

# Delivering L/Certified by Lexus

## Our Leadership Position

As our L/Certified by Lexus program approaches the one-year mark, its success has been remarkable:

- L/Certified by Lexus ranks in the top three manufacturers in the luxury certified pre-owned market.
- With more than 91,000 L/Certified vehicles sold through November 2016, we posted a 19% increase year over year compared to the industry average of about 6.4%.
- Lexus had the highest number of certified pre-owned vehicles sold per dealer in the market (approximately 388 L/Certified vehicles sold per dealer year to date).

Thank you so much for your support in launching this new program, we couldn't do it without you!

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## TOP FIVE DELIVERY TIPS

Guests who are purchasing an L/Certified by Lexus vehicle expect—and deserve—the same treatment as Guests purchasing a new vehicle. The amenities you present and the experience you provide should be identical. In many cases, these Guests are new to the luxury market and/or new to Lexus, so their delivery experience will be the first step toward making them loyal fans. Here are some tips to help you get started.



### **TIP 1: Wipe the slate clean.**

The L/Certified vehicle is new to your Guest, so be sure to confirm that all prior owner information was cleared out during the certification process and inspection, including:

- Navigation destinations
- Radio presets
- Phones that were paired and the associated data (e.g., contacts and numbers)
- Garage door codes



### **TIP 2: Familiarize yourself with the vehicle before the delivery appointment.**

A 2011 vehicle is different from a 2017 model, especially when it comes to the technology. Be sure that you prepare for the delivery by determining which features this specific vehicle offers. You don't want to talk about our exciting functions (e.g., Siri® Eyes-Free) and then find out that this vehicle doesn't support that feature. Use *Owner's Manuals* as well as resources such as the Lexus Product Handbook app and LTC Chatter to find answers.



### **TIP 3: Start with a brief "classroom" session.**

When the Guest is done with the F&I Manager, find a spot to sit for a few minutes to go over things like the *Owner's Manuals*, the L/Certified warranty, Guest resources, etc. Once you've covered the basics, it's time for the fun part: demonstrations in the vehicle!

## TOP 5 DELIVERY TIPS (Continued)



### **TIP 4: Address common questions up front at delivery.**

The number-one issue we hear about is pairing *Bluetooth*® phones, so help Guests pair their phones and show them the steps involved. Cover the basics for navigation (if equipped) and voice commands as well.



### **TIP 5: Keep it exciting!**

Think about how often you purchase a new (or “new-to-you”) vehicle—this is a major event for your Guest, so maintain your enthusiasm throughout the delivery. Highlight special extras such as the complimentary 90-day SiriusXM Satellite Radio subscription, Lexus Drivers rewards and events, and more.

### **BONUS TIP: Find more great ideas—and share you own delivery tips and tricks—on the LTC Chatter site.**

Please share your ideas and add the hashtag, [#DeliveringLCertified](#) so that we may easily gather all your ideas.

## SIX-STEP DELIVERY PROCESS

As a reminder, this is the process for delivering all types of Lexus vehicles, including L/Certified by Lexus:

1. **Enter VIN (scan or type) and create a new Guest entry:** Meet the new Guest and create her entry in the Explore MyLexus app. NOTE: VINS for some older models may not show up in the app. If a vehicle doesn't come up, we recommend that you keep separate notes so you can recall what was covered during the first delivery and easily pick things up at a second delivery.
2. **Feature selection and time available:** In addition to the IQS features, review and select which additional features to cover with the Guest.
3. **Conduct a personalized delivery:** The flow of a personalized delivery should be determined by what is most important to the Guest.
4. **Review owner benefits:** Including apps, Lexus websites, LTS assistance, warranty, Lexus service and Roadside Assistance.
5. **Schedule a follow-up delivery:** If the Guest's time commitment has been reached, offer to schedule an additional delivery appointment or continue the delivery at the Guest's discretion.
6. **Send summary email:** Make notes that could be helpful during a follow-up and schedule the next delivery appointment. Be sure that you also mention the L/Certified by Lexus warranty in your note.

**An experience to remember:** One of our specialists had an older Guest who had about 200,000 miles on her 2000 ES and purchased a 2013 RX. She loved it, but was overwhelmed by the new technology, so the specialist set up weekly appointments where the Guest would come by and talk about three or four things. The next week, they would review those and talk about a few more. After about a month, the Guest was comfortable using all the new features. You can be sure that she told all of her friends and family about the incredible delivery experience that Lexus provided!

Many thanks to the specialists at Lexus of Bellevue and Lexus of Dayton for contributing to this resource!