

Closing the Sale

Car Sales Closing Techniques for the Car Sales Professional

Written by Karl Beckham

Copyright Notice

Copyright © 2011 Karl Beckham, Car Sales Professional, Klark Properties, LLC.
Published by Karl Beckham, Klark Properties, LLC.

All rights reserved.

All content contained within the “Closing the Sale” is copyright © 2011 Karl Beckham of Klark Properties, LLC.

All literary work contained within the “Closing the Sale” belongs to and is the sole property of its respective authors and is reprinted with permission.

NO RESALE RIGHTS ARE ACCORDED WITH THE SALE OF THIS BOOK! Reproduction, copying, or any other form of use of the pieces contained within the book is STRICTLY FORBIDDEN without express permission from the author him or herself. If perjury is discovered the offenders will be prosecuted to the full extent of the law.

These rules have been established to protect the rights and ownership of the authors and to ensure that their work is upheld as their own.

Legal Notices and Disclaimer

I would love to think that every reader of the “Closing the Sale” will follow its advice and become a successful, well paid car sales professional but, the truth is that I can't promise that will happen for you.

I can't guarantee that you will actually read the book, follow my suggestions or that you will close every deal. I wish I could, but I can't.

Here's the legal statement.

THE FOLLOWING TERMS AND CONDITIONS APPLY:

While all attempts have been made to verify information provided, neither I, nor any ancillary party, assumes any responsibility for errors, omissions, or contradictory interpretation of the subject matter herein.

Any perceived slights of specific people or organizations are unintentional.

To the fullest extent permitted by applicable laws, in no event shall “Closing the Sale”, agents or suppliers be liable for damages of any kind or character, including without limitation any compensatory, incidental, direct, indirect, special, punitive, or consequential damages, loss of use, loss of data, loss of income or profit, loss of or damage to property, claims of third parties, or other losses of any kind or character, even if “Closing the Sale” has been advised of the possibility of such damages or losses, arising out of or in connection with the use of the “Closing the Sale” or any web site with which it is linked.

Table of Contents

Copyright...2

Legal Notices...3

Table of Contents...4

What is Closing? ...7

Why We Close...10

When to Close...13

How to Close...15

Types of Closes...17

Humor in Closing...18

Don't Give Away Your Power...20

The Power of Shutting Up...22

Emotions and Closing the Sale...23

Psychology of Closing and Reading Your Customer...24

Closes in Detail...25

Ben Franklin Close...25

1 to 10 Close...27

Tank of Gas Close...27

Payment Close Breakdown...28

Handshake Close...29

Closing the Sale - Car Sales Closing Techniques

The Pen Close...30

Yes, Yes, Yes Close...31

What Did I Do Wrong Close...32

Don't You Deserve a Nice Vehicle Close...33

Everyday Payment or Price Close...34

Trade-In Closes...35

-Trade-In Allowance Close...35

-They Owe More on Their Trade Close...36

-Do You Really want to drive Home in that Old Car Close...39

-I Am Better Off Selling My Trade-In on My Own Close...40

Add Ons Close...41

Delivery Close...42

Stand in the Way Close...42

Title the Car Close...43

A Note on Assuming the Sale...44

3 Things Close...45

Think About it Close...46

Insurance Close...47

Take It Away Close...48

Sum It Up Close...49

Pick It Up Payment Close...50

Closing the Sale - Car Sales Closing Techniques

What the Dealer Pays Close...50

Profit Close...52

Going to Lose it Close...53

The Price...54

Excuses...55

Attitude...56

Closing Cautions...57

In Closing...58

Index...59



What is Closing?

Closing is the process of getting your customer to say YES, I will buy the car. Closing the sale is the pinnacle of selling cars or anything for that matter, but we are only concerned about moving some metal and making some money here. After all nobody is going to buy a car until you close them or if you are lucky they will close themselves. I am sure we have all worked with that rare customer that closed the deal on their own, but maybe it was because we did such a great job starting with the Meet and Greet. Whichever it was the end result is the same, you sold a car and collected a commission. Hopefully you also made a friend that you can sell many cars to over the years or at least send you a referral.

Closing put in the most basic terms is asking for the sale. You very rarely get to make a deal without asking for it. It is not as simple as asking your customer “will you buy the car” because it’s too easy for them to say NO. The question only has two answers Yes or No and No is the easiest one for them to say. All of your questions throughout the sale should be questions that can be answered with a YES or a YES. To simplify an example “Would you like to take the car home now or tomorrow?” That

Closing the Sale - Car Sales Closing Techniques

may be a little too simple because we want them to take it now of course. Maybe a better question would be “Do you prefer the green or the blue?” You see the answer is Yes to green or Yes to blue, there aren’t any options for NO.

Closing is not a way of tricking the buyer into saying yes; it’s more of a way of making it easier for them to say YES. When you trick a customer into saying yes the deal will usually go south between their saying Yes and signing the paperwork in the F&I office. Once a buyer says yes on their own after you close them they usually feel relieved that the process is over and they can be more relaxed. Each and every YES after that becomes easier so you can confirm all aspects of the sale and not have to worry about the deal blowing up before delivery.

To some people buying an automobile is strictly a choice made by their logical side (which will surely be a “Mini”), but more often than not the buyer uses both logic and emotions to buy a car and our job is to engage as much of their emotions as possible to make their buying decision. Closing is more psychological than anything unless of course they are only making their decision based on logic.

The reason for so many different closing techniques or lines is because everyone is different. The way they think, and more importantly the way they feel. Everybody has different triggers and defenses that they use to make or not make buying decisions. Take for example a trip to the store for a six pack of beer. One person may look for the absolute cheapest beer they can find (Mini buyer) or at best something that is on sale that will save them a dollar or two. However, most of the beer buyers will buy their regular brand because they like the way it tastes. They know that they can get six cans or bottles for a dollar or two cheaper, but they like (not logic, but emotion) their brand better and they are willing to spend that extra dollar or more to get something they like. The same goes for buying a new car. They might not tell you, but they don’t mind spending a little more for something they like and feel good about owning and driving.

Closing the Sale - Car Sales Closing Techniques

Now that is where closing comes into play. You are helping them say YES to spending a little more so they will be happy and not feel guilty about their purchase. See how happy and guilty are both emotions that we engage to help close the deal. Not everyone can afford to have their car payment increase by \$50 or \$100 dollars, but many can and will if they can justify it in their own mind whether it's logical or not.



Closing the Sale - Car Sales Closing Techniques



Why We Close

Silly question right? We close so we can sell a car and make some money.

I touched on why we close briefly in the previous chapter, but there is more to why we close. When we strip away the some of the real reasons why we can't close a deal like they truly can't afford it, they have bad credit, their spouse would actually kill them (this one is more of an excuse and not true), they are out of a job and they are wasting your time or they are \$10,000 upside down on a \$15,000 car because you buried them a year ago when you sold them a car that leaves us with about 83% of the customers that we talk to that can buy a car. Is your closing ratio anywhere close to 83%? I didn't think so and that is why we could all use some improvement when it comes to closing the sale (me included).

They say that the closing average across the county is somewhere in the 20's percentile which can change slightly depending on your location, accurate reporting of Fresh Ups and the product you are selling. So to

Closing the Sale - Car Sales Closing Techniques

do some rough math and allowing for those that can't buy, 50% and probably much more of your customers are not being closed. Again these are rough numbers and I am using a dealership's numbers not a salesperson's numbers. Remember, if you are not getting enough or any Ups your numbers will be much worse. If you are going to sell more cars you need to talk to more people.

