

# FMI TRAINING

M2

dealer**workbook**



ford**focus**



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## module 1:

# value of brand

### a) Your view

List the Key Points you want to remember about the value of brand

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_





## b) Brand exercise

Identify the company from the part of the logo you see.  
Write your answers below

Brand	Pricing Position	Market Image	Customer Loyalty
1	Premium Affordable Cheap	Prestigious Broad appeal No frills	High Medium Low
2	Premium Affordable Cheap	Prestigious Broad appeal No frills	High Medium Low
3	Premium Affordable Cheap	Prestigious Broad appeal No frills	High Medium Low
4	Premium Affordable Cheap	Prestigious Broad appeal No frills	High Medium Low
5	Premium Affordable Cheap	Prestigious Broad appeal No frills	High Medium Low

What does this tell you about brands in terms of pricing, market image & customer loyalty?

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### c) Ford Primary Brand DNA

“The Ford Bridge is a symbol of our continuing commitment to connect everything we do with the desires of every one of our customers”

Tick the two facts below that you feel best represent what the Ford brand has been and the two facts that best represent where it is going. You may also fill in the blank box with your own example if you wish.

<b>Ford Credit</b>	<b>Henry Ford's vision</b>	<b>21 years as the nation's favourite</b>	<b>Continuous research</b>	<b>Industrial Innovation</b>
Ford was the first in Europe to introduce credit with new & innovative ways to make vehicle purchase more affordable.	“I will build a car for the great multitude. It will be big enough for a family, but small enough for the individual. It will be constructed of the best materials by the best men .....after the simplest design”	Ford has been the market leader in the UK for 21 years with vehicles such as Ford Escort, Ford Fiesta, Ford Transit	Leads to improvements such as Electronic Engine Management offering optimum performance & economy.	Ford created the first moving assembly line in manufacturing history
<b>Driving dynamics innovation</b>	<b>New edge design</b>	<b>Extensive network</b>	<b>Introduction of the Ford Focus</b>	<b>Ecology</b>
As a result of participating in Formula 1 races	Design to change customers expectations from cars in their class with balanced proportions and harmonious exterior lines and detailing (Ford Ka, Ford Puma, Ford Focus, Ford Cougar)	One of the largest networks of Dealerships in the UK	A versatile package offering a brand new appearance, high levels of comfort and usable interior space, designed to suit all driving styles and fun to be with.	Research into greater fuel economy to protect the environment and vehicle recyclability
<b>Responsiveness</b>	<b>Globalisation</b>	<b>Innovation</b>	<b>Range versatility</b>	
To get to our customer. Our target: 15 day lead time from order to delivery	Ford Mondeo: a worldwide production, new name, new design, new technology	Development of new fuel cell power systems (P2000 prototype)	An open choice: 3 & 5 door hatchbacks, 4 door saloon, wagon, MPV and vans	



This is our genetic code, the way we want to differentiate ourselves from the competition. It should be a checkpoint for every action we take. Discover what this means to Ford by first reviewing their descriptions below, then identifying the features and benefits of Ford's brand using the sticker sheet.

<b>Design &amp; Package</b> Ford Design is for people, from people.	
<b>Driving Dynamics</b> Superior and rewarding driving experience that can be enjoyed by all.	
<b>Ingenuity</b> Ford is an innovative company continually delivering bright ideas.	
<b>Accessibility</b> Being accessible means giving our customers the products and services that meet their needs.	

## Benefits of a strong brand

What will you gain from selling with the Ford Brand?

Rank in order of importance

- ☐ A closer relationship with our customers
- ☐ A price premium
- ☐ An effective sales prospecting process
- ☐ Satisfied & loyal customers who become ambassadors of the Ford Brand
- ☐ Belonging to Ford, a company with a genuine & progressive spirit

How would you talk to a customer about how Ford is changing?

