Stories (Impressions)

- Videos (<15 seconds)
- Promotional flyers
- Personal events
- Customer deliveries
- Call-to-action messages
- Marketplace content

Reels (Followers)

- Videos (>15 seconds)
- Inventory showcases
- Walkarounds
- Call-to-action content

INSTAGRAM

Posts (Followers)

- Lifestyle content
- Fitness-related posts
- Tasteful selfies
- Personal branding
- Customer deliveries

Reels (Impressions)

- Videos (>15 seconds)
- Inventory showcases
- Walkarounds
- Personal branding
- Call-to-action content

NOTES

TIKTOK

NOTES

Posts (Impressions)

- Videos (<15 seconds)
- Introductions
- Funny parodies
- Instructional content
- Personal branding
- Call-to-action content
- TikTok shop/marketplace content

YOUTUBE

Shorts (Subscribers)

- Funny parodies
- Personal branding
- Call-to-action content

Videos (Engagement)

- Walkarounds
- Educational content
- Instructional content

QUALITY CONTENT PRINCIPLES

- Visual hooks
- Consistent messaging
- Gamification
- Real people
- Branding awareness

Creating Content

Understand Your Audience

1. Identify your customers:

1. Are they young professionals, families, or car enthusiasts?
2. What types of cars are they interested in (e.g., budget-friendly, luxury)?

2. Address their challenges:

1. Write down common problems they face when buying cars and frequently asked questions.

3. Focus your topics:

1. Use this information to create content that attracts attention, such as car features, financing tips, or test-driving experiences.

Keep It Short and Eye-Catching

1. Video length:

1. Keep videos between 15–30 seconds for better engagement.

2. Capture attention within the first 3 seconds by:

1. Showing a unique feature.
2. Asking engaging questions like, “Ever wondered what makes this car so special?”
3. Using text overlays or emojis.

Creators to Follow for Inspiration

- RussFlipsWhips (@russflipswhips)
- Daniel Mac (@itsdanielmac)
- Mohawk Chevrolet (@mohawkchevrolet)
- Visalia Hyundai (@visaliahyundai519)
- Javuan Banks (@javuanbanks)
- The TikTok Sales Guy (@salesguyray)
- Tim Short Ford (@timshortford)
- Love Corso (@lovecorso)

Adding Captions with CapCut

1.Download CapCut:

1. Search “CapCut” in your app store and install the app.

2.Open CapCut:

1. Launch the app and allow access to your media if prompted.

3.Start a new project:

1. Tap “+ New Project,” select your video, and tap “Add.”

4.Generate automatic captions:

1. In the Text menu, tap "Auto Captions," select the language, and tap "Start" to generate captions.

5.Edit captions:

1. Review and correct any spelling errors or inaccuracies. Adjust the font, color, and placement as needed.

6.Highlight words:

1. Use effects or colors to emphasize specific words.

7.Adjust timing and placement:

1. Drag caption boxes to adjust their duration and position on the video.

8.Export your video:

1. Tap “Export,” choose resolution (e.g., 1080p), and save the video to your gallery.

When Posting

1.Write a catchy caption:

1. Example: “This feature makes driving so much easier! #DreamCar”

2.Use hashtags:

1. Examples: #CarTips, #ViralReels, #AutoLife, #CarShopping

3.Post at peak times:

1. Evening hours (6–9 PM) are often best.

4.Engage with your audience:

1. Reply to comments, ask questions like “What’s your dream car?” and encourage likes, shares, and follows.

5.Tag friends or pages:

1. Always tag someone or a page likely to share your content.

Platform-Specific Posting Guidelines

Facebook:

1. Open Facebook and log in.
2. Navigate to “What’s on your mind?” or your business page’s “Create Post” section.
3. Select your video, write a short caption, and add tags, hashtags, or locations.
4. Post and monitor engagement.

TikTok:

1. Open TikTok and tap the “+” icon.
2. Record or upload a video, add edits, and include hashtags.
3. Adjust privacy settings and post. Monitor views, likes, and comments.

Instagram:

1. Tap the “+” icon to upload a Post, Story, or Reel.
2. Edit the video, add filters, and choose a thumbnail.
3. Tag people, set privacy, and share to your feed or Reels. Monitor performance and respond to comments.

NOTES

Daily Task

Route to 20-plus units per month every month. Your CRM is a great tool if you use it daily for follow up but what are you doing to develop new business for yourself? Here's a checklist of things you should be doing daily to build your business and should be part of your CRM.

What are your goals for the month?

	Daily Task Description
	Work the schedule as provided by your manager. Make sure you are not late and be clear about when you're to be in training meetings.
	Check your CRM make sure all your tasks are complete.
	Follow-up with previous customers and prospects via CRM. ask for referrals (See referral script)
	Work service customers from CRM and Service Isle (See selling in the service department) You must be Factory and Service Certified before selling in service isle. See your manager for details.
	Post three vehicles per day on Facebook Marketplace 10am / 12pm / 5pm
	Did I talk about the car business on my Facebook, Instagram ? Don't forget to tag your dealership's page in the post.. build a story around the post not just a pic of a vehicle. (Use your cell phone)
	Did I talk about the car business with someone NEW this week? Hand out business cards to new prospects daily.
	If you have an Instagram, TikTok, or YouTube account post a video but build a story around the post not just a video of a vehicle with a price. Short & Sweet!
	Walk used car inventory make sure all vehicles are frontline ready. See what you have in stock ready to sell.
	Thank You cards filled out and mailed.
	Check in and out with your manager if you're leaving the property for any reason.
	Outside prospecting gas stations, restaurants, contractors, beauty salons



CONGRATULATIONS!

Customer: _____ Salesperson: _____

To meet federal Truth in Lending Act conditions and adhere to guidelines, banks may require references for several purposes:

1. Employment Verification: 2. Verification of Identity: 3. Address Verification:

References help verify employment, you identify and your current or previous address history as well help confirm your residency and stability, which are important factors in securing auto financing today. It also helps our finance agents secure better financing options for lower payments. Please, take your time and fill out the below.

Please provide the names and contact information of three references who can fulfill these purposes to facilitate the loan approval process. Thank you for your cooperation! Use the back if needed!

Name: _____ Relationship: _____

Phone: _____

Address: _____

Name: _____ Relationship: _____

Phone: _____

Address: _____

Name: _____ Relationship: _____

Phone: _____

Address: _____

WE WORK FOR REFERRALS



We appreciate your trust and business. If you know someone—a friend, family member, or co-worker—who might be in the market for a new vehicle, we'd love for you to refer them to us. As a token of our gratitude, you'll receive a referral fee for each successful connection. Thank you for your support!

Customer: _____ Salesperson: _____

Name: _____ Relationship: _____

Phone: _____

Why? _____

Who else comes to mind?

Name: _____ Relationship: _____

Phone: _____

Why? _____

Anyone else you can think of?

Name: _____ Relationship: _____

Phone: _____

Why? _____