Let's get back to why we close. Like I was saying earlier the buyer wants to feel good about saying YES and not feel guilty. They need help making a buying decision for such a large purchase because they are thinking about the money, the obligation and the needs instead of the wants. We need to help them justify the decision to buy a new car. They need it, they want it, it looks good, they will look good driving it, it smells good, their friends will be envious, their neighbors will be jealous, they will feel good about driving, they will get better gas mileage, their interest rate will be lower than their last car, they won't have to worry about costly out of pocket repairs because the new car will be under warranty, the new car is safer and any number of other things. It may be all of those things in varying degrees and it may only be one or two of those things, but whatever it is we have to discover and embrace those emotions.

They are not going to tell you what flips their switch. Most people would be too embarrassed to tell you their triggers and many of them don't even know that they are triggers. That's right, your customer can have items and factors that will cause them to say yes that they never thought were important or never even considered before you talked about, presented or demonstrated them to them.

In my first book "[Make a Six Figure Income Selling Cars](#)", I Did You Can Too!" I talked about a deal where I was working with a woman that was very nicely dressed, obviously cared about her looks and had a good sense of humor. She was very particular about the car and the color as I expected so after we finally selected a vehicle that I thought she liked we went for a test drive and then when we came back to the dealership I had her pull up next to one of the big showrooms windows and told to

Closing the Sale - Car Sales Closing Techniques

look and see how good she looked in the car in the windows reflection. The deal was done and we didn't even work out the numbers yet, she closed herself. It was one of the easiest negotiations I ever did and I made a very nice commission not to mention that I have a customer for life. This is a very good example of how a person makes a buying decision based solely on a trigger that she would never had admitted if I didn't take a chance and have her pull up next to the window. It could have turned out very different if she didn't have a good sense of humor, but I thought it was worth the risk.

So to wrap up why we close the short answer is to help them say yes. As you read through this book you will see that there are many different types closes covered which are designed to make it easy for your customer to say yes. Some of these closes can be used as they are written, but very often the right choice would be a combination of one, two or three different closes. Everybody is different and your close needs to fit the person and the situation.

Fit the Close to the Customer and the Situation!



When to Close

Have you ever heard of ABC in sales?

It's a classic regardless of what you are selling and it stands for "Always Be Closing". So based on that logic you should always be closing, but choosing the right close at the right time is the trick. Technically you are selling as soon as you do your Meet and Greet. The first thing you need to sell is yourself. You need to install confidence in your customer that you are the right person to help them navigate the process of buying a car even after they tell you that they are not buying today and that they are doing research today and plan to make a purchase next week.

More than half of your sales people are out after their customers give them that line. Their facial expressions, tone of their voice and posture change almost immediately. These changes are picked up by the customer and now they feel like they are unwelcome and wasting the salesman's time. They may spend an hour with that salesman and go for a test drive, but there is very little chance of them doing anything other than what they said they were going to do, except that they will be doing it at some other dealership. When they give you that line about not buying today you should remain un-phased and continue to be enthusiastic and say "I am happy to help you gather information so you

Closing the Sale - Car Sales Closing Techniques

will be able to make the best decision for you when you are ready to purchase”. The upside is that if you play your cards right you may sell them a car today (I have done it many times and as they were taking delivery they said they didn’t plan on buying a car today) and the downside is that you might not sell them a car today, but you stand a very good chance of selling them a car when they are ready with good follow-up.

I will spend more time on when to close in the section that covers the individual closes in detail. When to close is as important as how to close and the customer. The right close at the wrong time will kill your deal.



Closing the Sale - Car Sales Closing Techniques



How to Close

How to close the customer depends on the customer because there aren't any special methods, lines or techniques that work on all buyers. You need to read your buyer very carefully and learn about them during the short amount of time you spend with them. Some people are much easier to read than others which will help you decide which closes to use, but some people are very difficult to read.

Determining how to close your customer starts in the very beginning of your time together. From the "Meet and Greet" on you are going to be asking questions, gauging response and learning what makes your customer tick. You will be looking for those items, options, feelings and emotions that are going to make them feel special or appeal to their senses. It could be great gas mileage, alloy wheels, sunroof, nice sound system, color, interior appointments, trunk space, low interest rate, horsepower, remote entry or any number of other things, but it will probably be a combination of several things that will eventually seal the deal.

The more you learn about them and what turns them on the easier it will be to decide on a series of closes that won't offend them and make it easier for them to say YES! Sometimes humor is a great way to discover their "Hot Buttons" by jokingly asking questions and listening closely to

Closing the Sale - Car Sales Closing Techniques

their answers without offending them, but some customers may be offended if you joke with them because they are all business or don't have a sense of humor. Either way every minute that you spend interacting with your customer is critical because the more you can learn about them the easier it will be to decide how to close them.

The way you close is very critical. Most closes assume the sale, so you need to be convincing not questioning. Your voice should be clear and should be looking them in the eye and expect them to say Yes as if there was no other choice. Remember, your body language can be more powerful than your words. The right body language coupled with the right words in a manner that truly assumes the deal is done is powerful. When you deliver a close as if you were asking a question the customer will question the decision and possibly come up with more objections rather than make the deal.



Closing the Sale - Car Sales Closing Techniques



Types of Closes

Most car sales closes consist of assuming the sale; after all they are at a car dealership and who would want to spend hours of time at dealer if they didn't want to buy a car. You have probably heard the term "Trial Close" which is a basic type of close that is used earlier in the process to judge the buyers intent and discover the key factors that are important to them. An example might be: Do you prefer lighter or darker colors? When the customer responds with: I want dark blue, you can figure that color is probably important to them, but if they respond with: darker colors, you can see that color is not a huge issue.

These types of questions can be used throughout the entire process from determining their wants and needs to the Walkaround and then to the Test Drive. When the answers are solid and specific you got a winner, but if they are wishy washy and non-specific you better look for something else.

Asking questions is often the only way you are going to learn what you need to know about a customer and how to close them, but too many questions too fast can easily turn them off. Some people will tell you way more than you want to know and other customers are hesitant to tell you anything until you break down their wall of defense. Whichever it is asking questions, listening closely and monitoring their verbal and physical response is the key to learning what you need to make the sale. The more you know about them and their preferences the easier it will be to cater your close to your customer.

Closing the Sale - Car Sales Closing Techniques



Humor in Closing

Humor can be a valuable tool when selling cars and especially when it comes to closing the sale. I am not the comedian or the funny guy, in fact I am probably just the opposite, but I quickly realized that a little humor can go a long way when it comes to breaking down the buyers defenses and getting them to loosen up a little. Although humor is very personal I have found that statements or comments that are outrageous usually work the best.

It may sound corny, but it sure gets them to chuckle and loosen up. I have found that the more outrageous the statement the more they laugh. Here are some of the lines I have used over the years that get good results. Try a few of your own or feel free to use any of these.

Example: WOW! That car makes you look like you are wearing a \$1000 suit.

Example: That car makes you look 10 years younger!

Example: You look like you have been working out when you are in that car!

Example: Are you looking for a car for your daughter here? (When it is actually his wife)

Example: You look like (name of a movie star that resembles them) when you are sitting in that car.

Closing the Sale - Car Sales Closing Techniques

Example: That stereo sounds like you are at a live concert, doesn't it?

Example: With the gas mileage that this car gets you will practically be able to drive across the county on one tank.

Example: Be careful because this car will be attracting all the girls! or guys!

Older person buying a car with a sunroof example: Now I don't want you driving around with your girlfriends hanging out of this sunroof!

Example: Now I don't want your driving about with your buddies hanging out of this sunroof!

These are just some of the ones I have used over and over because they work. I have tried others, but I soon realized that the crazier it sounded the more they liked it.

I often use humor in negotiations by reminding them that I am one of those slimy, sneaky and unscrupulous car salesmen that they have heard about so they need to be careful about what I am telling them. I have often found that this makes me more believable and trusting to my customers.

When you use humor and your customer buys into the humor selling cars can be a lot of fun for both you and your customer. They will remember their experience and recommend you to their friends and family. In most cases when you get them laughing you will probably sell them a car.