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## d) Discovering Ford Focus

To discover Ford Focus, match the expression or emotional statement from the sticker sheet that closely describes the groups of features below

Attention to detail		
<b>Ford Focus exterior styling</b> <ul style="list-style-type: none"> <li>* Bold, contemporary</li> <li>* Distinctive, radical look</li> <li>* Innovative, strong presence</li> <li>* Break from the routine</li> <li>* Makes a new design statement for cars in its class</li> </ul>	<b>Customer Relevant features</b> <ul style="list-style-type: none"> <li>* Special attention to the features a customer touches first: paintwork, exterior door handles, seat fabrics, etc</li> <li>* Trouble free ownership</li> <li>* Neat new features such as hoodlock, integrated phone</li> </ul>	<b>Ford Focus cost of ownership</b> <ul style="list-style-type: none"> <li>* Lowest cost of ownership in its class</li> <li>* Competitive durability, quality and reliability</li> <li>* Improved fuel economy</li> <li>* Body structure designed for low cost repairs</li> </ul>

Best in class			
<b>Ford Focus driving experience</b> <ul style="list-style-type: none"> <li>* Increased stability</li> <li>* Greater passive safety e.g. side airbags</li> <li>* Independent rear suspension, first in class</li> <li>* Best in class ride &amp; handling</li> <li>* Driving pleasure and ease of everyday use</li> </ul>	<b>Ford Focus interior package</b> <ul style="list-style-type: none"> <li>* Efficient use of cabin space</li> <li>* Greater comfort</li> <li>* Designed from the inside out</li> <li>* More usable load capacity</li> <li>* Seats 3 adults in the back</li> <li>* Fits 3 child seats across the back seat</li> </ul>	<b>Ford Focus is best in class on package</b> <ul style="list-style-type: none"> <li>* Superior to Astra &amp; Golf in terms of package</li> <li>* Best value vehicle in the class</li> <li>* Taller with longer wheelbase</li> <li>* Greater volume of internal space</li> </ul>	<b>High Levels of recyclability</b> <ul style="list-style-type: none"> <li>* Ford is conscious of customers' environmental concerns</li> <li>* Reduced emissions</li> </ul>

Ergonomic Design		Dynamic Safety Engineering
<b>Ford Focus design for people</b> <ul style="list-style-type: none"> <li>* Ford first full-time ergonomist on design team</li> <li>* Reduced driver workload</li> <li>* Increased safety</li> <li>* Easy and intuitive to use</li> <li>* More enjoyable driving experience</li> </ul>	<b>Ford Focus choice &amp; pricing strategy</b> <ul style="list-style-type: none"> <li>* A Ford Focus to suit every need and lifestyle</li> <li>* Appeals to a wide variety of people</li> <li>* Four bodystyles, five engines</li> <li>* Targets two growing groups of customers: young singles/couples and empty nesters</li> </ul>	<b>Ford Focus dynamic safety</b> <ul style="list-style-type: none"> <li>* Greater dynamic safety (e.g., ABS &amp; ESP)</li> <li>* Strong commitment to safety (meets or exceeds legislation)</li> <li>* Peace of mind and confidence</li> <li>* Stiffer body shell for greater crash protection</li> </ul>





As well as supporting the Ford primary brand, Ford Focus has its own identity. From the features listed below assign benefits that you can use with customers.

<b>Fundamental facts</b>	<b>Feature</b>	<b>Benefit</b>
<b>Style and Space</b>	<b>New Edge Style</b>  <b>Extra Height - 3ins greater than Ford Escort</b>	  <b>which means?</b>
<b>Performance and Economy</b>	<b>Engines from 1.4-2.0L offering 74 to 128bhp</b>  <b>Uses 25% less petrol</b>	  <b>which means?</b>
<b>Size and Safety</b>	<b>Only 4ins longer and 3ins wider than Escort</b>  <b>Front &amp; side airbags</b>	  <b>which means?</b>
<b>Handling and Comfort</b>	<b>Lightest, stiffest chassis in its class</b>  <b>New multi-link independent rear suspension</b>	  <b>which means?</b>
<b>Design and Functionality</b>	<b>Bold cabin style</b>  <b>Ergonomic design of dashboard</b>	  <b>which means?</b>

If a customer asked you to talk about Ford Focus, what will you tell them?

