

The 2007 Acura  
**PERFECT DELIVERY**  
COMPETITION



Finish First with a Perfect Delivery

Test Your **Delivery Skills** in the 2007 Acura  
Perfect Delivery Competition



## PRE-QUALIFYING ROUND — SALES MANAGER'S CHECKLIST

### Purpose

The Dealership Rounds of the Acura Perfect Delivery Competition begin on June 18. Prior to the contest, it is important that you prepare for the

qualifying round conducted by the District Manager with a Pre-qualifying Round. The Pre-qualifiers will enable your staff to perform better in the

contest and, more important, will improve the skills of everyone working with customers, whether they do well in the national contest or not.

### Format and Content

The Pre-qualifying Round consists of a live role-play of an Acura new-vehicle delivery. To help sales consultants get the most out of the round, have them concentrate on delivering a single feature, preferably one that is complex enough

that new owners may frequently misunderstand it. The checklist below contains several recommendations.

You, the dealership sales manager, or someone you appoint, will be the judge.

As the judge, you will play the role of a customer while the sales consultant performs the new-car delivery for you. The Judging Form included with this document will help you evaluate each delivery.

### Sales Manager's Checklist

Use the following checklist to plan and conduct the round.

#### PREPARATION

\_\_\_ Encourage all sales consultants to familiarize themselves with the study materials they need to understand how to conduct a perfect delivery.

1. *Acura Perfect Delivery* sales training CBT
2. *Key Product Presentation and Delivery* CBT
3. Product Certification CBTs on various Acura models
4. Customer DVDs
5. Owner's Manuals
6. Quick Start Guides
7. Personalized Settings Checklist

\_\_\_ Delivery topics should be selected from the list of the following recommended features:

- Personalized Settings utilizing the Multi-Information Display
- Bluetooth® HandsFreeLink®
- Acura Navigation Systems
- Acura Entertainment Systems
- Heating, Ventilation and A/C controls

\_\_\_ Use the sales meeting to review the basics of delivering these features.

#### PLANNING

\_\_\_ Schedule a "delivery day" prior to start of the formal competition on June 18.

\_\_\_ Enroll as many sales consultants as practical.

\_\_\_ Select a location large enough for a vehicle and additional space around it.

\_\_\_ Plan to judge the round in the role of a new owner. Fill out the Judging Form only after the completion of the feature delivery. Do not score the sales consultant during the presentation.

\_\_\_ Remember to focus on one feature for each delivery.

\_\_\_ Photocopy the Judging Form in quantity, one for each participant.

#### CONDUCTING THE PRE-QUALIFYING ROUND

\_\_\_ Be sure the contestants know what feature they will be presenting and encourage them to prepare in advance.

\_\_\_ On the day of the contest, allow 5 minutes for preparation and not more than 10 minutes for each delivery.

\_\_\_ After each participant's feature delivery, fill out the Judging Form completely.

\_\_\_ When all participants have completed a delivery, add the scores and announce the winner. Summarize your reasons for selecting the winner.

\_\_\_ Identify strengths and weaknesses in sales consultants' deliveries and address these in a follow-up sales meeting.



### Practice Makes Deliveries Perfect

The more energy your sales consultants put into polishing their deliveries, the

better their performance will be in this exciting competition. The ultimate

beneficiaries are the new owners, who will better understand how to effectively use their new Acura.



Participant Name	
Acura DPTS (Dealer Personnel Tracking System) Number	Acura Dealer Number
Name of Dealership	Acura New-Car Sales Manager

### JUDGING FORM

Scoring Instructions: Use this form to evaluate each sales consultant's presentation. Each item under categories 1-3 is worth 5 points. Five bonus points may be awarded in the "Judge's Bonus Points" section when you are especially impressed by the salesperson's performance.

#### 1. CUSTOMER SKILLS

- \_\_\_ Was the sales consultant's appearance professional?
- \_\_\_ Was the sales consultant friendly, relaxed and pleasant?
- \_\_\_ Did the sales consultant display enthusiasm?
- \_\_\_ Did he or she have good posture and use body language effectively?
- \_\_\_ Did the sales consultant project confidence?
- \_\_\_ Was the sales consultant effective, with strong impact?
- \_\_\_ How well did the sales consultant relate and adapt to the situation described in the study document?
- \_\_\_ Did the sales consultant confirm the amount of time needed for delivery, per the client's expectation?

Score \_\_\_\_\_  
40 points maximum

#### 3. FEATURE EXPLANATION AND USE

- \_\_\_ Did the sales consultant use the Personalized Settings checklist sheet to acknowledge settings made in pre-delivery?
- \_\_\_ Were the sales consultant's feature explanations technically accurate?
- \_\_\_ Did the sales consultant present key operational learning points?
- \_\_\_ Did the sales consultant conduct an effective demonstration?
- \_\_\_ How well did the sales consultant guide customer practice?
- \_\_\_ Did the sales consultant evaluate the customer's performance?
- \_\_\_ Did the sales consultant negotiate or offer additional support that would ensure effective use of the vehicle?

Score \_\_\_\_\_  
35 points maximum

#### 2. THREE-POINT WALKAROUND

- \_\_\_ Did the sales consultant incorporate an effective customer walk-up?
- \_\_\_ Did the sales consultant use Position 1 (front of car)?
- \_\_\_ Position 2 (vehicle rear)?
- \_\_\_ Position 3 (driver's side/interior)?
- \_\_\_ Was the client assured that the car was free of damage?
- \_\_\_ Did the sales consultant confirm the client's decision to buy?
- \_\_\_ Did the sales consultant deliver on the feature/benefit promises from the walkaround?
- \_\_\_ Did the sales consultant link the primary buyer motivation features to the delivery?

Score \_\_\_\_\_  
35 points maximum

#### 4. JUDGE'S BONUS POINTS

Look for:

- Exemplary use of a three-part teaching process
- Customer-focused attitude
- Good listening skills
- Eye contact
- Rapport
- Fluency and smoothness

Bonus Points \_\_\_\_\_  
5 points maximum

#### Total Score

Add up score for all four categories and comments.

Score \_\_\_\_\_  
Maximum: 115 including the 5 bonus points

Judge's Signature

Judge's Title

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Knowledge Skills Performance

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**DEALERSHIP — PRE-QUALIFYING ROUNDS**

Prizes

Individually dealers may want to award small prizes to the winners of the practice competition rounds.



**DEALERSHIP — QUALIFYING AND FINAL ROUNDS**

J u n e 1 8 t o J u l y 2 0

Prizes

Top three at each dealership move to Dealership Final Round. Final Round winner receives gift card plus winner's certificate and advances to District Level Competition.



**DISTRICT**

A u g u s t 1 3 t o 1 7

Prizes

\$250 plus customized plaque.  
District winners advance to Zone Level Competition.



**ZONE**

S e p t e m b e r 1 0 t o 1 4

Prizes

All-expense-paid trip for the winner and guest to Monterey, California, to attend the final race of the American LeMans® Racing Series™; exhibition and dinner and \$1,000 plus special winner's plaque.

1<sup>st</sup> Runner-up:

\$300

2<sup>nd</sup> Runner-up:

\$250



**RECOGNITION EVENT**

O c t o b e r 1 8 t o 2 1