However you need to be careful because a small percentage of people take buying a car so seriously that they won't even crack a smile. If you joke with them too much you stand a chance of offending or turning them off. Remember the old saying of "mirroring your customer" there is a lot of truth to that statement.



Don't Give Away Your Power

It happens all the time, the car salesman is going back and forth from the sales manager to the customer which is a sure way to blow a deal or at least knock you out of half a deal. You see it all the time with a Green Pea, they are not sure what to do next and they end up going back and forth to the sales desk which by the way is the number one thing that car buyers hate about buying a car at a dealership. The sales person is giving away their power and the customer gets to the point of where they are not going get closed by anyone, but a sales manager or at least what the customer thinks is a sales manager.

When it comes to negotiating and closing it's important for you to keep the control of the situation. You have the power if you go through your steps of the sales as you were trained. People will follow you here, follow you there and look where you tell them to look as long as you act as you have the power. You do this every day and they might buy a car every few years. They look at you as the authority from the beginning, but you need to keep that control by acting the part even if you don't feel like you are in control.

Like I said earlier; buyers absolutely HATE when you go back and forth so you need to minimize the time that you are away from negotiations. You don't need to go to the desk every time there is a question. Work through the separate parts of the deal. There is nothing worse than going to the desk with a price offer on the car only to have to go back and work out the trade and the interest rate, payments, term, etc...

When the customer asks for something or wants something you need to ask for something, it's only fair. It's all about give and take so you want something in return for what they want.

Closing the Sale - Car Sales Closing Techniques

Example: Your customer wants the new car for \$23,500. You say, so let me understand this, if you can get the car for \$23,500 (same way if you are working on payment) you will take it home now, right?

Then wait for their commitment, however their offer must be reasonable. If you know their offer is crazy then you need to defend your number and make them understand that they won't be buying the car for that number. When you are talking to them be sure to be looking in their eyes.

Get the commitment on the price offer and then move to the trade and lock in that number and then lock in whether they are financing and the terms. Right it all down, lock in all the details and get the commitment before you leave your customer and go to the desk.

Now when you go back to your customer the last thing you want to say is "My Manager Said". That statement gives your power to the manager and now the customer starts thinking that they don't need you anymore. You have lost their respect. Now how closely do you think your customer is going to pay attention to what you have to say?

Remove that phrase and start saying "we ran the numbers and here is what we can do for you". Or Great News here is what I can do for you! Or something similar that keeps you from giving away your power to the manager. The customer wants to feel that they are working with someone that that is in control and has some authority.

Some training systems and sales managers like to have their sales people play the "Good Cop / Bad Cop" game with customers where the salesman blames everything on the sales manager and the salesman is the Good Cop. However, I tried it when I was new to the business and quickly learned that I was selling more cars when I stopped giving away my power. When the customer felt confident that they are working with the right person it's much easier for them to say YES!



The Power of Shutting Up

You have heard it over and over; go for the close and shut-up. When you shut-up you create an uncomfortable silence and typically the first person that talks loses. Many sales people have a hard time getting used to this because they become as uncomfortable at their customer and then they try to sell the car some more and before you know what happened they are asking for your card.

If you are going to become successful in this business you need to understand how powerful shutting up is when you are closing deals. When you go for the close and then shut your mouth the customer is compelled to do something to break that silence and it can only be one of two things. 1. They are closed or 2. They have an objection that you need to work on to get them closed.

Don't make a funny face, don't look at the ceiling just look at them seriously and wait. It may seem like an hour has passed, but wait it out. ASSUME the sale is made. Between the look on your face, your actions or gestures and complete silence they will only say yes or why they are not are not saying yes so you can then work on that detail so you can once again can go in for the close.

Your single most powerful weapon for closing more sales is the ability to create an uncomfortable silence after a closing statement. Once you master this technique along with assuming the sales and some good closes your sales will start to climb.

Emotions and Closing the Sale

The business of selling cars continues to amaze me the way that people purchase automobiles using their emotions. They make huge commitments that require them to make monthly payments for years and they use more emotion than logic to make that commitment (yes, there are always exceptions). I have seen people use more logic and common sense at the grocery store than they do when they spend \$20,000 on a car. I am not complaining because that's how I make a living, but I am still amazed at how a good car salesman with the proper words and actions can earn as much \$250,000 a year selling cars. That's a quarter of a million dollars a year! I love the car business and that is one of the main reasons.

The more of their emotions that you can get involved in the car buying process the better you will do. I have said it before and I will say it again; enthusiasm sells cars. It is contagious and it evokes the buyer's emotions.

I am sure you have heard the old saying about "Mirroring Your Customer", well I am here to tell you that there is a lot of truth in that technique. I have broken down the defenses of some of the meanest and toughest customers I have ever sold by mirroring them. Emotions come into play when you mirror the customer because it is more like a compliment than it is an insult. It seems to justify or legitimize their demeanor and therefore it makes them feel more accepted. I have sold cars to people that I have told to leave the dealership and even to those that I asked why they bothered coming in when they already had a great number from another dealer. My intent was not to insult them, but to meet them on their own level. This provides an emotional connection and allowed me to sell them a car. This is not recommended in most cases, but sometimes they just need to be treated that way. I have wanted to throw many people out over the years, but it was not my place to get the upper hand, it was my place to sell a car and get their money.

Psychology of Closing and Reading Your Customer

Success in the profession of being a car salesman or saleswoman requires the ability to close the customer, but you already knew that. But in order to be a great closer you need to read your customer. Some people have this ability naturally and others have to learn this skill, but don't worry because you can learn this in a relatively short period of time.

Paying close attention to people in general will help you develop this skill and observing other salesmen and their customers can give you some insight. Notice their eye movements, body language, where they look and their facial expressions. People always give themselves away if you look closely. Even when they are trying to hide their emotions and real intentions by their choice of words they still give themselves away through their eye movements, body language and facial expressions. Their words might say no, but they are really saying yes. The car buyer has been taught either from experience or by someone else to keep their guard up when they go to a dealership to buy a car, but very few of them are good actors. They can control what they say, but they can't control the way their body reacts.

After years of selling cars you can watch a salesman and their customer from the other side of the showroom and know what is going on through every step of the process. Closing becomes easier over time because of your exposure to more people every day and you also learn about reading the customer and which way to close them.

Take some of your downtime and watch deals being worked around the showroom. This will help you and sharpen your people reading skills and in turn help you sell more cars.

Closes in Detail



Ben Franklin Close

I am starting out with the classic Ben Franklin close because many people have heard of this technique and when it is done properly can be very powerful. The idea here is to list out the pros and cons on a piece of paper. Write it, don't fight it. Turn over your worksheet or take a new sheet of paper a draw a line down the middle of the page and on the left side at the top write "Pros to Buy a Car Today" and the right side write "Cons". Write it out just like I said not Pros and Cons, but exactly like I said and on the proper sides.

<u>Pros to Buying a Car Today</u>	<u>Cons</u>
Better Gas Mileage	\$53 month
Under Warranty	
Lower Interest Rate	
Smooth Ride	
Nice Comfortable Interior	
Much safer car	
Sunroof	

Closing the Sale - Car Sales Closing Techniques

Good Looking Black Car	
Nice Sound System	

You get the idea; you can easily list many more Pros than they can come up with Cons. If you will notice in the Cons column I only listed the amount that the payment will increase and not the full payment. If you customer is coming out of a car that they have already paid off and don't have a payment you would list the inevitable repairs and expenses. Such as: Won't have to spend \$1000.00 on new tires, won't have to pay for front end alignment and struts, won't have to spend \$600.00 to replace brakes soon. Everybody's trade or situation is different, but you can always find many more pros that they can find cons. After you write it all out it makes much more sense to buy that new car today than it does to spend more money on a car that they would like to replace.

