For those dealerships with delivery departments, sales consultants can still be part of the process by being paged to the delivery area. Even if the sales consultant is with another customer, they can still momentarily excuse themselves long enough to be part of this process. They can even invite their current prospect along in order to give them something to look forward to. The more people in your dealership that can be involved at delivery, the better it will be. That's impact. That's a lasting impression. That's what your delivery should be.

If CSI scores are important to you, and they should be, then don't settle for having to buy customer satisfaction—start delivering it! Give customers a delivery that they won't forget, while keeping in mind that customer satisfaction doesn't come with customers when they arrive at your dealership—rather, customer satisfaction must be earned by you and maintained by you, not a third party.

PLEDGE TO CUSTOMER DELIVERY

Another great suggestion is to have a member of your management team, preferably the owner/dealer if accessible, take a minute to walk out, thank the customer, and shake their hand. If customers are taking delivery during the day, there's a great chance that they are going back to work afterwards, where their co-workers will see and hear about their new purchase. I promise that the customer will tell them all about the lasting impression your dealership left on them, both because of the delivery experience and because they had the good fortune of meeting the manager/owner. Even if they are going straight home, they will still share their experience with their family, neighbors, and friends.

To learn more about your deliveries, install a remote camera in the delivery area and a monitor in the sales office or sales tower, allowing managers and/or owners to see deliveries taking place all day long. More importantly, it provides the management/owner with the opportunity to know when to go out, say thank you to the customer, and shake their hand.

When done correctly, you create such a satisfied customer and leave such a lasting impression that they actually end up going to work for you as your best advertising agents. That's smart marketing. With that in mind, seek out companies that provide services to help you enhance the experience your customers have when taking possession of their new vehicles, which in turn helps to further promote you and your dealership. And if you find yourself wanting to cut costs, just make sure you don't cut your customer out of the big picture. And for those of you who already recognize the importance of delivery and have done something about it, on behalf of your customers–thank you.

I've had the good fortune of being part of the auto industry for over 35 years in many capacities, but the one that sticks with me most is when I was on the asphalt working everyday to get to delivery. It was then that I learned the importance of doing something rewarding for my customers at just the right moment—at delivery. With that in mind, I started a campaign to help dealerships and their sales consultants understand why delivery is the most important part of the buying process and should be only the beginning—not merely the end.

In closing I would like to thank every one of you for what you do every day to keep the industry we both share and love alive and well.

God bless, good selling, and remember – JUST BE THERE!

James E. Yerage, *King of Delivery*

To contact Cal-Pro Inc. or Mr. Yerage regarding delivery area design and training, please visit www.calproinc.com, send an email to jyerage@autosuccess.biz or call 1.800.854.7095.

SALES CONSULTANT PERSONAL EXERCISE

WHAT'S IN IT FOR ME?

A satisfied customer represents generations of sales opportunities. Knowing that there are 2.7 vehicles per household find out just how much your customers mean to you by simply following this exercise:

If you average: _____ cars per month each year for 5 years, that would represent your total number of new customers: _____ x 12 mos. = _____ x 5 yrs. = _____

Each household from these: _____ customers has an additional 1.7 vehicles: _____ x 1.7 = _____ additional sales opportunities.

Of the: _____ that you sold 60% of them are now 24-60 months old: _____ x 60% = _____ immediate sales opportunities.

If each customer were a satisfied customer because of proper customer delivery, and they gave you just 1 referral with 2.7 vehicles in that household: _____ x 2.7 = _____ referral sales opportunities.

_____ + _____ + _____ + = _____ additional sales opportunities.

THAT'S WHAT'S IN IT FOR YOU!

© 1999 Cal-Pro Inc. All rights reserved.