



Dave Inland Media



# DRIVE

*The Sales System to Find More Buyers and Sell More Cars  
Without the Pressure Tactics*

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## Welcome

Picture this: a customer walks onto your lot for the third time this month. Same questions. Same hesitation. You already know what your sales manager would say — "close harder, ask for the sale." So you do. And they leave anyway.

Here's the thing nobody tells new salespeople: the harder you push, the more you're telling the customer this is about your sale, not their decision. And customers can feel that from across the lot.

**DRIVE** is a different way to sell cars — five steps, no pressure tactics, built from real time on the showroom floor, not a script. This guide gives you an overview of the DRIVE system and explains what you can do to find more clients and sell more cars, and shows you why it works with real, practical tips that you can start using immediately.

Consider this the test drive.

# What Is DRIVE?

DRIVE is a five-step system for selling more cars by listening better, reframing objections as information, using modern tools to find more buyers, presenting the offer in the customer's own words, and earning the relationship — not just the transaction.



|                      |                                                 |
|----------------------|-------------------------------------------------|
| <b>D — Discover:</b> | Ask, then really listen.                        |
| <b>R — Reframe:</b>  | Objections are information, not obstacles.      |
| <b>I — Identify:</b> | Find more buyers with modern tools.             |
| <b>V — Value:</b>    | Present the offer in their words, not a script. |
| <b>E — Earn:</b>     | Win the relationship, not just the sale.        |

*Let's start on the road to successfully  
finding more buyers and selling more cars.*



## D — Discover

*Needle at step 1 of 5*

Before you ever present a vehicle, you have to actually know what this customer needs — not what the last ten customers needed.

**Have you ever asked "What brings you in today?" and then, out of habit, started listing features before the customer even finished answering?** Most of us have. It's not a bad instinct — it's what we were trained to do. But it means we're pitching to a guess instead of listening to your buyer's needs.

**Tip 1: Ask, then go quiet.** After an open-ended question, let the customer finish completely. Don't fill the silence — even when it feels long. The answer you get in those extra five seconds is usually the real one, not the rehearsed one.

Now take it one step further. **"What are you looking for?" is the question every salesperson asks, so it gets the answer every customer has ready to give — a spec list.** Swap it out and you'll hear something truer.

**Tip 2: Trade "What are you looking for?" for a sharper question.** Try: "What does your current car not do anymore that you need it to?" It skips the rehearsed answer and gets straight to the real story — the reason they're standing in your showroom today.





## R — Reframe

*Needle at step 2 of 5*

An objection isn't a wall. It's the customer handing you information about what's actually stopping them.

**Have you ever heard "I need to think about it" and felt your stomach drop — then immediately jumped in with a rebuttal to save the deal?** That reflex is normal. It's also usually the wrong move, because it treats the objection as something to defeat instead of something to understand.

**Tip 3: Ask "why," not "why not."** When a customer objects, get curious about the reason behind it before you respond. "Help me understand what's behind that" opens a real conversation instead of a rebuttal — and it tells the customer you're not just trying to win.

It's not only what you say back — it's how you're feeling when you say it. **Ever notice how an objection at the end of a long day can feel personal, even though it isn't?**

**Tip 4: Reframe your own reaction first.** Before you respond to an objection, silently reframe it as "This is information, not resistance." It changes your tone before you even open your mouth — and customers pick up on tone before they pick up on words.



## I — Identify

*Needle at step 3 of 5*

Most people in your market aren't buying today. They will be eventually — the goal is staying visible and trusted until they are.

**Have you ever sent a follow-up email to a prospect that said something like, "Hey, I just wanted to follow up and see if you'd like to come back in to see the car again?"** And they didn't respond — because you didn't actually give them a reason to. It's not that they forgot about you. It's that the email gave them nothing new to say yes to.

Here's where a tool like ChatGPT or Claude actually earns its place in your day — not as a gimmick, but as a way to make that follow-up worth answering.

**Tip 5: Give AI context, not just a task.** "Write me a follow-up email" gets you something generic — which is exactly the email that gets ignored. Feed it the customer's name, the vehicle, and what they actually told you during your conversation, and ask it to write a follow-up built around that.

That's one conversation at a time. But what about the people who aren't in your pipeline yet — the ones who'll be ready to buy in three months, not today?

**Tip 6: Become a local resource before you're a salesperson.** Post one helpful, non-salesy piece of content a week — a buying tip, a trade-in explainer, something people would want even if they weren't ready to buy.



## V — Value

*Needle at step 4 of 5*

The best reason to buy isn't a list of features. It's their own words, sold back to them.

**Have you ever watched a customer's eyes glaze over during a walkaround — right as you're hitting your favorite features?** It happens because those are your favorite features, not necessarily theirs. Somewhere back in your Discover conversation, they told you what actually mattered.

**Tip 7: Sell their words back to them.** Use the customer's own language and stated priorities from your Discover conversation to frame the presentation — not a generic feature walkthrough. If they mentioned twins in car seats, lead with the safety features, not the sunroof.

Even the features they do care about need translating. A spec means nothing until it's connected to their life.

**Tip 8: Run every feature through Feature → Advantage → Benefit.** Don't stop at what the car has. Say what it does, then why that matters to this buyer. "Backup camera" (feature) → "shows you what's behind you" (advantage) → "so backing out with the kids in the car feels safer" (benefit — the part that actually closes).



## E — Earn

*Needle at step 5 of 5*

The sale isn't the finish line. The relationship is what actually pays you back.

**Have you ever sent a customer a text after delivery that just said "Thanks for your business, let us know if you need anything!"** — and never heard from them again? Or worse, watched them come back and buy another car later from a co-worker without ever asking for you? That message asks nothing of them and gives them nothing to respond to.

**Tip 9: Ask for the relationship, not just the signature.** A genuine post-sale follow-up — one that actually references their vehicle, their situation, something you talked about — is what earns the next referral. Not the sale itself. Here's another spot where ChatGPT or Claude can help — feed it the details of the sale and ask it to draft a phone script or a follow-up email that actually sounds like you, not a form letter.

And timing matters more than most people think.

**Tip 10: Every satisfied customer is a referral engine — if they felt heard.** The best time to ask for a referral is right after you've delivered real value — a smooth delivery, a problem you solved for them — not as a generic ask weeks later when the goodwill has faded.





## You've Arrived — Now Keep Driving

Ten tips. Ten things you can use starting with your next customer.

But here's the truth: this guide is the on-ramp. **Now that you've found these 10 tips and you're cruising at highway speed, imagine what the journey looks like when you commit to the full road ahead.**

The complete **DRIVE** course goes deeper into every step — the full frameworks, the word-for-word approaches, and the systems behind each tip in this guide: the Trust Ladder behind Discover, the negotiation techniques behind Reframe, the full 30-Day AI System behind Identify, the value-based selling method behind Value, and the Ripple Effect of Trust behind Earn.

**Get the complete DRIVE course — or start with just the step you need most.** Every module is also available on its own, so you can begin exactly where you are in your sales journey without committing to the whole road at once.

**Explore the DRIVE course → [daveingland.com](https://daveingland.com)**



## About Dave Inland

Dave Inland has spent 15+ years selling and leading sales teams in the automotive industry across Portland, Los Angeles, Colorado, and the San Francisco Bay Area. He's the author of *Always Be Listening* and *The AI Sales Playbook*, and host of **The Showroom Edge** — his podcast and free weekly newsletter for automotive sales professionals. DRIVE is the system that ties it all together.

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