This close can be very powerful because some people respond and absorb the information much better when they can see it in addition to hearing about it. Everyone processes information differently in their mind, some use hearing, some vision and some feeling. With the Ben Franklin close you are using two of the three methods and when you add in how the car felt when they drove it you are touching on the third method and now you have used all three methods which can be very powerful in closing the sale.

“Now that you have seen the pros and cons I am sure you can see why it makes more sense to replace you vehicle rather than risk putting more money into an older vehicle, just give me your approval right here and I will get it ready for you o drive it home.”

You might combine another close at this point such as the handshake or pen close to make it more powerful as you will see farther down.

1 to 10 Close

When you have taken the customer through the steps of the sale and you are not getting any kind of commitment from them:

Let me ask you something Mr. Customer if I were to ask you where you are at in the car buying process with a 1 being not ready anytime soon and a 10 being ready to buy now, what number would you say you are at right now?

What will it take to make you at a 10?

This is used to flush out the customer's objections and determine what can be done to get them to buy today without seeming pushy. Let them talk and listen closely. Tackle one objection at a time until you can make them a ten.

Tank of Gas Close

When you get them right to the edge after working out payments terms and everything else, but they just won't pull the trigger: Tell them you will throw in a full tank of gas because gas can be very expensive and ask them to sign here so you can get a porter to fill the tank and get their car cleaned up for delivery.

Sometimes this is that little nudge they need to go ahead and say yes. Most dealers include a tank of gas when some buys a car anyway, but they don't need to know that and sometimes they do know that and it can become a joke to loosen them up so they will sign. This can also give them the impression that you don't have any more room to move on the price or payments so they will go ahead and sign.

I have used this final close many times and continue to use it because it works quite often, but not until they are right there on the edge. If you use this close too early it will be of very little value.



Payment Close Breakdown

Getting a bump and closing the deal is always a challenge. After you have gotten past any other objections and the sticking point is the monthly payment one way to get the buyer to accept a higher monthly car payment is to break it down to an insignificant amount.

For example: You want to bump the customer \$40 a month you simply divide \$40 by 30 days. Then you say that you are only talking about \$1.34 a day. I am sure you would agree that it's worth it to drive (the vehicle they have chosen with options and features they wanted and liked) for only \$1.34 a day.

Then compare that \$1.34 to something frivolous like: "You can't even buy a cup of coffee for \$1.34, but it will get you behind the wheel of a car you really like". So let's wrap this up so I get your car ready for delivery. At this point you can move in the Pen Close or the Handshake Close.



Handshake Close

Extending your hand for a handshake symbolizes an agreement. When you put your hand out to shake your customer's hand while making a closing statement they only have seconds to respond as your hand is in their face. But don't say anything else until they shake your hand and sign or voice their objection. Silence after your gesture and closing statement means they need to do something, if you keep talking they don't need to do anything. This is a great way to push them over the edge. They may back off or refuse your handshake because there is still an objection, if this is the case handle the objection and attempt the handshake again.

You don't want to attempt the handshake until you feel that you have overcome all their objections. You will either make a deal and the congratulate them or flush out that final objection. Either way it allows you to move forward by setting up delivery or discovering their objection.

When they do shake your hand you need to congratulate them on the purchase of their new vehicle. The combination of the handshake and your final statement locks the deal and avoids any problems that may come up in the business office. The handshake is an unwritten agreement to do something and most people take that very seriously.





The Pen Close

You have been working through the details and the numbers and then you get to that point that you feel they are ready to say yes and then you hand them your pen and say “Sign here and I will get new vehicle ready”.

Handing them your pen to sign your worksheet or whatever you use during negotiation has the same kind of effect than the Handshake close has because they need to do something. They need to sign or they need to state their objection. When you are holding out your pen after your statement to sign here don't say another word. Nothing! That uncomfortable silence forces them to do something. (See Shutting Up)



Yes, Yes, Yes Close

Typically the more often your customer says yes the more often they will continue to say yes. This technique is used when doing a walk-around and the test drive, but you can also use this when you are closing the sale. Ask your customer a series of questions that they will answer with a Yes and then the ultimate question to make the deal. The questions should focus on specific areas of the deal and the car they like and have already said yes to.

Example: You said you like the way the car drives, right? Yes. You said you like the color, right? Yes. We agreed on the value of your trade-in, right? Yes. Well then let's wrap this up so you can drive home in your new car and enjoy the rest of your day. Sign here (handing them the pen) or offer your hand for the handshake so I can get your new car cleaned up, gassed and ready to drive home.

You are painting a picture in their mind of all the things that they agreed on and giving them the opportunity to get the process over quickly so they can leave with their new vehicle and do something they enjoy in their new ride. When they visualize this picture of themselves driving around in their new car it is much easier for them to say yes. The more vivid the picture they see in their head the easier it is for them to say yes. Notice that this close was also combined with the Handshake Close or the Pen Close to add some extra power. Just like many of the other closes after you make statements stop talking. Not a word, the ball is in their court.

This is a good way to summarize all the things they like about the vehicle and keep them fresh in their mind. People have a tendency to forget many of the positive points of getting a vehicle during negotiation so keeping them in front of them makes the process easier.



What Did I Do Wrong Close?

This is not a technique that you will want to use too often, but it can often flush out the true objection from your buyer. If you have done a good job with vehicle selection and listing closely to them up until now you should have a pretty good idea of what the true objection might be. However there are times when you just can't pick up on what is holding them back.

When that is the case just look them in the eyes and ask them "Was it me, or the dealership or the car?"

If you spent a significant amount of time with them and didn't short cut any of your steps this can open them up and they will tell you the real reason they holding back. Once you know the real objection you can work on that issue and move forward to closing the sale. You might be surprised by what their reason for holding back might be, I have had customers tell me all sorts of simple things that were hanging them up and in fact they were easily handled once they understood the process. Don't assume you customer is familiar with the car buying process when it comes to paying off trade-ins, out of state sales tax, lost titles or many of the other things that you handle everyday when you sell a car.



Don't You Deserve a Nice Vehicle Close?

Most people have some part of them that feels that they deserve certain things and to make the most of that feeling we will use that feeling to help them make the decision to buy a new or used vehicle. This close is not for the person that is all about the facts, figures and logic. This is for the person that uses emotion as one of their triggers for making a major purchase. The logical person might agree that they deserve a nice car, but they know that deserving is not enough because all they are concerned with is price. However you can get the person that uses mostly logic to start thinking about themselves and help push them over the fence.

When you are right there, but they just won't pop it is time to say "I am sure you work hard every day for your money and don't spend it foolishly, don't you deserve to be driving a nice vehicle that you like?"

Sometimes they agree and you are done, but you will also get the ones that say yes they deserve it, BUT.....and then the objections come out. Just like any objection you start going through the objections until you have them handled. Don't attack them all at once, but one at a time and don't move on to the next one until you it handled.

The whole point here is that you are showing them respect which is an emotion and then you are saying that they deserve a good vehicle which is also an emotion. We all know that we always do much better with the buyer that uses their emotions to buy cars. So whatever we can do to evoke their emotions will make our job easier.

Every Day Payment or Price Close

“You have to look at it and drive it every day for the next 5 years wouldn't you rather spend a couple more dollars and be happy than regret not spending those few extra bucks to get a vehicle you really like, right?”

“The last thing you want to do is regret your purchase every single day when you get in it and turn the key.”

Like many other closes we are getting them to bring up a picture in their mind that is based on emotion. If they can visualize regretting their purchase every single day that they drive their car they are much more likely to accept the bump or and pay a little bit more. Then after they get that picture of regret in their mind you say; “It's better to be happy about your new car and feel good about driving it every day, right?”

Nobody wants to think they will regret their purchase when they get home or in a few days. That is probably one of the biggest fears of the average car buyer today. There are all kinds of stories about buyer's remorse and most people have had an experience where they regretted a purchase, but buying a car is major purchase and a huge commitment so they want to be sure they don't regret their purchase and that is why this is a powerful closing tool.

