

# Close – Feel, Felt, Found, & Share – Perfect Practice Scenario – Salesperson

## ORIGINAL SCRIPT

Customer: "Julie, the price is just too high."

Salesperson: "Ok, I completely understand how you feel Steve. The fact is, I have felt the exact same way, until I found out the reasons the \_\_\_\_\_ is priced the way it is. May I share them with you?"

Customer: "Please do."

Salesperson: "First of all, we don't set the prices on our vehicles, the market does. We could not become the #1 dealer in the area if our pricing was too high. Second, this vehicle is award winning, including best in class, best quality, 5-star safety rating and car of the year. And third, because of all of these awards, the styling and value the \_\_\_\_\_ is in extremely high demand and there is limited supply, people are trying to buy these like crazy. Think about it Steve, that's why you want this one isn't it?"

Customer: "Yes."

Salesperson: "Excellent, let's wrap this one up for you so you can start to enjoy your new \_\_\_\_\_ like my other customers."

## SCENARIO

You have just presented your customer with an investment proposal. After reviewing the proposal, the customer objects to it.

## GOAL OF PRACTICE SCENARIO

**INSTRUCTIONS:** Your goal of this scenario is to do one of the following (in priority order):

1. Get the customer to agree.
2. Investigate as to 'why' the customer is not agreeing with you – If the customer does not agree with you why they want the vehicle.
3. Properly turn the customer – If the customer is not interested in hearing the reasons you no longer feel the way they do.

## GAME PLAN

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# Close – Feel, Felt, Found, & Share – Perfect Practice Scenario – Salesperson

## SELF-ASSESSMENT

**INSTRUCTIONS:** Practice this script in various alternatives with a partner. Rate your performance on a scale of 1-5. A rating of '1' indicates that is much room for improvement. A rating of '5' indicates mastery of this close.

### RATE YOURSELF ★★★★★

QUESTION

**How would you rate your performance?**

*Circle one value for each competency area.*

	NEEDS IMPROVEMENT					COMPLETE MASTERY
OVERCOMING THE OBJECTION	1	2	3	4	5	
ASSURING THE CUSTOMER	1	2	3	4	5	
CLOSING THE DEAL	1	2	3	4	5	

QUESTION

**What could you have done better?**

*Write your response in the space below*

ANSWER

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## PERFECT PRACTICE SCENARIO - NOTES

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# Close – Feel, Felt, Found, & Share – **Perfect Practice Scenario** – Customer

## SCENARIO

The salesperson has just presented you with an investment proposal. After reviewing the proposal, you object to it.

## CUSTOMER RESPONSES

**INSTRUCTIONS:** Use the following possible responses to help the salesperson practice this close. Remember the goal of this practice scenario is to help the salesperson learn this close, not to be the **impossible** customer.

**Objections**  
***“The price is too high.”***  
***“This is not enough for my trade.”***  
***“The payments are way too high.”***  
***“I think this vehicle is too big.”***

When the salesperson asks, ***“May I share them with you?”***

**Your Responses**  
***“Yes.”*** or ***“Of course.”***  
***“No, I am not really interested in hearing them.”***

When the salesperson asks, ***“I am sure you want to take advantage of all of these things, right?”*** (or equivalent question)

**Your Responses**  
***“Yes.”***  
***“Actually, I don’t.”***

## GAME PLAN

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# Close – Feel, Felt, Found, & Share – Perfect Practice Scenario – Customer


## SALESPERSON ASSESSMENT

**INSTRUCTIONS:** Practice this script in various alternatives with a partner. Rate their performance on a scale of 1-5. A rating of '1' indicates that is much room for improvement. A rating of '5' indicates mastery of this close.

### RATE SALESPERSON ★★★★★

**QUESTION** How would you rate their performance?

*Circle one value for each competency area.*

	NEEDS IMPROVEMENT					COMPLETE MASTERY
	1	2	3	4	5	
OVERCOMING THE OBJECTION	1	2	3	4	5	
ASSURING THE CUSTOMER	1	2	3	4	5	
CLOSING THE DEAL	1	2	3	4	5	

**QUESTION**

**What could they have done better?**

*Write your response in the space below*

**ANSWER**

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## PERFECT PRACTICE SCENARIO - NOTES

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