

ICE CREAM CONE OF THE SALE

MASTERING TIME & EMOTION

The time you spend on the front end of the sale will always determine your success on the back end. Great salespeople know that if you slow down in the beginning, everything speeds up at the end. Think of the entire sales process like eating an ice cream cone, it's all about savoring each layer the right way, in the right order, and enjoying the full experience from start to finish.

THE SWEET START - THE MEET & GREET (5%)

This is that first sweet taste, the very first lick of the ice cream. The meet and greet should take about 5% of your total process, but it sets the tone for everything that follows. This is where first impressions are formed, and connection begins. It should be light, warm, and positive, not rushed or robotic. Just like tasting a new flavor, the customer is trying to decide if they even like you. Your smile, tone, and body language are your ingredients. Sweet, simple, and friendly. If it's too fast, too cold, or too forced, they'll set the cone down before it even starts to melt. John Maxwell says, "People don't care how much you know until they know how much you care." The Meet & Greet is where you show them you care.

THE FLAVOR DISCOVERY - THE NEEDS ASSESSMENT (15%)

Now you're diving a little deeper into the cone, this is where you really start to discover the flavor. You're spending about 15% of your time here. This is where the customer opens up and begins to trust you. You're asking the right questions, learning about their wants, needs, frustrations, and lifestyle. You're also letting them discover you, your professionalism, confidence, and authenticity. It's still sweet, but now it's meaningful. They're no longer deciding if they like the flavor; they're deciding if they can trust it. Done right, this phase transforms a stranger into a partner in the buying process.

THE CONE - BUILDING VALUE & THE TEST DRIVE (70%)

Here's where the real experience begins. The ice cream cone represents the foundation of your sale, the value-building stage. This is where you spend 70% of your time. It's still sweet, but it's also solid. The cone gives the structure to everything above it, just like your presentation and test drive create the structure for the close. This is where you show the customer what makes this vehicle the solution to their problems. You're demonstrating features, tying them to benefits, and creating emotional value that connects deeply to what they told you during discovery.

This is the part where you make them feel the vehicle. You're not just selling a car, you're selling comfort, confidence, safety, pride, and joy. This is where you showcase your expertise and build trust so strong that by the time you return from the test drive, the customer already feels ownership. The experience should be immersive, engaging, and emotional, the kind of moment that leaves them smiling, not calculating. Remember: the more value you build here, the less negotiating you'll do later.

THE TIP OF THE CONE - THE TRANSACTION & NEGOTIATION (10%)

Now you're at the very end, the transactional tip of the cone. This is the smallest part, but if you've done your job right, it's also the simplest. This phase should only take 10% of your time. Think about that, less time than you spent in discovery! This is where you simply align the numbers with the experience. If you built the emotional and logical value up front, the transaction becomes confirmation, not confrontation. The customer isn't "buying" anymore, they're owning. They're simply finalizing what already feels right. You've guided them through such a positive emotional journey that this step feels like the cherry on top, not the stress of a deal.

THE AFTERTASTE - RELATIONSHIP & RETENTION

Once they say yes, the sweetness doesn't end. This is where you build the real relationship, the loyalty, referrals, and repeat business that fill your future cones. Follow up with gratitude. Celebrate with them. Send a thank-you video or a text that says, "I'm honored to have been part of your story." This is how you earn the next sale before the ink even dries on this one. Remember, legends don't just close deals, they build relationships that outlast them.

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Now picture that same ice cream cone flipped upside down, a triangle turned the wrong way. What happens? The ice cream falls out. It hits the ground. And this isn't Dairy Queen — the ice cream doesn't stay in!

That's exactly what happens when you rush the front end of the sales process. When you spend too little time on the sweet parts, the Meet & Greet and Discovery, the whole experience collapses. The customer doesn't have anything solid to hold on to emotionally. This causes the "sweetness" of the experience, the trust, excitement, and connection to spill out before you even get to the numbers.