After they acknowledge that they don't want to experience buyer's remorse you will tell them that you want them to be happy with the purchase so they can recommended you to their friends and family that wants to buy cars. After all you wouldn't send me any customers if you weren't happy with your purchase and I need referrals to make a living in this business.

You are giving them what's in it for them and why you care because most buyers think all the salesman wants is to make a commission, but you are giving them a legitimate reason why you want them to be happy that they bought from you. This lets you come off as being genuinely concerned rather than only being after a commission.

Trade-In Closes

There are many different areas to address when we talk about a Trade-In close and I will try to cover several of them in this section.

Trade-In Allowance Close

One of the most common objections to making a deal on a new car is the amount the dealer is allowing for the buyers trade-in. Sometimes your customer's trade-in can be like a member of the family. When this is the case you need to be gentle because you could end up turning them off and shutting them down and before you know what's happening they have to go somewhere that they that sounded good.

You have to get them to understand that you will have to spend money to get their car in salable condition. You want to point out the issues and problems with their car, but don't run it into the ground. If tell them they are driving a piece of junk there is a good chance you offend them. Rather than take that chance of them getting offended try to point out some of the good points, but also cover the problems that the dealer will need to address such as replacing tires, dent repair, serving and so on so they will see your side of the equation.

Give them some rough numbers for those items that will need to be addressed and then subtract them from the amount that they feel that their car is worth. You say would say: I can understand why you feel your car is worth \$9000, but you can see that after we allow you \$7000 for your car and then we have to spend \$1800 to it get ready for sale on the lot we have nearly \$9000 and then we would like to be able to make small profit. I am sure you can understand that so let's put this behind us so I can get your new car ready for delivery.

That sounds easy, but you probably won't get them to roll over that easy. You may need to break it down for them and ask them if they would be willing to buy their old car from you for 12 or 13 thousand dollars after you allow them \$9000 for a trade, spend nearly \$2000 and include a

Closing the Sale - Car Sales Closing Techniques

small profit. Nine times out of ten their answer would be no they wouldn't and when you get the ones that say yes they would look them in the eye and say no you wouldn't. So let's get this deal done so you can drive your new car home.

I am sorry to say that will not always help, but you will still have those that won't see your side. Use your pen and write it down on a separate piece of paper and do the math write down the issues that have to be taken care of and then end with the final sale price. Some people need to see it rather than only hear it from you. If nothing else this will usually get them off the price that they thought they should be allowed for their trade. The desk manager will make the final call, but usually this will get them off their price to a point where the deal can be made.

People can take the trade allowance very personally and others are just glad to put that car behind them after you give them the taste of driving a new car. The more excited they are about the new vehicle they are considering the easier it is to get them past the trade allowance. Follow their lead and take their side until it comes down to the dollars. Tell them that it looks like they have taken good care of their trade, but make sure they understand that they are going to be a lot of expenses involved in the near future in they don't trade their car in now and that value is only going to go down.

They Owe More on Their Trade than the Value

We all know this is a very common situation today so this is one area that you better get used to getting past. People like the idea of having a new car and when you sell the same customer over and over again there will be times that they will be upside down. There will be times when you or some other dealer buried them in their car and you won't have a chance, but if they wait long enough the negative equity can usually be rolled over into their new car. (depending on credit)

Owing more on a car than the pay-off is not something anyone wants to hear and especially when they were hoping there would be some equity

Closing the Sale - Car Sales Closing Techniques

to lower their payment. Most people take the news very hard and feel like they have made a bad decision or a mistake in the past and they don't want to make that mistake again. (Some just don't care and we all love those customers)

However most customers understand and for those that don't we need to help them get past that issue and stop them from thinking that it was their fault. Even if was their fault this is not what a person wants to be thinking about when they are about to buy a new car. Every situation is different, but you need to find a way to take the bad feelings that they may have about owing more than their car is worth. You can tell them about how different makes and models depreciate at a faster rate, rebates in the past have caused the used car value to drop faster than normal, the market has changed in the last couple years, the used car ratings on that car has caused the value to drop faster than other or anything else, but do your best to keep them from feeling it was their fault.

Very often it is because they rolled negative equity into the car they are trading in when they bought it or did not have down payment and if all else fails you can use that information if you need to, but only if you need to because this might make them start thinking about waiting to buy a new car.

Do your best at keeping them positive and enthusiastic about getting a new automobile and it will make your job so much easier. Get them to smell the smell, listen to the stereo, feel the ride, and how it will look in their driveway.

As far as closing them is concerned you want them to feel that they are making the right decision to get out of that old car NOW rather than waiting because the value will continue to decline. Compliment them on knowing that it is a great time to cut their losses before they lose any more money or they have to start putting money into a vehicle that they already owe too much on.

Closing the Sale - Car Sales Closing Techniques

Example: You are making a wise decision to get out of that old car before it costs you more money.

Example: You know it makes sense to cut your losses and get in to a vehicle that will be trouble free and not cost you more and more money over the next few months or years.

Example: Your new car will covered by warranty and you will many years of hassle free driving that won't cost you a penny in repairs.

Example: The better fuel economy will save you money(if it applies).

Hit their hot buttons and talk about the high price of common repairs, tires, brakes, etc... You want them to feel good about getting rid of that old car and getting a new car. **Enthusiasm creates commissions.**

Make sure the customer understands that the dealership will not only be taking the trade-in off their hands before the value goes down even more, but they will be paying off the balance they owe as part of the transaction. There are still people out there that think they need to pay off an old car before they can buy a new car and once they go without monthly car payments it is harder to get them to start making them again. It is much easier to get a buyer to bump on the monthly payment than it is to get them to accept making payments again after have paid of their car. That is why it is a good idea to follow up with past customers before they pay off the old car.





Do You Really Want to Drive Home in that Old Car?

Nobody wants to get in their old car and drive it home after they have just driven a newer and nicer car. You don't want to ask that question of everyone that you work with when they are buying a car, but if they have a sense of humor and they have been open with you during the process it is a great question. They will start thinking about and picturing themselves getting into their old car versus getting into that new car they just test drove. They know they would rather have the new car so you have to make it easy for them to say YES. Remind them of the ride, the features and everything else they liked about that new car and add a close such as the Pen Close, Handshake Close or anything else that is appropriate for the situation. Use this on the right person and at the right time and you will have a deal. I have been very successful using this close where there is trade-in involved because everybody really does want a new car.

I Am Better off Selling My Trade-In on My Own

You heard people say it all the time; they say they would be money ahead selling their trade outright. That very well might be, but you don't want it to get in the way of you selling them a car. Most people don't really want to sell their old car on their own, they usually say that to try and get more for their trade-in. When they do say that I always agree with them, but I tell them even the employees and sales people that work at the dealership don't want to mess around with selling their own car. You need to spend money to have the car detailed, place an ad in the paper or online and then you have to deal with strangers calling and coming to your house at all hours. Not to mention that they always pick your car apart and want to negotiate a ridiculously low price.

Private party buyers are always looking for deal and very often you just get tired of dealing people that want to lowball you and criticize your car that you end up selling for lower than you planned just to get rid of it and the phone calls, people coming to your house and the hassle.

Most customers think that they are going to get screwed when they trade in a car so you don't want them to feel like you care either way even though you do because any desk manager that pencils deals will have at least \$500 and probably much more extra profit for the deal in the numbers that include a trade. So after you give them the scenario about selling a car on your own you say something like Example: I am OK whether you want to trade or not, but I know that most people don't want to deal with all the hassles only to end up with less or the same amount as we are offering. Why don't you save all that extra time, money and hassle and put it behind you? Then close with any of the basic closes listed here.

This one usually does the job because they are thinking about and picturing the phone calls and people coming to their home and the other hassles, but if it doesn't and they decide to sell their own car that is OK as long as you sell the new car rather than them deciding to buy after they sell their old car.

