



228

**PARTS VALUE BASED
SELLING - ABC'S**

STEVE SHAW UNIVERSITY

esqu



SALES

BUYING

VS.

SELLING



BUYING MOTIVES

FEAR OF LOSS

_____ %

AVERAGE CLOSING
RATIO _____ %

HOPE FOR GAIN

_____ %

_____ + _____ = SALE



HOW TO...

2 PHRASES THAT CREATE THE NEED

1.

2.



VALUE PROPOSITION

VALUE MUST OVERCOME COST

VALUE = _____

VALUE = _____



_____ **+ NEED = SALE**



CREATING VALUE

YOUR BRAND

HOMEWORK



CREATING VALUE

YOUR DEALERSHIP

HOMEWORK



CREATING VALUE

YOUR DEPARTMENT

HOMEWORK



CREATING VALUE

YOU

THEM

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



CREATING VALUE

ME

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



POWER STATEMENT

WHY BUY FROM

YOUR DEALER

YOUR DEPT.

YOU



NOTES



SECRET CODE



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