



FIAT CHRYSLER AUTOMOBILES

How to Maximize the Auto Dealership Experience

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NAFTA
REGION



DODGE



Jeep



SRT

17 out of 4,002

According to a study by Autotrader only 17 out of 4,002 people are satisfied with the current car buying process while the rest want significant changes, particularly in the test drive, deal structuring, financing paperwork and service phases.

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?

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■ % Very high/High



GALLUP®

- Write down how you will be using the vehicle:
 - What will the vehicle be used for?
 - How many people will you need to comfortably transport?
 - Will you be hauling and if so how much weight?
 - Will you be towing and if so how much weight?
 - What options are important to you?

- Research the dealer:
 - Do they have adequate inventory of your vehicle of interest?
 - Are they certified to sell commercial vehicles?
 - Do they have a Commercial Sales Consultant?

Arriving at the Dealership

1. Ask for the Commercial Sales Consultant or someone who specializes in Association Partnership sales.
2. Show the Sales Consultant the answers to your pre-work.
3. Have the Sales Consultant bring you your desired vehicle and the vehicle that they think fits your needs best.
4. Ask the Sales Consultant to review the features of the vehicle specifically related to your pre-work.



1. Ask if the dealership will allow you to take a solo test drive (some insurance policies do not allow this).
2. Be prepared to leave a copy of your license.
3. Drive the vehicle as it will be used everyday.
4. Have passengers sit where they will normally sit.
5. Actually use the features that the Sales Consultant showed you.



1. Ask the Sales Consultant to review all possible incentives (this can feel like an interrogation!).
2. Negotiate with the understanding that margin on a new vehicle is less than 2%.
3. Come with your own financing but allow the dealership to shop the loan with their lenders.



1. Take the time to review the key features of the vehicle with the Sales Consultant or Delivery Specialist
2. Ask about “How-to” videos and provide your email address
3. Introduce yourself to a Service Advisor and schedule your first oil change.



- As ABC members you can make the process more enjoyable and less expensive!
- Member companies receive discounts on products and services.
- Automotive benefits are available on:
 - Company vehicles
 - Employee-owned vehicles
 - Household family members of employees
- \$500 cash allowance on purchase or lease of select vehicles



Company Vehicles	Employee	Household Family Member
\$500 ABC Cash Allowance	\$500 ABC Cash Allowance	\$500 ABC Cash Allowance
Up to \$1,000 Upfit Allowance OR Up to \$1,000 Graphics Allowance OR Bosch Power Tool Set (\$500) OR 2 Years Free Oil Changes OR 5 Year/100,000 Powertrain Warranty	Up to \$1,000 Upfit Allowance OR Up to \$1,000 Graphics Allowance OR Bosch Power Tool Set (\$500) OR 2 Years Free Oil Changes OR 5 Year/100,000 Powertrain Warranty	N/A
Enrollment in BusinessLink	N/A	N/A

- Find a BusinessLink Dealer:
<http://www.fcaworkvehiclesus.com/en/business-link/>
- ABC Member Benefit Program Details:<http://www.abc.org/en-us/membership/memberdiscounts/fca.aspx>
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Q & A