Add-Ons Close

This one is fairly common and it follows the same premise of assuming the sale. Not only is this an attempt to assume the sale is made, but it can also add some additional profit to the deal. Depending on your dealership and what the sales person can sell this may include such items as a hitch or any other accessories that the buyer would like to include in the purchase. This could also include Fabric Protection, Paint Protection and Undercoating/Rustproofing.

Some dealerships allow the salesman to present and sell appearance package for paint, fabric and rust protection that can add a nice additional profit which translates into a larger commission for you.

Example: Is there anything else you want added to your new car and include in the financing before we wrap up the deal? (This will also let them picture the prospect of adding options or accessories that can be included in the payment rather than paying out of pocket later)

Example: I am sure you would want to protect your new vehicle for years to come with the appearance package and the go into the benefits and prices.

You are steering them away from the question of whether they are going to buy the car and assuming they are which has them visualizing ownership and also allows you the perfect time to make additional profit with sales of additional options and accessories. The more vividly and often that they see themselves owning and driving their new car the easier it is to close them.



Delivery Close

This is a very basic close which also assumes the sale. Example: All I need is your OK right here and I will start the paperwork and get your car ready so you can drive your new car home right away. Depending on how your dealership operates it may be a signature, initials or a handshake, but the idea is that you can make it easy to getting things going so they can get out of there. (Which is what they really want to do.) Most everyone wants to get through with the car buying process so they can leave and start showing off their new car so paint that picture in their mind of being able to leave soon is a great way to get them to make the deal.

Stand in the Way Close

When price and more especially payment is keeping them from saying yes you need to put it into terms that will make more sense to say Yes than it will to say No. Everyone at some time in their life has chosen the cheaper version of something only to later realize that they wish they spent those few extra dollars to get the better or more expensive model that they really wanted, but thought they should save a few bucks. This is commonly known as Buyers Remorse and practically everyone has found themselves regretting a purchase. Because most people have had a similar experience at one time or another and I like to ask them if they have ever purchased something and regretted that purchase. I will tell that I have and most people have and the last thing I want them to do is end with a car that they will regret buying.

The story usually hits home for most buyers and they and they agree that they don't want to end up buying a car they will regret. If they can recall a time in their life when they had such an experience this can be a powerful way to bump them on price or payment.

Buyer's Remorse can be very powerful when they have had a similar experience and you are coming off as the good guy because you don't

Closing the Sale - Car Sales Closing Techniques

want them to wish they spent to the few extras dollars when they had the chance.

I like to say: I want you to be happy with your new car so you will send me some referrals and if you regret your purchase every single day that you put your key in a car that you regret you won't send me any customers. You won't be very happy with me and I need to get referrals from my customers to make a living in this business. So let's put this deal to bed so you can drive home in the car that you really want to own rather than settle.

It won't work for all of them, but then again nothing does. Sometimes I come right out and say: Would you let xx dollars a month (or XXX dollars) stand in the way of having the car you really want so you won't regret it later?

Title the Car Close

A simple close that assumes the sale is: How will I be titling the car in your name only or with your spouse? If they start telling how they want it done you are done. If they aren't done they will let you know. This once again assumes ownership and they are picturing in their mind the paperwork that they will be completing to make their purchase. This is not what I would call a powerful closing technique, but more of a way of asking the question without asking the question. You are assuming the sale and they will agree or state their objections without you having to ask if they want to buy the car. You can substitute different things for the title such as how should the paperwork be made out or how should the warranty be registered. Whichever you choose they all serve the same purpose.

A Note on Assuming the Sale

Don't underestimate the power of assuming the sale because it can be all that is needed at the right time to close the deal. Remember, emotions are more powerful than logic when it comes to buying a car and the simple act of assuming the sale done in the right way is all that is need to make a commission.

Many unsuccessful sales people have missed the mark when it comes to assuming the sale. Once you become good at assuming the sale you will close more sales than you ever have in the past. Sometimes people just want to be told what to do, but they are not going to admit to that to you and assuming the sale is very often all that is need to get the deal done.

Assuming the sale is a state of mind and a belief that has more power than you will realize until you master this technique.



3 Things Close

You may have heard of this close because it is very common, the premise is that when you can't get them to close there are only 3 things that are standing in the way. These are the price of the car/down payment, the monthly payment or the trade-in allowance.

Example: Mr. Customer in my experience it always comes down to 3 things that keep a buyer from making a decision and they are the price, the payment or the trade-in allowance. Which one of those is keeping you from taking this car home today?Then Shut-Up and let them talk.

Hopefully they will start talking about what the issue may be that is keeping them from pulling the trigger. Whatever that item may be you know what you need to do to isolate and work on so you can move on to the next step. Don't try to tackle two or three objections at the same time. They may have an issue with all three, but work on one at a time and then when you have satisfied that item move on to the next item.

Close them on each item so it can be set aside and if it comes back again you can refer to your earlier discussion and remind them of how you agreed on that earlier. I have found in most cases it boils down to one item unless you use this closing technique too early.

*NOTE: This close assumes that you have the proper vehicle selection made. I can't emphasize vehicle selection enough. I have gone behind salesmen that have been selling for years only to close them as soon as I switched vehicles. The customer didn't come right out and tell the salesman it wasn't the right vehicle, but they wouldn't make a commitment until I asked them a few questions about the car and listen closely to their answers. Then I offered a few suggestions on options and had the salesman bring up a different car and the deal was done. Maybe they were too shy, maybe they just weren't sure, but whatever it was this is very common and as soon as they drove the other vehicle the rest was easy.



Think About it Close

I don't care how long you have been selling cars whether it is one week or years you have heard the customer say "I Need to Think About It". I don't have any precise statistics and I haven't done a thorough study on the subject, but I would venture to say that 1% or less of the customers that say that they truly need to think about it. They already thought about it or they wouldn't be there.

When your customer says they need to think about it, it usually means that there is an issue or a problem such as you the salesman, vehicle selection, the dealership, the price, the down payment, the monthly payment or the trade-in allowance.

All customers or at least 99% have thought about it or why would come to dealership and spend an hour or several hours to be "badgered" by a car sales person? It's because they want to buy a car, THAT'S WHY. Many of them have even worked out some rough numbers in their head and even have an amount in their head of how much they would like to spend.

It really can be you the salesman, not everybody gets along with everybody. You could have said something that offended them; they could have heard something from a desk nearby while you were in the sales manager's office, they could have used the washroom and the place was a disgusting mess. There are all kinds of things that can turn

Closing the Sale - Car Sales Closing Techniques

people off when they are making a large purchase and sometimes they are just looking for any reason to say no and get out of there. They may get the feeling that they are being played or that you are an insincere person. There can be hundreds of different reasons, but we don't want to throw in the towel too quick.

When you ask these people what it is that they need to think about some will tell you, but most of them will lie to you. They might tell you that they are OK with the price, the payment and the trade, but they still need to think about it. **THEY ARE LYING!!!**

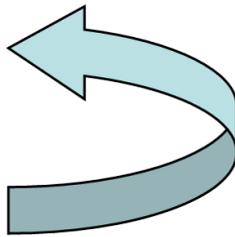
Try using the 3 Things Close (see above) to get them to open up. Talk to them and listen closely and if you still can't get anywhere it might be time to let a sales manager step in. Sometimes the sales manager has the power to do some crazy things to save a deal that just might get them to listen. Sometimes just the fact that they are talking to a fresh face can make the difference. People use their logic and emotions when making a purchase and sometimes they don't know what the problem is, but they just don't feel right so they say "They Have to Think About It". Another one to try is the "What the Dealer Pays Close" see below.

Insurance Close

This is another basic assuming the sale type of close that you can use that keeps you from repeating any of the basic closes you may have used earlier.

Example: Who is your insurance agent so I can get the paperwork started?

