

A Guide to Sales Evidence Manuals



Presented by

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The Benefits of Evidence Manuals

Why Evidence Manuals?

- Support your presentation
- The Power of Belief in the written word (more than the spoken word)
- Appeals to customer's dominant sense (sight)
- Provides Independent Views
- Personalised presentation – shows about you (you're organised, professional)
- Reflection on you (neatness, attention to detail)
- Extra proof of any points made to your customer
- Power of testimonials from other customers
- Help to Overcome objections
- Helps colour choice
- Has Visual impact
- Control tool – to change the pace of the sale, focus customer's attention, etc.

When?

- To help take control when the customer is leading with lots of questions
- To help relax an aggressive customer
- While valuing or re-valuing the trade-in
- During closing
- At any time to use it to answer a customer's question
- To help relieve a fearful customer's specific concerns
- While the customer is having a coffee
- To help indecisive customers
- To help handle objections
- During busy times, to keep a customer's interest while they wait for a free salesperson
- On delivery to reinforce the customer's correct decision to buy from you

Check List for an Effective Evidence Manual

- Magazine and Newspaper articles
- Internet articles
- A current brochure, neatly cut to fit your evidence folder
- A clear list of Australian specifications for the model
- A clear option list for the model
- Check list explaining the difference in model lines (base / luxury differences)
- A display of colours with list of advantages of each colour
- Appropriate pages neatly cut from manufacturers training folders/pamphlets
- Relevant, appropriate information from Manufacturer bulletins, e.g. price rise
- Relevant, appropriate information from 'Manufacturer' Magazine
- Customer testimonials
- Photographs of cars and/or accessories/options
- Photographs of selected customers with their cars
- Service Costs comparisons (if showing your car to be more cost-effective)
- Resale value comparisons (if showing your car to be superior)
- Copies of advertisements relating to the particular model
- Copy of NRMA road test
- Copy of NRMA NCAP crash test results
- Information, pictures, tests etc. printed from the Internet
- Relevant, well-presented quotes e.g. Aldo Gucci's & John Ruskin's quotes on quality
- Relevant material from Sales Product Training
- Photographs from manufacturer's Product Training Days
- Appropriate information on competitors (recommended in separate folder)

Information Sources for an Evidence Manual

Publications

- Wednesday's Australian: Motoring Section
- Friday's Sydney Morning Herald ('Drive')
- Saturday's Sydney Morning Herald ('Drive')
- Saturday's Daily Telegraph
- Sunday's Sun-Herald
- Sunday's Sunday Telegraph
- Wheels Magazine
- Motor Magazine
- Car Australia Magazine
- NRMA Magazine 'The Open Road.'

Websites:

Your brand's websites: Australia and Global

Your competitor's websites: Australia and Global

Websites: Reviews, Tests, etc.

www.car.net.au/carnet/reviews

www.autoweb.com.au

www.greenhouse.gov.au/fuelguide/

www.goauto.com.au/mellor/mellor.nsf/homepage/home#top

www.iihs.org

www.mynrma.com.au/motoring/index.shtml

<http://auto.howstuffworks.com/>

www.euroncap.com

www.autospeed.com/

<http://carpoint.ninemsn.com.au/reviews/ReviewsHome.asp>

www.racq.com.au

www.theaustralian.news.com.au/motoring

<http://www.webwombat.com.au/motoring/>

<http://editorial.carsales.com.au/mellor/mellor.nsf/homepage/home?opendocument>

(Information correct at time of writing)

Where Do I Start?

Prioritise

Put your effort where you'll get most impact. For your first evidence manual, start with your best-selling models, leaving your most 'niche' model until last.

Get Some Quality Folders

Buy a professional, durable display folder to commence your evidence manual. One folder per model is a necessity. You'll be surprised how quickly you can fill it. If you get a folder with plastic loose-leaf display sheets, updating your folder, or relocating information is easier.

Some of the best-presented evidence manuals are presented in quality photo albums.

Invest time

Allocate a little time before or after hours each week to get your evidence manual up and running. With management approval, quiet times in the showroom on weekends (not during the week) are also a good time to work on your evidence manual, instead of just 'waiting for customers to come in.'

People who try to do it all in one go may get frustrated and give up. The best evidence manuals are always a work in progress and are added to or updated with maybe 1 hour's work per week, every week.

Where do I get information?

- Subscribe to at least two motoring magazines.
- Call each of the motoring magazines and back-order editions that had articles on your range.
- Ask friends and family to keep copies of articles on your brand that they find in publications.
- Car articles often appear in Women's magazines, Airline In-flight magazines, and other special interest magazines.
- Phantom shop your competitors or call their service departments for comparative quotes (service costs and times, etc.).
- Ask your manufacturer representative for any spare promotional material that they have in the district office.
- Join the NRMA and you'll get their magazine free.
- Check out the Internet for favourable articles, pictures, tests etc., and print them out.
- Visit a library or surf the net to get powerful quotes on quality, service and value and print them on a page with a picture of your car.

How do I set it up?

Categorise the information into sections, e.g., Safety (including crash tests, ratings, safety design information etc.), Performance, Design, Comfort (including seats, air conditioning system, ergonomics), Economy (including fuel economy, resale value and service costs) and Durability (including vehicle prototype testing, build quality information etc.).

Updating

Buy and keep a small notepad only for customer objections. Each time you lose a sale, write down the customer's objection that lost you the sale. Then ask yourself what you could have shown the customer to overcome the objection. Then get whatever material you need to overcome that objection and put it in your evidence manual. If you don't know how to overcome the objection, ask your managers or call Sean at Auto. If you don't overcome it, or use your evidence manual to eliminate it, you will keep losing sales to that objection.

Anything else?

- Keep it clean and neat. The attention to detail in your evidence manual is a reflection on you. If your evidence manual is put together haphazardly, a customer may think that you're not as thorough or organised as the salesperson whose evidence manual is well presented.
- Don't tear articles out of magazines and papers. Cut them neatly.
- Use colour wherever possible (even Newspapers use colours now – it gets attention).
- Use originals, not photocopies, whenever possible.
- Highlight the important quotes in articles to make it easier for your customers to spot 'the good information' in each article.
- If you have to photocopy an article, make the photocopy as clear and tidy as possible.

When prepared and presented properly, evidence manuals will make it easier for you to sell with greater customer service.

For more information, please visit the Auto website or call us on:

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