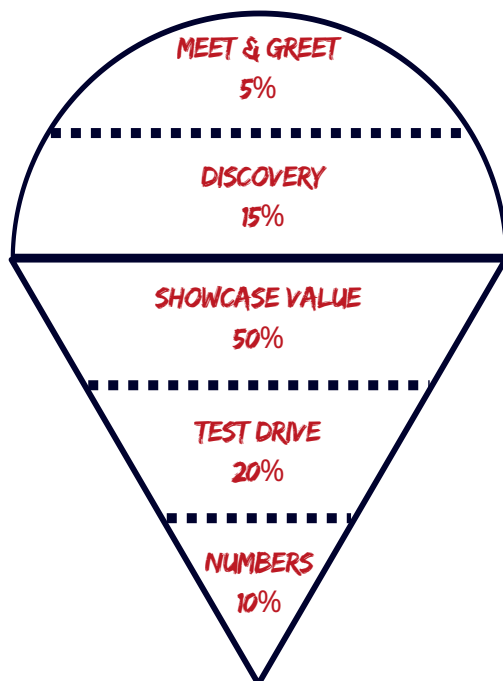
Think about it. Would you want to eat an ice cream cone without the ice cream? Of course not. It's dry, hollow, and disappointing. It's missing the part that makes it worth it. The same goes for the sales process, when you skip the emotional part of the sale, when you don't build value and connection early on, you're serving a cone with no ice cream. You're selling a product with no passion, a car with no emotion, and a transaction with no transformation.

Customers don't buy vehicles just for transportation, they buy them for how they make them feel. The smell, the look, the pride of ownership, that's the ice cream! When you flip the cone, you lose it all. The customer ends up focusing on price because there's no emotion left to hold the value together. It turns what should have been a sweet, exciting moment into a dry, transactional one.

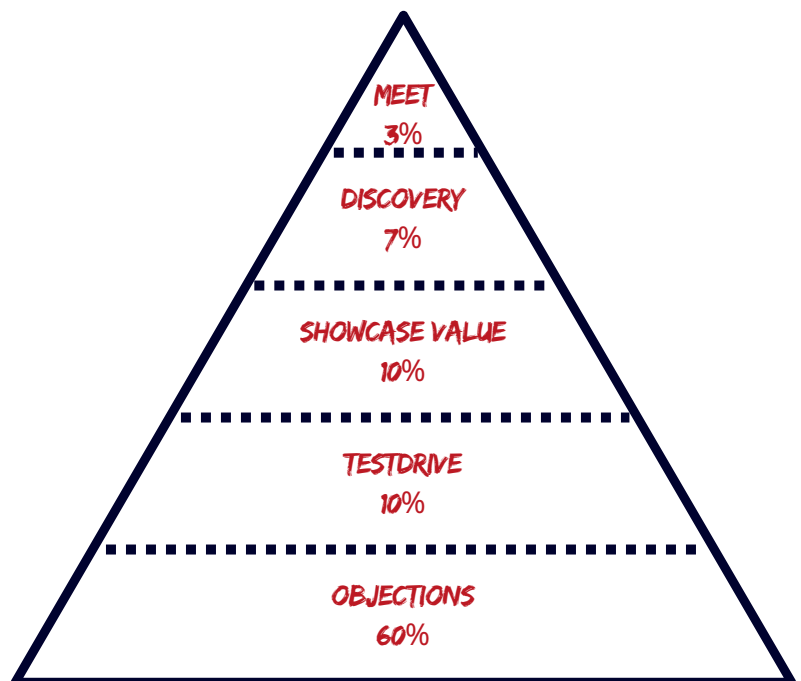
So, keep the cone upright. Build your foundation early. Let the customer experience every flavor of trust, excitement, and value before you ever talk numbers. Because if you do it right, by the time you reach the tip of the cone, they're smiling, satisfied, and ready for the cherry on top, the delivery. But if you rush, you're left holding an empty cone, wondering why it all melted away. And the question you should always ask yourself is simple:

Would you want to eat an ice cream cone without the ice cream? Then why would you ever want to sell a car without the sweet emotion that makes it special?

WHAT A LEGEND DOES



WHAT THE AVERAGE REP DOES



DO YOU REALLY WANT TO SPEND 60% OF YOUR TIME HANDLING OBJECTIONS?