

Post Trunk Talk

Why

1. Encourage all of the Positive things that occurred in the demo/show
2. Discourage any negative things that may have occurred to help PURIFY the Program for future dealers who may be riding along on their Program.
3. Aids in keeping a Rider going when they feel discouraged.
4. Help for CLARITY for the Rider on the Program if you noticed or heard confusion.
5. This essential is most necessary in the 1st 6 demos of a Rider's Program to enhance their clarity and purify the Program, however, is still important on the 2nd 6 demos to help keep them on track.

How

1. Upon leaving the home together, keep it general: say, "So how do you think that went?"
2. They may have thought it was great, when it wasn't or we may have thought it was great, when they didn't. WATCH and LISTEN for cues from them. Keeping this 1st question general helps solicit the truth and encourages open conversation.
3. Remember, we are PARTNERS with the Rider: THEY need US to help finish their Program and WE need THEM for us (dealers) to continue forward in qualified demos. We want to keep things going, but in a positive manner.
4. Our style of communication (diction, body language, facial expressions, tone, attitude, etc.) can make or break this partnership.
5. Deal with any negative comments/situations carefully in a positive, encouraging and solution-oriented manner.
6. Sometimes the Rider needs to leave early and though not ideal, this is ok. Just make sure you excuse yourself to do this essential.
7. Communicate any positive/negative comments/situations with fellow dealers
8. DO NOT SKIP THIS ESSENTIAL!