

## Speak your prospects language

Are you advertising on the #1 station that everyone listens to? The best part is its free! Its station WIIFM. Alright its not actually a radio station. Its an acronym that stands for **What's In It For Me?**

It's quite simple really. Your car buying prospects and customers aren't focused in all the cool features of a car or truck or even what those features can do, they only care about what they can do for them!

In the sales business we refer to this as 'Benefits'. In short, if you can demonstrate how well the features on that car or truck can benefit your prospect, you'll have a much greater opportunity to close the sale. To accomplish this try taking a few minutes up front to ask the right questions *before* heading out to the lot.

Consider the way other professionals perform a short interview before beginning a sales or service process. When you visit the doctor, it's expected you'll be filling out a few forms, answering questions as to any ailments, allergies, and your ability to pay (with or without insurance). When you visit your banker seeking a business loan, you'll be asked to provide a plan or basic overview of how you do business before they begin the application process. Your insurance agent will ask questions ahead of time to ensure he or she can offer the proper coverage. As an automotive professional you should be interviewing the prospect *up front* so you can better guide them to a vehicle that best fits their lifestyle.

A few examples would be:

*Who will be driving this vehicle?*

*How will you be using the automobile (for work or pleasure)?*

*What features have you heard of that you would like in your next pickup?*

*What have you enjoyed about your current car that you'd like to see in the next one?*

*If you are price sensitive what features are a 'must have' and what features can you live without?*

Once armed with this information you will be in a much better position to demonstrate how the features of a specific vehicle can *benefit* your prospect.

If you've read any of my prior articles, you'll know I am a fan of using acronyms so let me share one of my favorites that will help you to easily point out the benefits to your prospect.

There are basically only six points you'll need to remember when pitching the benefit of any product.

Safety, Performance, Appearance, Comfort (and Convenience), Economy, Durability (and Dependability). We can call this **S.P.A.C.E.D.**

For the most part every feature on an automobile can be translated into several of these benefits.

Take for instance, a feature such as cruise control. It allows you to set the speed with one touch. Depending on the buyers focus this can provide a *benefit* of Safety, Performance, Comfort, Dependability, or Economy.

Body side molding can easily translate to a *benefit* of Appearance or Durability.

An extended service policy provides a benefit of Economy, Convenience, and Dependability.

All-season radial tires provide *all* the benefits.

I recommend encouraging your sales people to brainstorm several key features and write down the different benefits of each so they can provide the highest quality presentation possible that will actually reach your prospects wants and desires. The pre-sale interview mentioned earlier will help guide the salesperson as to which benefits they should be focused on, better help them to speak your prospects language, and build rapport quickly. With practice, you and your sale staff's presentation skills will greatly improve, set you aside from the 'typical' salesperson, increase closing ratios and increase your gross. Aren't those the kind of benefits you are seeking when you and your business tune into station WIIFM?

*Todd Shepard is the founder of Shepard & Shepard Insurance and a regular contributor to the Front Row. He has worked in and around dealerships for over three decades and provides insurance services and sales training workshops to the independent auto industry. For more information visit [shepquote.com](http://shepquote.com)*