

SALES

2010

How to Handle Buyers Remorse



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The Ultimate Sales Tool Kit

How to handle Buyers Remorse

There probably isn't a person alive who hasn't had buyer's remorse at one time or another. I'm sure everyone who has had second thoughts after making an impulsive, extravagant or ridiculous purchase.

In our fast moving society, with today's high cost of living, we often make snap decisions only to wonder later if we acted too hastily. After all there are so many of our own needs and wants to fulfil, and so many luxury items to buy. However few of us have enough wealth to buy everything, so it's only natural to think "should I have spent my money on this, would I have been better off buying something else".

Or customers are no different, some may have toyed with the idea of shopping around a few dealerships, just doing the research and then their curiosity got changed by us to "Emotional Attachment" and next minute they had bought!

Top sales people understand that some customers buy impulsively and with this in mind make sure that they do all they can to keep the customer at the emotional high, think about it,

1. A customer has a test drive loves the new car, feels good driving it, see themselves owning it in their imagination and buys the car.
2. A few days later the adrenalin subsides, the impact of the expense kicks in
3. They beat themselves up internally, doubt creeps in, self worth is destroyed "What have I done" they say to themselves
4. Next minute they are cancelling the car!



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So how do we prevent this from happening, simple..... stay in touch, through the order take to the delivery stage. Make sure we keep reminding the customer what a wise decision they have made.

Follow the simple steps to keep your customer on an emotionally all time high

1. **Write a two line thank you note** or copy the letter I used to send out. Note: This must be handwritten, improve your writing or get someone else to write it!

Dear Mr and Mrs Jones

Many thanks for deciding to buy your new car from me, I appreciate your business.

Should you have any queries regarding the warranty, servicing or the car in general then please do not hesitate to contact me.

I look forward to having you as a valued customer in the months ahead Once again many congratulations on your wise decision.

Yours sincerely

Jon Davies

2. **Send a thank you text**
3. **Send an email, with a picture of the car they have bought and a PDF brochure**
4. **Send an accessory brochure**

Stay in touch, always and often

Get the Edge U.K.



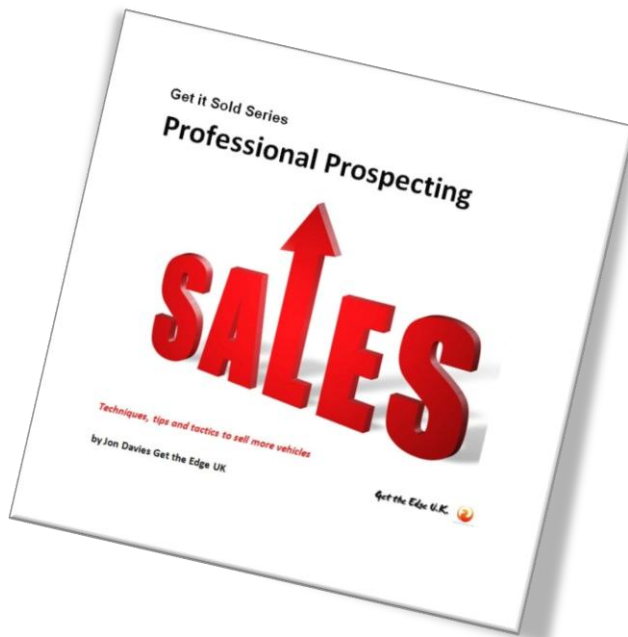
People, Performance, Profit

Written By Jon Davies 2010



The Ultimate Sales Tool Kit

Two Great Books
To help improve your income and grow your sales



*Each filled with
dynamic ideas,
techniques, tactics
and tips, to grow,
your results to new
levels in 2011*

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