

The 2007 Acura
PERFECT DELIVERY
COMPETITION



Finish First with a Perfect Delivery

Test Your Delivery Skills in the 2007 Acura
Perfect Delivery Competition



THE PERFECT DELIVERY—THE FIRST STEP IN MAKING THE NEXT SALE

Delivery is important. It is the stage at which you deliver on the promise of the feature/benefits you presented in your walkaround. This is your opportunity to make a lasting impression on your customer, an impression that will result in repeat and referral business. When your customer enjoys the effective use of his or her vehicle, you have done your job to satisfy your customer. These satisfied owners will return to you and send others to you, an ideal way for you to build a steady clientele.

With all the sophisticated, personalized features on Acura products, another effective step is to conduct a Delivery Follow-up. The Delivery Follow-up will give you a value added reason to call your customer. In the Follow-up you can help your customer learn more about the features that are most important to them.

The 2007 Acura Perfect Delivery Competition tests your ability to present the perfect delivery to your

clients. There are many advantages to participating:

- Improved effectiveness at teaching the use of sophisticated features like the Navigation System and Bluetooth® HandsFreeLink®.
- A completely satisfied customer with high potential for repeat and referral business.
- More effective customer Follow-up.
- Improved scores on the Acura New Owner Survey and Initial Quality Study (IQS) scores.

COMPETITION LEVELS, DATES AND AWARDS

Each level of the competition earns the top performers prizes, culminating in an all-expense-paid trip to Monterey, California, for six Zone Winners for a breathtaking day of racing and an exclusive recognition banquet.

Competition details are as follows:

1. **Dealership Qualifying Round and Dealership Final Round**—

- June 18–July 20
Dealership Final Round Winners:
Gift card plus winner's certificate
2. **District Level Competition**—
August 13–17
District Winners: \$250 plus
customized plaque
3. **Zone Level Competition**—
September 10–14

Zone Winners: 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 a special winner's plaque.

- 1st Runner-up: \$300
- 2nd Runner-up: \$250
4. **Recognition Event**—October 18–21

Dealership Pre-qualifying Round

Prior to the competition, practice your delivery skills in a dealership run contest

using the same judging criteria used in all levels of the competition.

Dealership Qualifying Round

- In this round, you will compete in a test of your general knowledge of

- delivery procedures and features.
- The top three scores advance these

contestants to the Dealership Final Round.

Dealership Final Round

- In this round, the top three sales consultants from your dealership will conduct a live delivery of one feature—explaining the Personalized Settings using the Multi-Information Display.
- You will receive a written case study describing a particular owner taking delivery.

- Your delivery of the vehicle must be structured according to the Perfect Delivery process detailed in the "How to Win—Judging Criteria" section of this guide.
- You will present your delivery to the District Sales Manager who will act as the judge.

- You must also tailor the delivery to the specific client needs and personality detailed in the Owner Case Study.
- You will have 5 minutes to prepare a delivery, which should not exceed more than about 10 minutes.

District and Zone Levels

- You will be challenged with a unique delivery topic for the District and Zone levels of the competition.
- Your delivery will be judged by a panel of three experts from Acura. One of the judges will sit in as the client, and

- the others will act as observers.
- The challenge is twofold:
 - Use the Perfect Delivery process to create effective use of the feature
 - Target the delivery to the customer buying motivations and personality

- in a case study you will receive at the competition
- In both District and Zone levels, you will prepare a delivery of the specified features that should not exceed more than about 10 minutes.

HOW TO WIN—JUDGING CRITERIA

Customer Skills (40 points)

- Appearance, attitude, enthusiasm and professionalism are key elements of the delivery.
- "Contracting for time"—confirming that the client will be spending suffi-

cient time at the delivery—is another ingredient of a perfect delivery.

- Your delivery must also convey understanding of the specific owner described in the case study.

Three-Point Walkaround (35 points)

- The walk-up to the vehicle is an important part of the delivery.
- Sales consultants should begin by walking with the owner to Position 1, the front of the car; move to Position 2, the vehicle rear; and allow the owner to enter the car at Position 3, the driver's side.

- This stage enables you to confirm that the vehicle is free of damage, share the enthusiasm of delivery and confirm the client's decision to take ownership.
- At this stage, you can also begin to link the owner's buying motivation to key features of the delivery.