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How would you talk to a customer when asked "Is Ford Focus Escort's replacement?"

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## module 2

# selling ford**focus**

### a) Welcoming Ford Focus Prospects

#### Introduction of you & Ford Focus to the customer.

Think about the words to use to introduce you & the dealership to the customer.

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As new to Ford customers, how do you think we should treat them?

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## b) Qualifying Questions

Think about the types of questions you could use to qualify customers' needs & list these below.

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Because Ford Focus will sell alongside Ford Escort, if a customer asked you whether they should buy a Ford Focus or Ford Escort, what should you ask to identify the most suitable vehicle for their needs?

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## Qualifying the customer - Roleplay

### Conducting the roleplay

- When reviewing the salesperson's performance, record your score on the scales below together with helpful suggestions and possible improvements.

Used all the same type of questions	1	2	3	4	5	Used a mixture of qualification questions
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Concentrated on the customer's needs only	1	2	3	4	5	Identified wants as well as needs
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Did not find out everything affecting the customer's requirements	1	2	3	4	5	Discovered all relevant information about the customer
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Did not identify the correct vehicle for the customer	1	2	3	4	5	Qualified effectively for Mondeo, Escort or Focus
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Cold, impersonal, not interested in customer needs	1	2	3	4	5	Open, friendly, seemed interested in the customer
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### Improvement Suggestions

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## C) Connect with Ford

### The Ford Focus range

1.8TDi Est
1.8TDi 5dr

## CL

1.4i 16V 5dr

- Driver airbag
- Passenger airbag
- Safeguard immobiliser
- Power steering
- Central locking
- Electric front windows
- Tinted glass
- Driver's seat height adjust
- Rake/reach adjustable steering column
- Model 4000T radio/cassette

1.8TDi Est		
1.6i 16V Est	1.8i 16V Est	1.8TDi 5dr
1.6i 16V 5dr	1.8i 16V 5dr	

## Zetec

1.6i 16V 3dr

### Feature Model

- Driver airbag
- Passenger airbag
- Centre rear head restraint
- Safeguard immobiliser
- Power steering
- Remote central double locking
- Electric front windows
- Tinted glass
- Driver's seat height adjust
- Rake/reach adjustable steering column
- Model 4000T radio/cassette
- Front fog lamps
- Leather steering wheel and gearknob
- Sports seats

1.8TDi Est		
1.6i 16V Est	1.8i 16V Est	1.8TDi 5dr

## LX

1.6i 16V/1.8i 16V 5dr

- 5 door bodystyle
- Driver airbag
- Passenger airbag
- Safeguard immobiliser
- Power steering
- Remote central double locking
- Electric front windows
- Tinted glass
- Remote control boot release
- Driver's seat height adjust
- Rake/reach adjustable steering column
- Model 5000 RDS radio/cassette
- Remote stereo controls
- Sunroof

2.0i 16V Est*	
2.0i 16V 4dr/5dr*	1.8TDi Est
1.8i 16V Est	1.8TDi 4dr/5dr

## Ghia

1.6i 16V/1.8i 16V 4dr/5dr

**\*2.0i adds:**

- Anti-lock brakes
- Traction control
- Global window closing
- Electric rear windows
- CD autochanger
- Trip computer
- 15" alloy wheels

- Driver airbag
- Passenger airbag
- Centre rear head restraint
- Safeguard immobiliser
- Power steering
- Remote central double locking
- Electric front windows
- Tinted glass
- Rake/reach adjustable steering column
- Model 5000 RDS radio/cassette
- Remote stereo controls
- Air conditioning (ilo sunroof)
- Leather steering wheel and gearknob
- Variable intermittent wipers
- Driver's lumbar support
- Powered/heated mirrors
- Front fog lamps
- Quickclear windscreen
- Driver's seat power height adjust





