The ten minutes. Then the desk.

The goal of the first ten minutes is the baseline: what they drive and owe, what they pay now and want to pay, their credit and their bank, when they're buying. With that, the desk knows where to go and nobody wastes time in the wrong direction. Say every answer back. Have a real conversation while you do it.

RAPPORT 0:00

→ "Welcome in, I'm [name]. What brought you in today?" Then one real question about their life before the first script question: the kids, the job, the commute, what the old car can't do anymore.

Build rapport the whole ten minutes. The questions below are the spine of the conversation, not the whole conversation.

TRADE 1:00

→ You're thinking about trading in your current vehicle, is that what you drove in today?

→ About how many miles are on it?

→ Do you owe anything on it? How much do you owe?

→ How did you arrive at that number, was that your last statement, your app, or a payoff quote?

> SAY IT BACK
> **"So exactly $[their number]?"**

→ Who's the loan with, and how do you like them?

A trade value without seeing it: "Without seeing it, I'd just be guessing." The desk appraises.

PAYMENT 4:00

→ What are you paying now on your current vehicle?

→ What kind of price range or payment range are you trying to achieve?

> SAY IT BACK, WITH THE BUMP
> **"So you're at $[current] now, and you're trying to stay at $[their number] a month, no more than $[their number plus $100], is that what I understand?"**

Pushback on the bump: "That's fair. I'm not the one building the payment, the desk does that with real numbers. I just need to know where you need to land. So $[their number] is the target and $[plus $100] is the most you'd look at. Is that what I understand?"

→ Are you planning to put anything down, or roll the trade in and go from there?

Their number, never ours. You never quote a payment, rate, program or discount.

CREDIT 6:00

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

> 7 OR BELOW
> **"Why a 7 and not a 10?" Then listen. This tells the desk whether we're running the credit app and where.**

> 8 TO 10
> **"Perfect, thank you for making my job easier."**

→ "When we get to numbers, the desk will run a quick credit check so we line up the right bank the first time. Is that okay with you?"

Their own number. Never tie it to a rate, a tier or an approval.

TIMING, THE TRIAL CLOSE 7:00

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

> SAY IT BACK, NO MATTER WHAT THEY SAID
> **"So basically, when you find the right vehicle at the right price, is that what I understand?"**

"Just looking" and then a yes to that line is a buying signal. Keep going, pick the cars, touch the desk.

A real no (a mortgage closes first, a lease ends in March, a spouse has to see it): set the appointment for when they're ready, with a reason, before they leave. That is using the time correctly.

THEN THE DESK 8:00 TO 10:00

→ "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."

You bring the information. **The desk picks the units with you**: their pick, one that fits the payment, one step up. You can look them up, but the guidance comes from the desk, and that's what gets the T.O. going.

First unit doesn't work? "Based on what you told me, I've got two more that fit. Let me show you." **Switch the car, never the price.** No payment quoted on any of them.

→ **10:00** Go to the desk. Customer stays put. Come earlier if they ask price or payment, like a car, say today or this week, ask about the trade, object, or start to leave.

NEVER a payment, rate, program or discount from you · a hold or deposit · a second price number · a trade value without seeing it · another store's name to a customer · a Social Security number, license, insurance card or card number by text or email. Nothing on this page goes to a customer.