Client Consultation Guide

Acura clients expect a professional, personalized consultation experience. Follow these guidelines when working with clients.

01 Set yourself up for success by making a positive first impression.

- Greet clients as they arrive at the showroom. If you recognize a client, greet them by name.
- Provide a professional greeting that includes your name. (For example: "Welcome to City Acura. My name is [your name]. How may I assist you?")

Your clients may have already completed some steps in the shopping process through The Acura Digital Sales Platform or your dealership's digital retailing platform. Follow your dealership's process to review the lead and adjust your needs assessment accordingly. Try to meet clients where they are rather than rehashing old information.

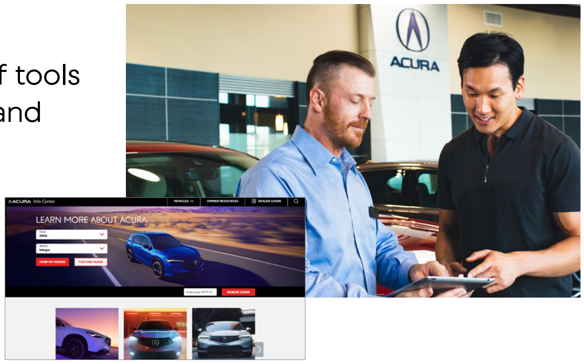
02 Conduct a needs assessment.

- A needs assessment is a critical way of determining what's important to your client, because every client has different motivations for buying.
- Personalize your presentation by focusing on the features your client values most.
- To help you find out more, ask questions like these:
  - *"What are you currently driving?"*
  - *"Are there any features on your current vehicle that you want in your next one?"*
  - *"How familiar are you with Acura?"*
  - *"Which Acura model interests you in particular? What drew your attention to [THAT MODEL]?"*
- Even if a client comes in with a specific model and trim level they want to see, you should still do a quick needs assessment to make sure it's the right vehicle for them.
- If needed, provide the client with the difference in feature sets of the standard model and packages to confirm which trim level is best for their needs. Ask additional questions to gather more detail:
  - *"Will you be the only driver, or will you be sharing it with someone else?"*
  - *"What type of driving do you typically do (commuting, school runs, weekend getaways)?"*
  - *"What kind of phone do you use?"*
  - *"Have you compared Acura to other vehicles? If so, which other brands and models are you considering?"*

03 Deliver a personalized presentation that highlights the features your client is most interested in.

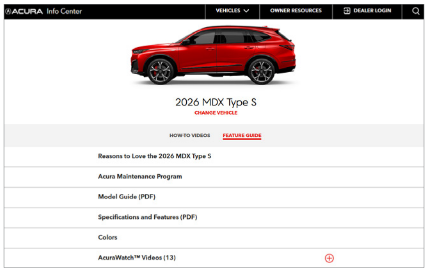
- If they mention performance, cover vehicle features related to performance first.
- If the client has a smartphone, demonstrate the AcuraLink™ app's Apple CarPlay® or Android Auto™ integration.

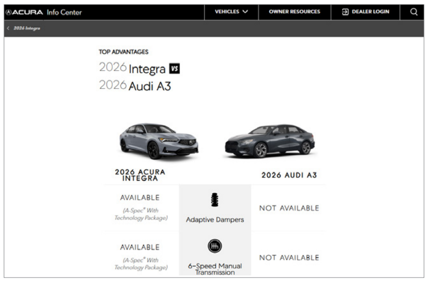
04 Support your presentation with online resources.



- Acura Info Center (AcuraInfoCenter.com) has a variety of tools you can use with clients, such as videos, specifications and features charts, and competitive comparisons.
- Use a large smartphone, tablet, or dealership kiosk to share visuals and references with your client.
- Offer to text or email links to those references for any features the client is specifically interested in.

05 For clients who are cross-shopping other brands, provide comparison information that highlights Acura advantages.





- The Acura Info Center features a lot of information about current and past Acura models. Use the **Vehicles** pulldown to select a model and year.
- **Competitive Comparison** contrasts the features of each Acura model with similar competitors.
- **Top Advantages** provide easy-to-read charts comparing Acura with key competitive models.
- You can also guide clients through a complete set of features using the comparison tool on Acura.com.

A successful consultation builds trust between you and the client by meeting them where they are on their journey. Seal the deal by offering every client an opportunity to test drive the vehicle they selected before moving forward with pricing discussions.

ACURA

Best Practices for Working with Luxury Clients

GIVE A WARM WELCOME
Make every client feel comfortable. Offer refreshments and clearly explain their options.

GIVE UNDIVIDED ATTENTION
Focus all your attention on the client in front of you. Listen carefully to what the client is saying and ask questions to learn more.

HONOR COMMITMENTS
Honor every promise or commitment made, no matter how small, from "I'll send you that information before the end of the day" to bigger promises.

DETAILS MATTER
There's no such thing as an insignificant detail. Make every aspect of the client experience your personal responsibility, even things that aren't your "job." The client is your job.

WORDS MATTER
How you speak matters as much as what you say. Adjust your language to meet luxury expectations: instead of "Yeah," "Sure," and "No problem," say **"Yes," "Absolutely,"** and **"It's my pleasure."**

ALWAYS BE POLITE
Never judge the client before you decide what level of luxury they should receive; give every client the same level of attention and respect.

ON-STAGE MENTALITY
Remember that clients are always reading your expressions and body language, and those details matter; you are always on stage.

READ THE CUES
Always pay attention to the client's expression, tone, and body language. Be prepared to adjust your approach based on their reactions.

RECOGNITION AND RESPECT
Plan for each appointment by reviewing their name and information, prepping demonstration vehicle(s), and double-checking your work area and appearance. Greet clients by name when they arrive.

MAKE EVERY EXPERIENCE PERSONAL
Engage every client in conversation and connect one-on-one; find ways to use information about each client to make their experience feel personal.