## Ford Focus Presenter - Roleplay

- 1 Needs improvement**  
**2 Meets requirements**  
**3 Good**  
**4 Excellent**

Objective	Ranking for the presentation
Used the presenter effectively	
Gave information clearly	
Made the presentation - specific to the customer	
Answered questions in a professional manner	

### Specific Issues that need to be improved

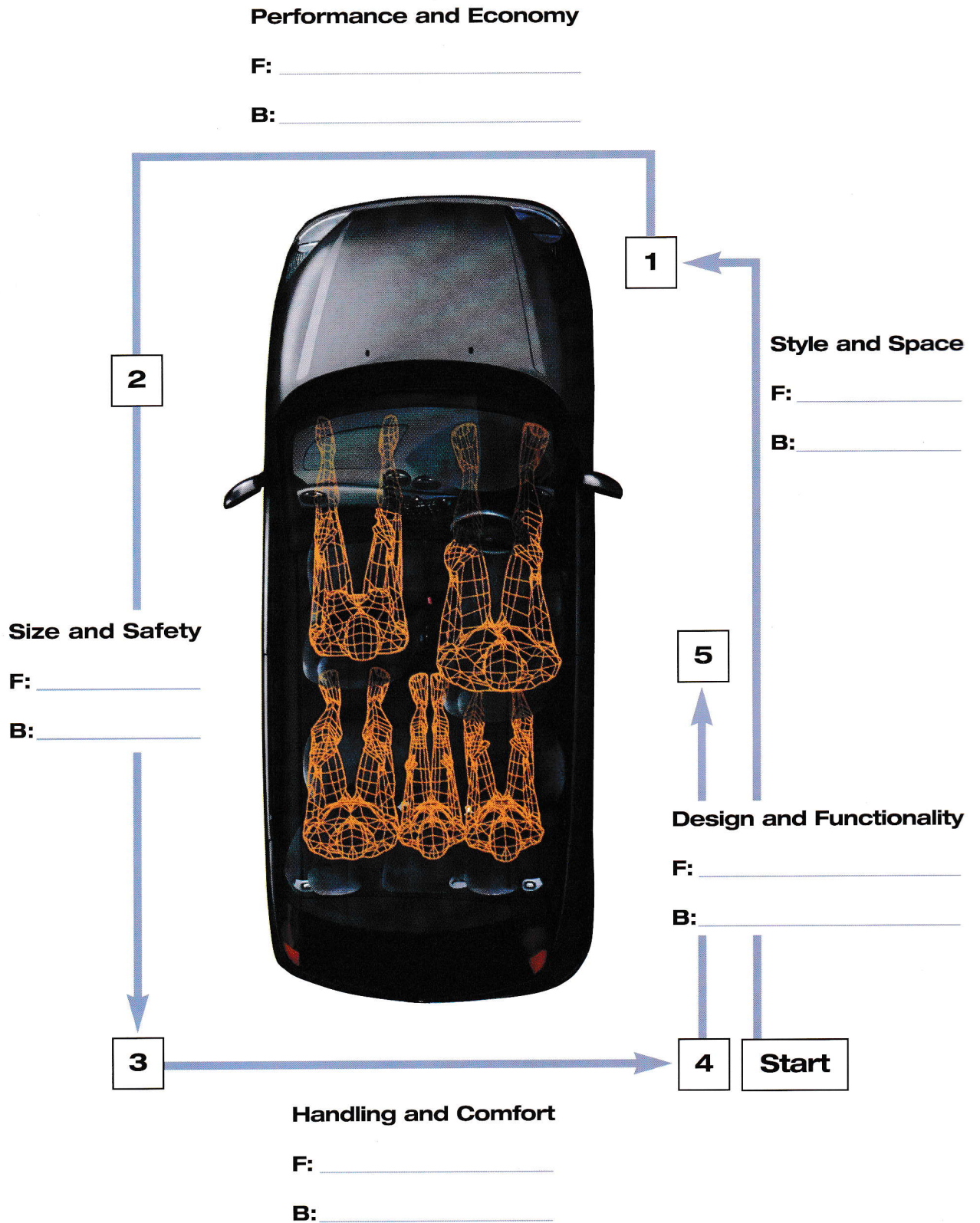
This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



#### d) Ford Focus Walkround

Note 5 features and benefits about Ford Focus based on the 5 fundamental facts.

