

Salesperson: _____ Date: _____ Appt: _____ Confirmed:

Cell: _____

Name: _____

Email: _____

Sources:

- Walk-in (Location)
- Referral
- Repeat
- TV
- Radio
- Service Dept
- Prospecting
- Online
 - Dealer Site
 - Manufacturer Site
 - Facebook
 - CarGurus
 - AutoTrader
 - Cars.com
- Be Back
- Loyalty**

What puts you in the market at this point in time?

Have you looked at (brand) before? What other models are you considering?

What do you see as some of the pros and cons?

How you feel about (other product) vs (your product), (other feature) vs (your feature)?

(What would you say is the most important thing to you in a new vehicle? What do you like/dislike about what you're currently driving?)

What would that do for you? How would having that affect your daily life? What would having this mean to you?

Going to be for you? Anyone else going to be driving the vehicle? Are they involved in the purchase decision?

Desired models and features:

Present/Demonstrate features and involve the prospect:

What do you think about (feature)? How does this compare? What's your opinion on this?
How would this affect you? How would having this improve your life? Would this help solve the problem?

- Manufacturer Benefits
- Dealer Benefits
- XM Trial
- Service Tour

Vehicle of Interest (Primary): _____

(Secondary): _____

- Demo Drive
- Attended Demo

Program Discounts:

- Employee
- Supplier
- Loyalty (Model _____)
- Conquest (Model _____)
- Direct Offer
- Other (College Student, Farm Bureau, etc.)

Financial Proposal

- Cash
- Finance
- Lease

Mgr Review: _____ Closing T/O: _____

Trade Involved

Payoff Amt: _____ (10-day)

Year: _____ Make: _____ Model: _____

Lienholder: _____

Address: _____

City/St/Zip: _____

Phone #: _____

Account #: _____

Good Through: _____ Per Diem: _____