



AMAZING Used Vehicle Manager

Positive and Progressive Ideas and Concepts

Don't TELL your Sales Consultants to go on a Demonstration Drive – SELL THEM why they should!

We hear this every day: *“My customers want to go on test drives by themselves.”* Rubbish! Vehicles are far more complex today than they were 25 years ago and the technology and safety systems laden in vehicles today demand that a Sales Consultant take a customer for a dynamic quality demonstration drive if you want your customer to appreciate the selling prices of vehicles today.

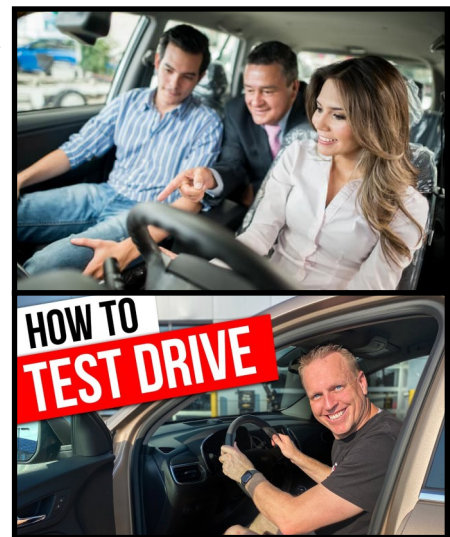
As an example, if a customer takes a test drive in any one of today's pick-up trucks, they're likely to find that they all drive incredibly well. Unless it's a styling preference or a feature that the customer appreciates in one vehicle over another, the dreaded “P” word (PRICE) becomes the differentiator.

What does a quality demonstration drive look like?

The demonstration drive captures the excitement and emotion of the customer. Most dealerships will have the presentation precede the demonstration drive but if the customer wants to drive it first, let them. Making them wait too long to drive the vehicle “deflates” and frustrates them and turns an emotional customer into a logical one. Now under non-COVID conditions, it is highly recommended that Sales Consultants should drive the vehicle first to provide an orientation and demonstrate what features they want the customer to try out when they are behind the wheel. The explosion of technology today demands that if you want your customer to appreciate and accept your sale price, you need to **SHOW** them and simply not just tell them. **That's called SELLING!**

If there is another person that will be involved in the purchase decision, Sales Consultants should attempt to take the vehicle to the other person. The other person involved may have a different agenda so, it is imperative to get the vehicle to them. If this is not possible, consider using a live streaming app on a mobile phone to show the vehicle to the other person.

A compromise to consider is to take customers out for an orientation drive pointing out drivability features like acceleration, braking, ABS, traction control, handling, lane departure warning, lane keep assist, adaptive cruise control, collision alert, turning radius, parallel or reverse parking, back-up cameras, transmission features in practice, navigation systems, infotainment systems, etc. Sales Consultants should demonstrate 4-6 'WOW' features that will impress their customer. This should take 5 - 10 minutes. Sales Consultants can return to the dealership and drop themselves off. ▶ *Continued on page 2*



Leadership is the ability to influence, guide, and motivate individuals or groups toward a shared vision or common goal, going beyond formal authority to involve inspiring action, fostering collaboration, making decisions, and empowering others to grow, essentially aligning people for collective success.



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They can then hand the customer a suggested demonstration route to follow and be sure that they suggest to the customer to take the vehicle to the other person involved to get their opinion.

On the demonstration drive:

After placing customers in their appropriate seats, take some time to present the interior of the vehicle. This is a focal point for many of today's customers. They are hungry for the latest technologies such as in-dash navigation systems, rear camera back-up displays, infotainment systems, smartphone integration, etc. Professional Sales Consultants should pride yourself on being up-to-date with respect to all the vehicle's current technology and their ability to easily and confidently demonstrate it to their customers. If their customer has their cell phone with them, they should demonstrate how they can sync their phone, contact list or music into the vehicle. Whenever your Sales Consultants demonstrate technology, make sure that they also allow their customer the opportunity to "tinker" and try it out for themselves. Sales Consultants should have the customer try out all the

features and maneuvers that were just demonstrated.

The dealership should have at least two pre-determined turnover points on the demonstration route so that your Sales Consultants can allow multiple drivers an opportunity to drive the vehicle.