Again this is merely a way of getting them off the fence when you feel that they are ready. This close assumes ownership and the deal is done yet it gives them the option to voice an objection or to give the name of their insurance agent. If they voice an objection you know what you have to work on to make the deal.



Take it Away Close

We've all had them, they absolutely are in love with the car (a requirement for this close) and you are so close to making a deal, but they are stuck on the payment or price. I am not talking about being miles away from a deal, I am talking about being close. (I repeat, don't use this unless you are right there.)

The idea here is that they are so close because they really, really want the car and nothing else will do. They have been picturing themselves driving to work, to see their friends and everywhere else. They own it in the mind and they can't imagine owning anything, but this vehicle.

Then it's your turn and you say:

Example: I can get you the lower model without the sunroof and alloy wheels to get to your payment. Then shut up and listen.

Example: I can get you in a very nice pre-owned car for only \$xxx a month (their number) instead of a new one. Then shut up and listen.

Their response is going to be NO because they really want the car, badly. Remember I said they are in love with the car. I didn't mention the possibility of stretching out the payments, working on the down payment because you should have already exhausted those possibilities. You have nowhere to go except the take it away close.

This close doesn't work every time, but when the conditions are right it can do wonders. When it doesn't work completely it will at least get them to bump on payment or price.

Sum it Up Close

Sometimes the momentum of going over the details from start to finish is enough to close the right buyer. Start off with the vehicle, the options and include the purchase terms.

Example: OK Mr. Customer we have the 2011 Toyota Camry LE in Rally red, with the power sunroof, alloy wheels, power windows and remote entry. Your trade-in allowance is \$7500 and your finance term will be for 60 months. You are putting down \$2000 that you mentioned and your payments will be \$329 a month. Now all I need is your confirmation or signature right here.

I mentioned some of things that are important to the customer such as sunroof and alloy wheels and fail to detail the trade-in because I don't want them to start rethinking their trade-in allowance. As I go through the details they are visualizing these items so it's important to be as visual as possible without overdoing it. If your customer is the type of person that responds better to visual it's a good idea to write it down while you are saying it. For some people the act of hearing it and seeing is very powerful. I like to use this close as a secondary close on some deals to make sure there is no confusion when they get into the Box/Business office. There is nothing worse than working with a customer for a couple hours or more only to have it blow up in the box or have the Finance Manager need you to come into the Finance office and reclose the deal. When a deal blows up in the box it can very hard to put it back together.





Pick It Up Payment Close

This close is not necessarily a true close in the sense of the word, but it does work at times. However I use it often to get a bump and break the tension that will sometimes result when you are trying to get that final bump.

The setup example: They are stuck at \$325 a month and you are at \$355 a month. The desk pencils you back at \$345 a month and you go back to the customer and say: Great news, I can get you down to \$345 a month; all you have to do is sign here. Then use the Pen Close or Handshake Close.

Customer Says: That's not \$325. You only came down \$10, that's nothing.

You Say: I understand, but if you saw \$10 lying on the floor you would pick it up wouldn't you? They always say Yes. So let's wrap this up and get you on your way in your new car.

It doesn't make a lot of sense, but what it does is break the tension and takes their focus away for a minute. Sometimes this is just the ticket to get them to chuckle and lighten up a little. It also has them thinking that such a small reduction means that you just don't have enough room to get them to their payment and usually they will bump at least \$10 to \$20.



What the Dealer Pays Close

We work with in the car business and some of the knowledge we have we take for granted, but some this information needs to be conveyed to the customer to make our job a little easier. One of the most common things that most consumers automatically assume is that the bigger the dealership the cheaper they get their cars from the manufacturer. They just assume that the dealer that sells more cars will get a bigger discount just like many other industries.

However that is not the case because all the dealers in a particular region pay the same price for a car this is equipped the same way. The freight, holdback and advertising fees are all the same. There might be volume discounts, but it never shows on the invoice. So for all purposes every dealer pays the same price. Tell your customer that every dealer pays the same price and you won't be lying to them because there is a federal law that prohibits manufacturers from charging different prices to different dealers, something about unfair competition. So use this to take the wind out of your customer's sails that thinks another dealer pays less for a car.

Example: So let's get this done so you don't half to spend half a day at another dealership trying to buy a car that costs the exact same price.

Most customers don't realize that all dealers pay the same and once you get them to realize that they are a little easier to close. I always use the words "Federal Law" when I tell them about it and it carries more weight.



Profit Close

Car buyers always feel that we and the dealerships are making a fortune every time they sell a car and they will often bring it up whenever we are negotiating. So after they have received several discounts or reductions in the payment during negotiation I stop and say: Don't you agree that we need to make a little profit? YES, but just a little. We have a nice clean and neat dealership here don't we? We need a small profit so we will be here if you need your car serviced or the next time you need a car. We need to make a little profit on each car rather than a bundle on a few cars like many dealers operate. Doesn't that sound fair? Most will agree.

Then you say: So let us make a small profit and we will be here when you need us. Extend your hand or give them the pen and show them where to sign. Don't say a word. Wait for them. This can close the right customer that is reasonable and fair.

This close can make many people think about it for a second and it subconsciously sends them the message that you are down to the bone and all that is left is a very small profit in the deal.

I have found this close to be more successful with the married couple when either the husband or the wife feels that you have been straight with them.

Going to Lose It Close

This might be a little sneaky and dishonest, but when you get that customer that's really wants the car and you have already spent hours with them this might be a good choice. Most people will give up after a reasonable period of time, but every now and then you get that customer that wants the car because it is the right color, has the right options or maybe they couldn't find it at any other dealership and you have it in stock. They think that they the longer they negotiate the better the deal will be. There might be some truth to that thinking, but for the most part we don't want to tie up the better part of a day working with a customer that is only interested in stealing a car and especially if it is a Saturday.

Before you try it make sure you won't get fired for trying this by running it past your sales manager. I have another salesman that doesn't have a customer come over to my desk when I am sitting with the customer and request the keys to the car and say that they have a customer that would like to see it or take it for a test drive. I tell the salesman that we are very close to closing the deal and then I look at my customer and say, RIGHT?

I have had customers respond in different ways. Some will say yes we are going to buy that car and then you know have them. Some will say we are still working on the deal, so I give the salesman the keys. Some will say OK let them take it, if they buy it, it wasn't meant to be. Regardless of their response it usually gets them to be a little more realistic in their negotiations. If they say they are buying the car then get them to shake hands or sign the worksheet. If they respond with the two other responses you will usually find that you will be able to bump them to the point where a deal can be made.

If the other salesman walks away with the keys they need to take the car around the back of the dealership or somewhere out of sight. Then you will continue to negotiate and try to close the deal.

Closing the Sale - Car Sales Closing Techniques

I have only used this a few times and it works about 50% percent of the time. It is rare that they close immediately after the salesman asks for the keys, but about 50% of the time I ended up closing the deal in a relatively short time after the salesman drives the car out of sight.

CAUTION: If the customer thinks you are trying to pull a fast one you are done. They will probably leave without any more negotiation and without a car. So if you are going to try his be very careful and make sure the conditions and the customer right.



The Price

When it comes to selling cars way too many people think they lose deals because of the price. Yes, there are times when price is the reason, but it's less often than you may think, in fact it's rare. They usually lose deals because of themselves. They didn't do their job as well they should have. The customer is not only buying a car, but they are also buying the salesman, the product and the dealership. However more often than not it comes down to the salesman. There is always room for improvement in everything, but there is only one thing that you have complete control over and that is you. You can sell more cars and you can make six figures as a car salesman. Analyze every one of your Ups, follow up with your un-solds and when you find out that they bought ask why. Most will lie to you, but some will tell you the truth, the truth that you need to hear to make yourself a better salesman.



