

CUSTOMER DISCOVERY

Customer discovery is EVERYTHING in sales. Asking the right questions isn't just about finding the right vehicle, it is about uncovering the customer's true needs, wants, and motivations. You're not selling a car, you're solving a problem or fulfilling a dream. When you dig deep with questions about their lifestyle, family, commute, or even their frustrations with their current vehicle, you're gathering ammo for the close. Why? Because when it's time to present the deal, you're not just pitching a product, you're showing them how this vehicle solves their problems or upgrades their life. That's how you close with confidence and without resistance.

How will you be titling your next vehicle; name, address, and contact info?

It gets you the correct information earlier on and contact info.

What has you looking for a new car today and what would you like to accomplish today?

Sets the tone

If you could have the perfect car, what would it look like?

People buy the dream, not the product.

Do you prefer new or pre-owned vehicles?

It narrows the inventory and aligns with their mindset.

What is one thing you absolutely can not compromise on in your next car?

This pinpoints their top priority—non-negotiables drive decisions.

Are you replacing a vehicle or just adding one to your family?

Lets you know if you have a trade in or if they are thinking of selling it privately or keep it.

What's been your biggest frustration with your current car?

Solving their pain point builds trust and urgency.

What do you use your car for most?

It shows you're listening and positions you as a problem-solver.

What did you love or hate about your last car-buying experience?

It helps you avoid pitfalls and build trust.

Do you plan to finance, lease, or pay cash?

Understanding their payment method shapes the deal structure.

How important is warranty coverage to you?

Helps you position extended warranties or certified pre-owned options.

Who else will be involved in the decision-making process?

Identifies influencers or decision-makers you need to address.

Is there anything that might hold you back from making a decision today?

It prepares you to handle objections before they derail the sale.

Discovery isn't an interrogation, it is a conversation. People don't want to feel grilled, they want to feel understood. Active listening is the key. When you truly listen, you pick up on their emotions, their tone, and what they're not saying outright. Sure, sprinkle in questions like, "What color do you love?" or "Do you tow anything?" but don't make it robotic. Focus on their story and why they're here, what's frustrating them, what they dream of. Let them talk, and you'll uncover the real gold: their buying motives. That's how you connect and close.