Turnover points should be safe, quiet and visually appealing destinations such as waterfronts, parks, golf courses, marinas, hotels, cul-de-sacs, etc. Sales Consultants should create some anticipation and get their customer excited about driving the vehicle. Some examples sound like this:

→ *"When you get behind the wheel, you'll notice the excellent responsiveness from the accelerator. You've got power on demand when you need it and terrific fuel economy at the same time – it's incredible. Do you recall that I mentioned that the vehicle had VVT? That's exactly what you'll feel when you put your pedal to the metal!"*

→ *"I'm going to accelerate quite firmly right now. Can you hear that the shifts are right on point where they need to be. There's no wandering or lag like you'll feel in other vehicles!"*

→ (on a pre-owned vehicle test drive) *"I'm on the brakes quite firmly and you'll notice that there's no shudder in the wheel – the vehicle drives just as it did off the assembly line!"*

When your Sales Consultants return from the demonstration drive, they should attempt to have the customer park the vehicle ideally beside the trade-in (if there is one) or in any of these places:

1. In front of the showroom where headlights could be demonstrated
2. In the service area allowing Sales Consultants to escort customers through the Service Department
3. Drop the customers off at the front door if parking the vehicle in any of the aforementioned places is not possible.

There are situations where a Sales Consultant can use an assumptive closing strategy if their customer has provided ample green lights to proceed. If the Sales Consultant does not have those green lights in place, it's recommended to invite their customers back to the showroom. They've done a great job of presenting the vehicle – now it's time to close the sale. *"Mr. & Mrs. Jackson, it seems the vehicle checks off all the boxes for you. Let's head inside and see how affordable the vehicle could be for you."*

This is a non-confrontational way of getting more customers back into the showroom where a proposal can be presented. If a Sales Consultant is too presumptuous, it can turn customers off and they will want to leave. If you improve your Sales Consultants' demonstration rate and the quality of the presentation and demonstration drive, you will sell more vehicles, have less customers leave to shop you and hold more gross profit. That's the benefit of improving this critical step of the sales process. There are many Sales Consultants who were hired during the Pandemic who were never trained on how to deliver a dynamic and powerful vehicle presentation and demonstration drive because they were not allowed to or there were simply no vehicles to demonstrate. It was easy to go fishing when the fish were jumping in the boat but, now that they're not. Sales teams need to up their game. *Don't TELL your Sales Consultants to go on a demonstration drive with their customers, take a leadership position and SHOW and SELL them how to do it.*



Do you quote a trade-in value on a sales call or an e-lead?



This question gets the most debate when facilitating Sales Manager workshops across the country. Some Sales Managers swear they never quote a trade value over the phone or on an e-lead inquiry and we ask them, *“How’s that working for you?”* Unfortunately, we rarely get a solid answer as most dealerships do not keep track of how their strategies are working for them let alone appointment and closing performance statistics. It’s also quite odd that many dealerships offer a trade value right on their websites—some directed to third party sources while others to a landing page to generate a lead.

We came across an interesting strategy that seems to be gaining traction and results. It leverages third party sources and an introduction to the dealership’s unique appraisal process. The strategy goes something like this...

“Mr. Jackson, to give you an idea of how much your vehicle is worth, you can research the values yourself from several credible sources.

→<https://www.canadianblackbook.com/value-your-vehicle-2/>

→<https://www.carfax.ca/car-value>

→<https://ico.autotrader.ca/lco/>

→https://www.vmrCanada.com/canada_makes.html

However, to get the highest trade value, I recommend that you SEE US FIRST as we have a

very unique appraisal process that the dealership has invested in. It costs us some money, but it makes us lots of deals and ensures our customers get top trade-in values. When you visit us, I have an app on my phone that allows me to scan the bar code inside your driver’s door. (this references vAuto’s software)

All the information about your vehicle (where it was built, when it was built, all the features and the colour) are uploaded to my Sales Manager’s computer where the software scrapes over 10,000 websites in real time to see what vehicles similar to yours are fetching in the marketplace.

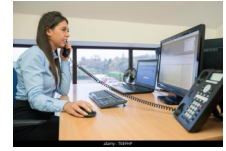
While you’re here and with your permission, I’ll take some pictures of your vehicle so that my Sales Manager can load them onto LIVE online auctions that we are registered with in Canada and even the U.S. so we can guarantee you a top trade-in value. The process takes about 45 minutes so while you’re here, you can look at some of our outstanding vehicles we have to offer.”

