

Modern Selling Skills Best Practices



Demonstrating modern selling skills enables you to exceed client expectations based on their specific shopping preferences. Select the links below to review key modern selling skills best practices. Note the actions you'll take to reinforce these best practices, and save this document as a reference.

Meet Clients
Where They Are

Ask Questions and
Actively Listen

Engage Through
Storytelling

Streamline
the Process

Use Technology to
Elevate Experiences

Meet Clients Where They Are

Whether they're shopping in-dealership, online, or a combination of both, clients will appreciate your ability to meet them where they are on their journey. Make sure you understand how much "legwork" the client has done, and avoid wasting their time going over information they already know.

Let Clients Know They Are in Control

- Be flexible.
- Ask how they would like to conduct business with you.
- Offer in-person and virtual options.

Actions I plan to take:

Be Intentional and Transparent

- Once you understand how the client wants to do business, clearly explain how you will deliver.
- Ask if your approach is satisfactory.
- Be candid and honest whenever you are interacting with a client.

Actions I plan to take:

Think Outside the Dealership

- Make the process comfortable for the client.
- Let them dictate a convenient location.
- Offer to conduct business where the client is located, rather than in the dealership.

Actions I plan to take:

Share What Sets Your Dealership Apart

- Meeting clients where they are is unique.
- Use online resources like the Acura Info Center (acurainfocenter.com) and Acura Precision Purchase (acura.com/buy-online) to facilitate the experience.

Actions I plan to take:

Did You Know?

88% of consumers believe the client experience is just as important as a company's product (Salesforce State of the Connected Customer, 5th Ed.).

Ask Questions and Actively Listen

The Needs Assessment process is essential to delivering personalized Vehicle Presentations. It involves asking questions and actively listening to the client's answers. That means listening to **understand**, not just to respond. And it includes both face-to-face interactions and virtual exchanges.

Client-Focused Questions to Ask

- "How can I make this process as easy as possible for you?"
- "What are your biggest concerns about buying a new vehicle?"
- "What vehicle features are most important to you and why?"
- "How will you typically be using the vehicle?"
- "What do you like or dislike about your current vehicle?"
- "Do you use an app to interact with your vehicle?"

Actions I plan to take:

Let Client Answers Guide the Discussion

- Use the client's answers to your Needs Assessment questions to ask follow-up questions.
- Guide deeper discussion to learn even more about the client's needs and wants.
- Determine which other features the client may value.

Actions I plan to take:

Celebrate the Client's Knowledge

- Clients likely already know a lot about the vehicles they are considering.
- Acknowledging and respecting their research builds mutual respect and trust.
- Ask questions like:
 - "How did you learn about the vehicle?"
 - "What attracted you to it?"

Actions I plan to take:

Demonstrate Empathy

- Work to see things from the client's perspective.
- Connect and build stronger, personalized relationships through both virtual and in-person interactions.
- Express empathy through statements like:
 - "I can see why this is important to you. It would be to me, too, if I were in your situation."
 - "I understand you're making a big decision. I'm here to help you find the right vehicle for your needs."
 - "I know that buying a vehicle can be time-consuming. Our online digital shopping process is designed to let you shop when, where, and how you want to."

Actions I plan to take:

Engage Through Storytelling

People understand stories much better than pure facts. Incorporating stories into the sales process helps engage clients, build rapport, and elevate the value of the vehicle. Stories also tap into the client's emotions, making them more likely to feel connected to the vehicle.

Customize and Personalize the Experience

- Focus on what the client values most.
- Present features and benefits within the context of their lifestyle.
- Customize the experience by selecting a test-drive route or feature demo that aligns with the client's interests and use case.
- Demonstrate your active listening skills by repeating key points the client makes and asking questions for clarity.

Actions I plan to take:

Start by Capturing Their Imagination

- Use the word "imagine" to begin your story.
For example:
 - "Imagine arriving home after a long day's work feeling refreshed instead of fatigued."
- This engages the client's emotions and creates a setting they can relate to.
- Stories that generate intrigue, excitement, or curiosity make people want to learn more.

Actions I plan to take:

Did You Know?

According to a 2023 study by HubSpot:

- 62% of consumers say that storytelling makes them feel more connected to a brand.
- 52% of consumers say that storytelling makes them more likely to make a purchase.



Share Your Stories

- Share your personal stories that relate to a client's needs and wants.
- Where appropriate, share positive stories about other clients and their experiences.
- Work to build your library of stories for key vehicle features.

Actions I plan to take:



Streamline the Process

Your words and actions should always demonstrate that you value the client's time. Find ways to streamline the process and make the shopping experience easier.

Did You Know?

The average buyer spends 12–14 hours or more shopping for a new vehicle.

Make Transitions Seamless

- Focus on ways to make the sales process seamless, as it transitions from one step to another.
- Make it easy for clients to enter the sales process wherever and however they want—virtually, in-dealership, or a combination of both
- Leverage Digital Sales Platform (DSP) when possible, to pick up the sales process exactly where clients leave offline.

Actions I plan to take:

Make Every Moment Count

- Every sales interaction needs to have a purpose.
- Explain the value of each step so clients understand what's happening “behind the scenes.”
- Let the client guide the process as much as possible. It's okay if they don't want to follow the traditional steps.
- Be prepared and help the client conduct business the way they want.

Actions I plan to take:



Use Technology to Elevate Experiences

Clients rely heavily on technology throughout their daily lives. From communicating with family and friends to shopping and working remotely, technology enables them to get more out of their lives. Find ways to leverage technology to boost convenience, streamline processes, and enhance the client experience.

Use Delivery to Connect Clients With Their New Vehicle

- Help clients download the AcuraLink app to their mobile device.
- Give clients a tutorial on key app features.
- Offer to pair Bluetooth and set up features like Apple CarPlay® or Android Auto™.
- Help clients personalize vehicle settings so they feel comfortable in their new Acura.

Actions I plan to take:

Virtual Presentations and Demonstrations

- Use your mobile device to create short, personalized videos demonstrating vehicle features.
- Utilize video conferencing for the client Needs Assessment.
- Offer to provide virtual Vehicle Presentations and test drives (have a colleague record a video to provide a point of view as if the customer were actually there).

Actions I plan to take:

F&I Menu Presentation and Paperwork

- Use a tablet or screen-sharing platform to present key paperwork and F&I options.
- Make it easy for clients to access F&I documents and products online.
- Secure required signatures electronically (if allowed by state law).

Actions I plan to take:

Leverage Social Media

- Utilize different channels.
- Find relevant groups to join.
- Share content that clients will find valuable.
- Post content on a regular basis.
- Share content available on the Acura Info Center.

Actions I plan to take:

Did You Know?

More than 90% of automotive shoppers in the U.S. use online resources when shopping, and 90% also want a test drive.