Feature Explanation and Use (35 points)

- This is the "meat" of the delivery and represents your greatest opportunity to create a completely satisfied new owner.
- Use the Personalized Settings Checklist provided with each Acura product to help you confirm that the customer's desired settings have been made.
- When appropriate, other delivery tools such as the Quick Start Guide and the Owner's Manual can ensure technical accuracy of the delivery.
- Deliveries are about "quality over quantity." In your delivery, you are evaluated on your ability to select *key features*—items that all customers will use that allow them to easily move on to more complex features.
- For example, entering a destination by address and Go Home are key features of the navigation system. All customers will use them, and they provide opportunities to introduce customers to the basics of both manual controls and voice commands.
- Use a systematic, three-part approach for introducing each feature:
 1. Demonstration: Explain the feature to the client. Simply walk through

- its operation, step-by-step, and show the owner how it works.
- 2. Customer Practice: After an explanation, ask the owner to try out the feature and offer assistance that guides them through each step.
- 3. Performance: After guiding owners through a practice use of the feature, allow them to try it on their own, and only offer assistance when owners need it.
- Contestants will also be evaluated on their ability to select the key learning points for each feature. In the perfect delivery, sales consultants resist the temptation to wander and stay on track until completely covering use each feature.

The overall aim of a perfect delivery is to provide new owners knowledge that prepares them for the effective use of the vehicle. In this competition, judges will evaluate your delivery in the following areas:

- **Customer Skills:**
40 points maximum
- **Three-Point Walkaround:**
35 points maximum
- **Features Explanation and Use:** 35 points maximum
- **Judge's Bonus Points:**
5 points maximum
- **Maximum Score:**
115 points, including Bonus Points



PREPARING FOR THE COMPETITION

Training Resources

Performance at delivery requires sales consultants to master product knowledge about each Acura vehicle. There are several sources at the dealership that can help ensure that all sales consultants can conduct a perfect delivery.

Acura Perfect Delivery CD-ROM. This training program contains detailed information about the delivery process as well as a description of how to operate key controls and commonly misunderstood features. These include customizing personalized settings, mastering the navigation system by entering a home address, and pairing a phone using Bluetooth® HandsFreeLink®.

Personalized Settings Checklist. Developed for each Acura product, *this sheet is one of the most important delivery tools with which all sales consultants should be familiar.* It describes features that the owner can customize through the Multi-Information Display. It includes a description of customizable settings such as door locks, the headlight auto-off function and entering a home address.

Acura Quick Start Guide. Each Acura vehicle contains a Quick Start Guide that reviews the use of key controls, such as HVAC and the audio system.

Acura Navigation System Owner's Manual. This manual is the most comprehensive source of information about operating the Navigation System. Chapters review each function, from setting a destination by address to using Voice Commands.

Customer Education Modules on Owner Link.® Both Acura.com and Acura Owner Link contain modules that describe the operation of key features. Modules on the Owner Link are especially helpful, for they walk through the specific steps of delivering the feature to new owners. Note that these modules also appear on the Acura New Owner's DVD supplied with many Acura products.

Matching Owner Buyer Motivation and Personality

In each round, judges should rate the sales consultant's ability to target the delivery to the primary buyer motivation.

- Quality
- Safety
- Comfort
- Performance

Even if two owners share the same motivation, they may differ dramatically in personality. Judges will evaluate your ability to match several key traits:

- Pace: fast or slow? Clues such as gestures, rate of speech, body language and walking speed indicate a pace that sales consultants must match at delivery.
- Focus: on people or the task? People-focused owners are comfort-

able with sales consultants sharing personal details, using humor and speaking in stories and anecdotes. Task-focused owners may arrive with Internet printout in hand and want to "cut to the chase."

- Decision-Making: internal or external? Some owners prefer to make up their own minds, while others look outside to external sources (such as an Owner's Manual or Quick Start Guide).

Perform to Perfection!

Using a three-part systematic approach, sticking with the key learning points for each feature, technical accuracy, and matching the owner's individual

preferences and personality are the pillars of a perfect delivery. Follow the steps, and you will earn an opportunity

to be ranked among the "best of the best" among Acura new-vehicle sales consultants.



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