Excuses

I have relationships with several dealerships and over the years I have seen people leave a dealership citing any number of reasons for not buying only to stop at the dealer down the street to buy a car. So why does a person that said they couldn't buy a car now because they need their spouse or they have an appointment leave one dealership and stop at a dealership next door or down the street and buy a car? Usually it is the salesman or saleswoman that is taking care of them. Oh yes, you can come up with a million different reasons for such behavior, but usually it's the salesperson.

People come to a dealership loaded every excuse under the sun why they can't buy a car today. They do this intentionally it's their line of defense against YOU so they have an out, it might be a lame excuse, but it works for them.

I am sure you have heard the sayings "buyers are liars" and "if their lips are moving they are lying" it's because there is truth to those statements. They believe their only defense is to lie. If you buy into what they are saying every based on nothing other than their words your commissions are going to suffer. You need to always remember that their words are merely a defense.

When I started in the car business I heard a saying that has stuck with me to this day that has served we well and I recall every time that I am trying to close a deal. Two people meet and one gets sold. Are you going to get sold or are you going to do the selling?

There are NO EXCUSES, only results!!!

Attitude

Get two or three bad ups in a row that can't buy anything and what happens to your attitude? It goes south and your attitude is everything when it comes to selling. One of the biggest challenges to selling automobiles for a living is to maintain a positive attitude. A bad week a slump, no traffic and then a few customers with bad credit will put your head in the toilet.

You must remember that this is a business and nothing happens overnight. You need to keep your head in the game at all times or your going to see your name at the bottom of the board. You sales will be in the crapper and all you can think about is not making any money. In most dealerships your fellow sales people are no help because they will complain about everything and feed into a negative attitude because this is a competitive field and they would like nothing better than to see you quit.

Don't let them win. Focus on each and every customer one at a time. You can only sell one car at a time (if you are lucky, maybe two). Give your undivided attention to the buyer that is in front of you and forget about everything else. Give them the best Meet and Greet, Walkaround, test drive and experience they ever had when buying a car and you stand a very good chance of selling them a car.

When you get in a slump and we have all been there you need to keep swinging. Getting over a slump is a way of growing and becoming better. You will have slumps throughout your sales career, but after every slump you will find that you are a better salesman because of it. If it was easy everyone would be selling cars and making a six figure income and then where would you be?

Keep a positive attitude about your abilities, your dealership and the business because the money is there to be made. If you have a beef with the dealership either resolve it or move on because it's just

Closing the Sale - Car Sales Closing Techniques

business. Everyone in the car business gets paid according to profit so everybody is on the same team.

A positive attitude sells way more cars than a negative attitude.



Closing Cautions

Most of the closes that I have included here have come from trial and error and adapting what I have learned from years of selling cars for a living. I have picked up a little bit here and a little bit there, but overall I have learned that adapting every single close to fit both myself, my style and my customer has worked the best. The right close at the right time on the right person is everything.

Being able to think on your feet when the heat is on is the ability that will allow you to sell more cars and make more money than anything. Even you are armed with the best closes in the world you need to be able to decide which one to use when and on which customer. I attribute most of my success to paying close attention to what is going on around me and observing the other sales people when I started in the car business. I watched, listened and followed the top sales people at the dealership to see what they were doing that made them the big bucks and then I tailored what I learned to develop my own abilities.

You are going to lose a few while learning how to close the sale, but it will return to you tenfold down the road. The dealership where you sell is important, but you are the one that is going to make the difference when it comes to making a six figure income selling cars.

In Closing

I could have filled a book just with closes that I have used, but after a careful evaluation and through trial and error I have realized that they are all variations of the ones I talked about above. I could have stretched it out and listed lines that you could use to close a car buyer, but after a couple a dozen you would realize they were just a different way of saying what I have already said.

There are no guarantees in the car business as I am sure you already know, but closing is a skill that doesn't come overnight or in a week. It takes practice, thinking, observing and adjusting every close that you use for the specific situation and your customer. Everyone one of them is different and each one of them requires a slightly different close that caters to their individual situation.

There is no such thing as the magic close. I have stressed the importance of adjusting each closing method to fit the customer and the situation because I have learned firsthand that one wrong word or the wrong close on the wrong person at the right time will kill a deal and a commission.

We are all in the car business to make money and my intent with this book is to help you sell more cars, and make more commission. I am not going to give you any song and dance about enjoying talking to people and like to help people solve their transportation problems. Just like you I am here to make money and selling cars is one of these easiest ways to make a six figure income.

Today is the day, you are the man or woman, this is the dealership, so let's go sell some cars and make some money.

Later, Fresh Up on the Lot

KB

Index

accessories...41
afford ...9, 10
agreement...29
approval...26
assume, assuming...3, 5,16,17,22,32,41,42, 43,44, 45, 47, 51
attitude...6, 56
Ben Franklin...4,25,26
body language...16,24
brand...8
bump...28,34,38,42,48,50,53
careful...15,19,54,58
caution...6,54,57
commission...7,12,34,38,41,44,55,58
confident...21
congratulate...29
cost, costs...11,38,51
credit...10,36,56
dealer...6,11,13,17,20,23,24,27,32,35,36,38,40,41,42,46,47,51,52,53,54,55,56,57,58
decision...8,11,12,14,16,33,37,38,45
delivery...5,,8,14,27,28,29,35,42
driving...8,11,19,31,33,34,35,36,38,41,48
economy...38
emotions...4,8,9,11,15,23,24,33,44,47
enthusiastic...13,37
expressions...13,24
F&I...8
features...28,39
feel...8,9,11,13,15,18,20,21,23,26,29,30,33,34,35,37,38,40,47,52
gas...4,11,15,19,25,27,31
green pea...20
handshake...4,26,28,29,30,31,39,42,50
hassle...38,40

Closing the Sale - Car Sales Closing Techniques

hate...11,28,30,33,45
holdback...51
humor...4,11,12,15,16,18,19,39
income...3,11,56,57,58
insult...23
keys...53,54
logic...8,9,13,23,33,44,47
Meet and Greet...7,13,15,56
mind...8,9,19,26,31,34,39,42,43,44,45,48
mirroring...19,23
model...37,42,48
negotiate...40,53
objections...16,27,28,29,33,35,43,45
offend...2,15,16,19,35,46
offer...20,21,31,40,45
options...8,15,28,41,45,49,53
paperwork...8,42,43,47
paying...24,32,38,41,57
payments...20,23,27,38,48,49
pay-off...36
pen...3,5,8,26,28,30,31,36,39,50,52
percentage...19
phrase...21
power, powerful...4,15,16,20,21,22,25,26,31,34,42,43,44,47,49
price ...5,6,20,21,27,33,34,36,38,40,41,42,45,46,47,48,51,54
process...7,8,13,17,23,24,26,27,31,32,39,42
product...2,10,54
profit...3,6,35,36,40,41,52,57
psychological...8
question...7,8,10,15,16,17,20,31,39,41,43,45
reasonable...21,52,53
referrals...34,43
remorse...34,42
repairs...11,26,38

Closing the Sale - Car Sales Closing Techniques

respect...2,21,33
ride...25,31,37,39
salable...35
sales manager...20,21,46,47,53
saying...8,11,19,21,22,23,24,33,42,49,55,58
sense...11,12,15,16,23,26,38,39,42,50
showroom...11,24
shut up...48
shutting up...4,22,30
silence...22,29,30
situation...12,20,26,36,37,39,58
sold...7,10,23,54,55
sounds..19,35
spouse...10,43,55
sunroof...15,19,25,48,49
switch...11,45
techniques...1,8,15
tension...50
test drive...11,13,17,31,53,56
thinking...11,21,33,37,39,40,49,50,53,58
trade...5,20,21,26,31,32,35,36,38,39,40,45,46,47,49
training...21
trigger...8,11,12,27,33,45
upside...10,14,36
vehicle...37,38,41,45,46,48,49
walkaround...17,56
warranty...11,25,38,43
words...16,23,24,51,55