The ten minutes.

This is how we do it. Ask in this order. Say every answer back. Then the desk.

1 RAPPORT 0:00

“Welcome in, I'm [name]. What brought you in today?” Introduce them at the front desk. Offer water or coffee. Then one real question about them: the kids, the job, the commute, what the old car can't do.

2 TRADE 1:00

“Is that what you drove in today? About how many miles are on it? Do you owe anything on it? How much? How did you arrive at that number, your statement, your app, or a payoff quote?”

> **“So exactly $[their number]?” Then: “Who's the loan with, and how do you like them?”**

3 PAYMENT 4:00

“What are you paying now?” “What price range or payment range are you trying to achieve?”

> **“So you're at $[now], you want to stay at $[theirs], no more than $[theirs plus $100], is that what I understand?” Then: “Anything down?” This is what tells the desk which cars to show.**

4 CREDIT 6:00

“On a scale of 1 to 10, with 10 the best, how would you rate your credit?”

> **7 or below: “Why a 7 and not a 10?” Then listen. 8 to 10: “Perfect, thank you for making my job easier.” Then: “Okay with a quick credit check so we line up the right bank?”**

5 TIMING 7:00

“When are you trying to make your buying decision? What are your time constraints?”

> **“So basically, when you find the right vehicle at the right price, is that what I understand?” A yes is a buyer, even after “just looking.” “I need to do this and this first” means get your manager now.**

6 THE DESK 9:00

Bring five things, not the story: the trade, what they owe, what they pay now, what they want to pay, their credit. “Give me two minutes. I'm going to grab my manager so we can pull the right ones for you and get you real numbers.” Customer stays put. The desk picks the units and gets the T.O. going.

Their numbers, never ours. **Say every answer back.** **Desk at ten.**