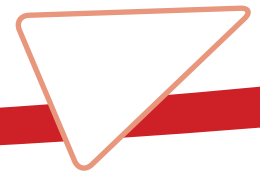


1: Selling a car





Activity 1: Think like a customer



Darren wants a new car. He goes to PC Motors.

What key steps should they take to help Darren buy a car?

Put the cards in order.



Talk to the customer

Be polite, speak clearly and listen carefully.

Position

How are the cars laid out? Do they look good?

Close the sale

Give information

Tell Darren about the car. What can it do? Why is it good?

Price

What does the car cost?