

# Sales meeting

## 1. Qualify:

- How many do you normally travel with?
- *Do you have any vacations planned?*
- **Test ride vs. Test drive**

## 2. SUV switch:

- When you put 6 or 7 people in a suburban or Tahoe where do you put the luggage?
- Ask Suburban/Dinali/Tahoe customers will you take a few minutes to tell us what you think no a new product GM is offering?
- What vehicle do you have on your lot that all the GM dealers around you do not have?
- Stop losing sales to Escalade: Show the features of a GM “X” van with All Wheel Drive, Direct TV satellite. It has more toys.
- All wheel drive on a conversion van is the best-kept secret in America. Use that knowledge to keep more customers in your store and sell more vans with higher profits.

## 3. Factory order close:

- We stock Explorer vans because they can build and deliver a van the way you want it in 10 to 14 days. “Why pay for more than you need, don’t settle for less than you want?” Lets go over the equipment list.
- Equipment list (standards and options) use equipment list for:
  - Identify customer’s wants and needs (what they are willing to pay for and what they do not want to pay for.) this gives you a discount strategy at closing time.
  - Fax for a quote
  - Use to become familiar with standards and options available and the features and benefits to your customer.
  - Use during your walk around give the customer a copy. You and your customer can use as a worksheet.

## 4. Meet the rep close:

- Our Explorer factory representative is here every week can I make an appointment for you to meet? (We will meet customers at your dealership or go to there home or work)

## 5. What Explorer Van Company can do for you:

### Resources Available:

- **Mail follow up letter, DVD, & Brochure**  
To your customers. Call 800# and leave information (customers and yours)
- **Local Rep call for appointments**
- **Color brochure /DVD/Newsletter**
- **Fax for quote (standard/option list)**
- **Owners manual / Warranty manual**
- **Plant tour (trip and on DVD)**
- **Van signs: AWD, Best in class fuel economy, World champion Patriots VIP van, MSRP, Equipment list with standards / options**
- **Explorervan.com**

### Available Products:

- **Full size vans**
- **Extended vans- 9 passenger**
- **ALL WHEEL DRIVE**
- **Towing vans**
- **Handicap vans-see attached**
- **Limo vans**
- **Office vans**

**Call us with your needs. We can build what you want.**

**800-291-0196**

**Buildyourvan.com**

