

# COMMITMENT

**Commitment** is the word.

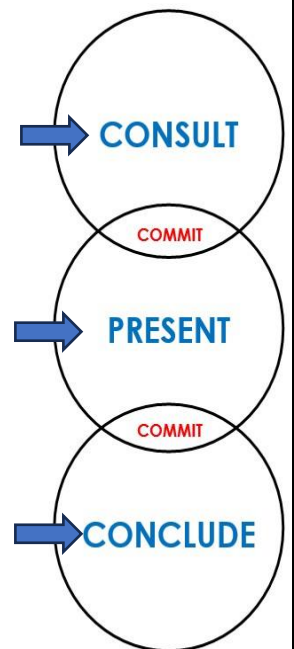
The definition of customer service would be different if a customer was the one asked to define it. That's because customers want to be served. Salespeople know this and are held accountable by the brands they represent. The less conflict and the more we 'give' customers, the more likely we are to achieve 9's and 10's on those surveys. That's **IF** we make the sale. Who makes commitment to whom will determine whether that happens. Here's some thoughts on commitment.

- **NEVER MAKE A COMMITMENT WITHOUT ONE.** Name one relationship that works when only one partner makes a commitment to it. Or, if one partner commits more than the other, who gets hurt the most when things go wrong? Here's the good news; your customer commits first anyway by contacting you. All you need to do now is reciprocate by making them feel that your focus is entirely on them. Hospitality, friendliness, expertise are now your tools.
- **CONSULT RATHER THAN QUALIFY.**

*Here's where your leading questions come in to play. The model to the right is a great way to achieve commitment incrementally rather than via a traditional RTS where commitment comes in way too late. You need commitment from the handshake. The consultation is your way to eliminate all the factors that prevent a purchase from happening now. Timing, budget, terms of settlement, who is deciding, what else is on the shopping list etc. It creates a template for you to use when presenting your product or service. Introduce your manager as part of the hospitality phase. Now your customer knows there's an authority figure beyond you that might need to be cooperated with or relied upon at some point. When you cross into "conclude" it's business time.*

*In "present," simply align what you demonstrate with what you learned in "consult." Make sure everything you say and show is (1) UNDERSTOOD, (2) RELEVANT and (3) AGREED TO. If not understood, the customer is confused. If not relevant, the customer is bored and if not agreed to, the customer will be in opposition. In any event, you've failed to gain commitment and the response later will be "I want to think about it." This is a smokescreen and not true.*

*Transitioning to "conclude" ends your chances to create value enough to buy. It's business now and how well you do here will rely on how effective you aligned what you learned in consult with what you showed in present. By gaining incremental commitment along the road to the sale, this should happen as a natural consequence. The instant you cease to obtain a commitment, STOP. You may need to change tac or course.*

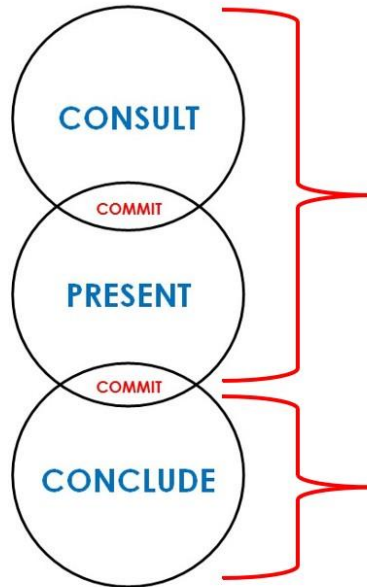


- Gaining commitment is not about pushing. It's about guiding.
- The happiest customers tend to pay the most. The customers who screwed your margin tend to haunt you after the fact. The difference is how they felt about you and the quality of the consultation phase.
- If you give a quote without a commitment – have it framed. It's now a license to hunt.
- If you value a trade in without a commitment to trade the car, it's the same thing.
- You cannot overdo the consultation phase because it's totally about being interested rather than interesting.
- Asking questions is selling. Making statements is serving.

**CHECK OUT PAGE 2  
FOR YOUR  
STRATEGIC  
OPPORTUNITIES.**



THE FORMULA FOR SUCCESS



RELATIONSHIP

- CHEMISTRY
- VALUE
- PERCEPTION
- WANT

BUSINESS

- PROCESS
- PRICE
- REALITY
- NEED

SWC



CUSTOMER VISITS OR CALLS  
AFTER HAVING THOUGHT  
ABOUT IT

**LEARN**

- ❖ Their capacity to understand
- ❖ What's relevant to them
- ❖ The criteria for a decision

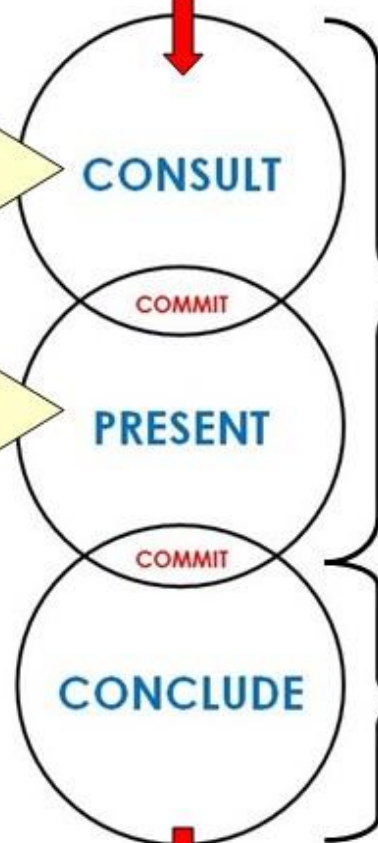
**U R A**

- ✓ WAS EVERYTHING UNDERSTOOD?
- ✓ WAS EVERYTHING RELEVANT?
- ✓ WAS EVERYTHING AGREED TO?

IF IT WASN'T UNDERSTOOD = THEY'RE CONFUSED

IF IT WASN'T RELEVANT = THEY'RE BORED

IF IT WASN'T AGREED TO = THEY'RE OPPOSED



RELATIONSHIP & VALUE

HERE IS WHERE THE CONVINCING NEEDS TO TAKE PLACE

BUSINESS

HERE IS TOO LATE



CUSTOMER LEAVES  
WANTING TO THINK ABOUT  
IT = FAILURE TO CONVINC

BE THE BENCHMARK BY BEGINNING WITH THE END IN MIND