



Automobile Dealer Sales And Customer Service Training Sample

Issues

Common Situations #1.

A customer purchased a used car the day before. He is complaining that he used the switch to put down the driver's window, and now it will not come up. You know this car was sold "As Is." How do you respond to this customer?

Sample
Game
Cards

(Shown
smaller than
the Actual
3 1/8" by
2 1/4" size)

Common Situations #2.

A customer tells you he called two days before and scheduled an appointment for a service on his car's air conditioner. You do not seem to have any record of his call and you are completely booked. What do you do?

Unusual Requests.

A man wants to know if he could have his car washed if he brings it by, on the way to the airport. He says he bought the car from us a few weeks ago, and wants to impress his boss, but is low on cash. What do you say to this man's request?

Difficult Situations.

A customer purchased a truck two days ago. He comes in today, and says he regrets the purchase because it is right at the limit of what he can afford after seeing what it will cost to insure. How do you respond?

Warranty and Policy Issues.

A young man wants to have his car speakers replaced under warranty, because they sound like they have been blown. He says he "thought about" getting a new high-powered after-market stereo, but changed his mind. What do you say, or do in response?

Sales Opportunities.

While looking at an SUV, a woman is admiring the bug-deflector on a customer's truck in the parking lot. What do you say or do?

Above the Call.

It's a busy Saturday and a woman calls to say she locked the keys in her car, and is hoping we can help her. She says she bought the car from us last fall. What do you do now?

Knowing Our Strengths.

What is the best-perceived advantage our service department has over a quick-stop when changing the oil in a customer's car?