Use the 5 point plan.





**e) Ford Focus Fordrive**

**5 Fundamental Facts**

List the 5 key selling features & benefits that you would use in the Ford Focus Fordrive.

	Feature	Benefit
Style <u>and</u> Space		which means
Performance <u>and</u> Economy		which means
Size <u>and</u> Safety		which means
Handling <u>and</u> Comfort		which means
Design <u>and</u> Functionality		which means





## **f) Ford Focus Handover**

When conducting a Ford Focus handover use the existing checklist with customers and also draw their attention to these Ford Focus specific points.

### **Accessories**

- Run through accessory pack (if fitted)

### **Security and Safety Features**

- ABS & traction control – if fitted option
- Key – torch key & remote control door locking system
- Ford oval bonnet lock
- Central door locking & double locking system
- Airbag system
- Towing eyes

### **Seats, head restraints, seat belts, steering wheel and mirror adjustments**

- Steering wheel adjustments

### **Instruments, controls, starting**

- Radio remote control stalk
- Cruise control
- Remote tailgate releases
- Trip Computer
- Electric Windows – global closing
- Instrument panel and warning lights

### **Heating and Ventilation**

- Fresh air filter
- Air conditioning

### **Audio System**

- Key code & electronic VIN
- Radio remote control stalk

### **Interior equipment**

- Engine compartment fluid level checks

### **Fuel Type and refuelling procedure**

### **Spare Wheel, jack, jacking points**

- Identify with customer spare wheel either space saver or full sized spare wheel



## module 3 **sales team**

### **a) SWOT Analysis**

Conduct a SWOT analysis to identify your strengths and the opportunities you have in launching Ford Focus.

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>



## b) Your Launch Plan

Use your SWOT analysis to plan what you are going to do to make Ford Focus your most successful and innovative launch ever.

What I need to do	How to make it happen

### Areas to consider

- Focus friends
- Pre sell room
- Value steps
- Marketing strategy
- Used car strategy
- Using PLAN
- Retail and business prospects
- Aurora Birmingham



# module 3 sales manager

## c) Ford Focus Launch Plan

From our discussion today and the launch pack decide actions to take for Ford Focus launch.

Action	Responsibility	Timings



## module 4

# creating ford**focus** advocates

### a) What to say about Ford Focus

When someone asks you about Ford Focus say:

“Ford Focus delivers all of your needs and all of your wants. No other car in the heart of the market does this”.

When someone asks you if the Ford Focus is Escort’s replacement say:

“It isn’t – Ford Focus is a whole new product in the heart of the market”.

If someone is seeking advice in buying an Escort or a Focus advise them:

“Escort delivers features and Ford Focus delivers inherent attributes. You need to talk to our sales team about the right choice for you”.





## b) Communication with knowledge and passion

### Exercise 1 - Without Body Language

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Tone of voice

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Clarity of information

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### Exercise 1 - With Body Language

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Tone of voice

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Clarity of information

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## Words that convey passion about Ford Focus:

- **“Best in class”**
- **“New edge design”**
- **“Aspirational”**
- **“Ergonomic design interior”**
- **“Ingenious”**
- **“Affordable package”**
- **“Five fundamental facts”**
  - Handling and Comfort
  - Performance and Economy
  - Size and Safety
  - Design and Functionality
  - Style and Space
- **“Ford DNA”**
  - Driving Dynamics
  - Design and Package
  - Ingenuity
  - Accessibility





**FMI**TRAINING



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**ford**focus