This strategy provides an answer to the potential customer’s question which is a professional courtesy but further creates a legitimate reason why the customer should visit the dealership – **that’s SELLING!** It has always been a hard and fast rule that if you give customers what they want, they’ll give you what you want – in this case, an appointment.

Please take note of the ‘call to action’ **SEE US FIRST**. There are two parts to our brains – the conscious and subconscious. Logic prevails in the conscious part of the brain but is nowhere to be found in the subconscious; this is where dreams occur. When you have a nightmare, your body reacts as if it were real. Your heart races, your body moves violently and, you sweat because your body believes the dream to be real. When you see a sign that states **“SALE ENDS SATURDAY,”** your conscious mind doesn’t believe it, but your subconscious mind believes it to be so and drives you to the retailer by Saturday. If you always ask your potential customers to **SEE US FIRST** or **VISIT US FIRST**, more will do so and, you’ll have the first crack at selling them a vehicle.

A variation to the dealership’s unique appraisal process that we’ve observed is the following: *“However, to get the highest trade value, I recommend that you SEE US FIRST as we have a very unique appraisal process. We have a (two or three) registered appraiser here that use their resources to find the highest possible trade value for your vehicle.*

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RUN YOUR OWN

So many people will try to get you off your game so, stay true to your vision.



Price Index

According to AutoTrader's 2025 data, the average used vehicle price in Canada fluctuated, reaching about \$37,664 in Q2 (June) but showing signs of cooling, settling closer to \$35,494 by late November/early December, up year-over-year but stabilizing after earlier sharp increases, with some reports indicating a slight dip from summer highs as more new cars become available.



Fast Start

An Introduction to Professional Automotive Sales

1-Day ONLINE Seminars

To Register:

- ▶ E-Mail: education@ucda.org or Call UCDA at: [1-800-268-2598](tel:1-800-268-2598) or [416-231-2600](tel:416-231-2600)
- ▶ \$245/Participant for UCDA Members and \$325/Participant for non-UCDA Members.
- ▶ All classes are live-streamed via Zoom. Course materials are included.

Upcoming dates:

- ▶ Friday January 9
- ▶ Friday February 6
- ▶ Friday March 6
- ▶ Friday April 3
- ▶ Friday May 8
- ▶ Friday June 5

The UCDA has been offering this introductory sales course since 2014.

It has been *extremely* well received as a speedy and cost-effective strategy to get newly hired Sales Consultants up and selling *right away*.

This information-packed, energetic and motivating day will provide your new Sales Consultants with a fresh, customer-pleasing sales process and modern strategies to sell MORE vehicles!

UCDA



Additional ONLINE Seminars:

(UCDA member receive a 15% discount)

- ▶ New Age Negotiating and Closing (January 26)
- ▶ How to Sell Cars Using Social Media (February 13)
- ▶ SUPERdesking Strategies and Closing for Sales Managers (March 20)
- ▶ Used Vehicle Management Fundamentals (March 23)
- ▶ How to Tap into the Non-Prime Market (March 24)
- ▶ How to Reply to E-Leads, Live Chat & Sales Calls (March 25)
- ▶ The Advanced Financial Services Manager Workshop (March 26-27)

LIVE Programs in Toronto:

- ▶ The Entry Level Sales Program (March 9-13)
- ▶ The Sales Manager Academy (March 16-18)
- ▶ The Professional Financial Services Manager Program (April 6-10)

IN-DEALERSHIP Training:

A Wye Management Sales Trainer will come right to your dealership or dealer group and create and facilitate *customized training* for your SALES, FINANCIAL SERVICES, NON-PRIME and LEADERSHIP teams.

To Register or Learn More:

- ▶ E-Mail: info@wyemanagement.com
- ▶ Call: Wye Management at: 1-8888-993-



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While you're here and with your permission, I'll take some pictures of your vehicle so that my Sales Manager can load them onto LIVE online auctions that we are registered with in Canada and even the U.S. so we can guarantee you a top trade-in value. The process takes about 45 minutes so while you're here, you can look at some of our outstanding vehicles we have to offer."

Perhaps this is an option for you to consider.

Today's internet savvy customers are demanding more transparency today than ever before and dealerships providing more transparency are earning their customers trust and more business. Deciding how to deal with a trade-in value request should always be handled on a case-by-case situation.

Check out dozens of FREE Video Success Tips on Wye Management's YouTube Channel.

