



Step 7: Trial Close

A Committed Buyer Is Flexible

Key Points:

- Even though the Sales Process helps you reset your buyer's thinking on price and trade, many buyers still want to pay less than it takes or get more for their trade than it is worth.
- A committed buyer is more likely to be flexible on price (or payment) and trade. If buyers truly are committed to buy the car, they will begin to find ways to *justify* paying what it takes to get the car they really want.
- A committed buyer is more likely to be flexible on one or more terms of the deal (cash down, term, down payment, and even contract type (lease or buy)) to get the car they want.
- A committed buyer may even be flexible on the car they are willing to buy. If they cannot swing the terms on the car they committed to, they are more apt to switch to a car that better fits their desired terms.
- A committed buyer is more likely to switch colors or buy an in-stock car that better fits their desired terms.
- Committed buyers are flexible because buying decisions are 80% emotion and 20% facts. Once they have *emotionally* decided to buy, they will use facts to *justify* the terms and to complete the purchase.
- Many deals are lost *not* because the price or payment are too high, but because your buyer's commitment is too low.
- Flexibility automatically turns into profitability. You will sell more cars, improve gross profit and build Excited, Loyal, Lifetime Customers that return to buy and send you referrals.