

The 5 Why's

Why are customers turned off by the idea of used car salesmen?

Because media portrays them as untrustworthy and money hungry. Customers also wish to get a good deal on something that they know very little about. Because the experience of buying a car can be intimidating.

Why does media do this/why don't customers know much about cars/why do they want a good deal/ why is it intimidating?

Because at the start of the automotive generation most used cars salesmen were capable of swindling customers. Vehicles are complex machines that take time to learn about. Driving can be dangerous and safety is a major concern of customers. Customers also don't know what to expect from car dealers because they all approach sales differently.

Why don't customers know what to expect?

Because they are ill informed or have had or known someone who had a bad experience buying a car

Why have so many customers had bad experiences buying a car?

Poor customer service or lack of concern for the customer's needs.

Why do some car dealerships lack concern for the customer's needs?

Because there can be confusion between sales and the customer when talking about something that not everybody understands.

Solution: Communication. Make the user experience when buying a car friendly and inviting. Build a strong sense of concern for customer's needs. Gain trust by producing quality work. Go the extra mile.