

THE AIM CADENCE

Stauning Solutions Group

The AIM Cadence

Acknowledge, Ignore, and Move On

Internalizing and mastering the AIM Cadence – where we Acknowledge, Ignore, and Move on to our goal when faced with an objection or question we don't want to answer – will help you stay in control of your prospect and move them through to the next step in the road-to-the-sale.

Whenever you're on the phone with the prospect, the next step is always an appointment that shows.

For example, if you answer questions best left to the write-up before the prospect has even taken a test drive, you've lost control of your prospect and you've probably lost the ability to schedule an appointment that will show. The AIM Cadence will help you move them through the road-to-the-sale by deferring the answer to write-up questions until the write-up.

Here's a typical phone question that derails many deals because salespeople and BDC agents fully answer it instead of deferring the final answer for the write-up:

CUSTOMER: "Can we be under \$650 a month on this truck?"

Using an AIM Cadence allows you to defer the answer for most prospects to when it's best for everyone (that is, the write-up):

ACKNOWLEDGE

That's a great question...

IGNORE

Of course, there's so much that goes into calculating final payments, that it would be impossible for me to even give you a ballpark number over the phone.

MOVE ON

So, let's do this. Let's go ahead and schedule a quick priority test drive in the F-150, make sure it's the truck you want to own; and when you get back from the test drive, I promise we're going to give you all the numbers, including the payment information, so that you can take everything home and make an informed decision. How does that sound?

Mastering the AIM Cadence

Of course, to master the AIM Cadence means to have these responses so internalized that they flow naturally whenever you face an objection or question better answered in a later step. Salespeople and BDC agents who've mastered AIM created and practiced their own AIM responses to the most common questions and objections they face.

Like all proven word tracks, the AIM Cadence doesn't work every time, it just works infinitely better than trying to answer write-up questions or overcome write-up objections before the write-up.