

KEFFER

CHRYSLER | DODGE | JEEP | RAM



Welcome!

LET'S FIND THE RIGHT VEHICLE TOGETHER.

Let's get to know our guest before we recommend a vehicle.



OUR GOAL

Listen. Understand.
Recommend. Deliver.
Make it easy and
make it great!

SALES CONSULTANT:

DATE:

CUSTOMER NAME:

PHONE:

EMAIL:

PREFERRED CONTACT:



☐ Call



☐ Text



☐ Email



1 LET'S START THE CONVERSATION

➤ What brought you in today?

➤ What vehicle(s) caught your attention?

➤ What do you love about the vehicle you're driving now?

➤ If you could change one thing about your current vehicle, what would it be?

➤ What will your next vehicle need to do for you?



2 TELL ME ABOUT YOUR CURRENT VEHICLE

Year:

Make:

Model:

Miles:

What's the current situation?

☐ Trade-In

☐ Lease Ending

☐ Payoff

☐ Still Deciding

Anything else you'd like me to know?



4 TIMING

When would you like to be driving your next vehicle?

☐ Today

☐ This Week

☐ Within 30 Days

☐ Just Researching

Is there a reason for your timing?



CONVERSATION STARTERS (For Your Reference)

- What prompted you to start looking for a new vehicle?
- How do you primarily use your vehicle—commuting, family, work, travel, or all of the above?
- What features or technology do you use most?
- Have you owned or leased before?
- If we found the right vehicle today, what would a great experience look like for you?



Great questions create great conversations.



3 WHAT'S MOST IMPORTANT TO YOU?

"Everyone shops a little differently."

Please rank the following from 1 (Most Important) to 5 (Least Important)

Finding the Right Vehicle

Comfortable Monthly Payment

Best Overall Value

Highest Trade-In Value

Lowest Money Down

Other (please explain):



5 BUDGET & PAYMENT COMFORT

What monthly payment range are you comfortable with?

\$

How do you plan to purchase?

☐ Finance

☐ Lease

☐ Cash

☐ Still Deciding

Do you have a down payment in mind?

\$

Anything else you'd like me to know about your budget?



6 BEFORE WE GET STARTED...

Is there anything else I should know so I can deliver the best experience possible today?



OUR PROMISE TO YOU

- ✓ We'll listen first.
- ✓ We'll respect your time.
- ✓ We'll give you clear options.
- ✓ We'll be transparent and upfront.
- ✓ We'll help you make the best decision for you.

SALES CONSULTANT SIGNATURE:



PEOPLE



PROCESS



TECHNOLOGY



RESULTS

Thank you for trusting Keffer CDJR!
We're here to help you find the right vehicle for life.