

## The Concierge Method



When we think about handing the customer keys to the vehicle for the demonstration drive, are we doing it in a way that conveys enthusiasm, anticipation, and excitement? Does it demonstrate our uniqueness as sales professionals over the competition?

Regardless of your dealership's policy on who drives first, when it is the customer's time to drive how do you hand them the vehicle? Do you hold the door, ask them to get in, and tell them to watch their feet as you close the door? Do you just hand them the keys and let the customer fend for themselves as you walk around to get in the other side of the vehicle? Or, do you just toss the customer the keys and say, "let me know what you think when you get back?"

I believe there is a more memorable way to hand the customer the keys to the vehicle that will accomplish three (3) specific things.

1. This method will ensure that when it comes time for the customer to drive the vehicle, they will be able to do so distraction-free and will be able to understand all the features of the vehicle that were discussed during your vehicle presentation. The customer will be able to take in and absorb 100% of what the vehicle has to offer.
2. This method will ensure the safety of not only the customer, but also you the sales person. A customer test driving a vehicle while at the same time trying to adjust the seat belt or even worse, the steering wheel at 40 or 50 miles per hour can be not only scary, but also incredibly unsafe. If the vehicle fits the customer like a glove, the driving experience will be heightened.
3. This method will also make you stand out and be the most memorable and professional sales person that they have encountered so far during their sales experience. You will be perceived as the most proficient and thorough sales person they have ever dealt with.

Let me introduce you to the "Concierge method" that will allow you to hand off the vehicle to the customer in 5 easy steps.

1. Hold the door for the customer until they are completely inside the vehicle.
2. Kneel down and show the customer the power seat buttons but have THEM adjust the seat. Front to back, up and down, as well

as the backrest and the lumbar support. NEVER tell a customer about something they can experience. This will ensure they have the perfect, customized seating position.

3. Have the customer adjust the steering wheel not only up and down but using the telescopic features if applicable. This will demonstrate the full customization options of the driving position to the customer. Also, point out on the steering wheel column the windshield wiper locations, the right and left turn signal stick, and the cruise control settings. There is nothing like a customer about to turn the corner on a test drive and the windshield wipers beginning flapping at full speed.

4. Grab two to three handfuls of the seat belt and hand the customer the buckle to insert into the seat belt harness. Slowly let go of the rest of the slack of the seatbelts and point out how the customer can adjust the seat belt shoulder position with the adjustable seat belt slider.

5. Explain the side mirrors and how they operate to ensure the customer has perfect visibility before the car is put into drive. If your vehicle has blind spot monitors, point them out so the customer won't be startled when they come on.

Once you complete the five steps of the Concierge method you can then take your seat in the vehicle. Remember, if the customer has a guest with them it is best if you sit in the backseat of the vehicle. When you do the "Concierge" hand off of the vehicle to a customer, you elevate their perception of what a sales professional truly is.

When people go out for a fancy, expensive dinner, their napkins are usually re-folded every time the customer gets up and sets them on the table. Their water never goes below half-full. They are given new cutlery between each course, regardless of whether or not the cutlery was even used. This attention to detail during the dining experience is something that businesses understand will set them apart from the competition. The restaurant knows that this could be the difference between an empty table or a profitable evening.

So why wouldn't we as sales professionals understand that when the customer is looking at a \$10,000 - \$50,000+ investment, we should pull out all the stops in terms of courtesy, attention to detail, and dare I say... panache? After all, this could be the difference between, "Sign here on the dotted line" and "thanks for stopping by the dealership."

These simple steps of handing off the vehicle to the customer can also position the vehicle to exceed any and all expectations. Getting behind the wheel of the actual vehicle and putting it to the test is better than any research the customer could have done at home or what you have told them so far about the vehicle.

So, remember the old saying; “A little, can mean a lot.” There is no greater proof than the reaction I get from sales professionals around the country after we train on this step and how they look forward to delivering the “Concierge method” to hand off a vehicle to their very next set of customers.

Good luck, and good selling.

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