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TALK TO YOUR CAR

GEN-AI WORLD RALLYE

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REPLY CoP for Voice Machine Interfaces



READ BETWEEN THE LINES

THE PRAGMATICS OF COMMUNICATION

IN GENERAL

And you're Mr....?

It's in the refrigerator!

It's raining.

IN THE SHOWROOM

*All these options are so
luxurious...*

*Normally, I get
the leather interior...*

It's over my budget!



PRE- AND POST SALES

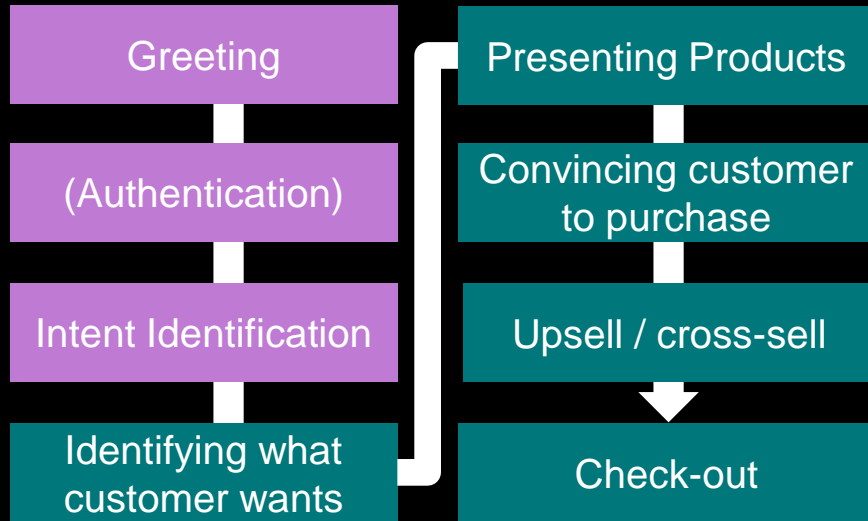
Differences and Challenges



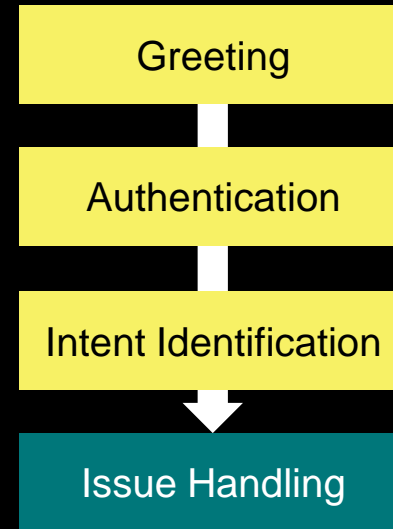
DIFFERENT JOURNEYS

LENGTH, DEPTH

CUSTOMER CONSULTATION (Pre-Sales)



CUSTOMER CARE (Post-Sales)



DIFFERENT CONVERSATIONS

ATTRIBUTES

Length of conversation



Conversation complexity



Emotional intelligence



Wait time tolerance



Customer Consultation

Customer Care



SALES TRAINING

What kind of wine would you like with that?



RETAIL COMMUNICATION

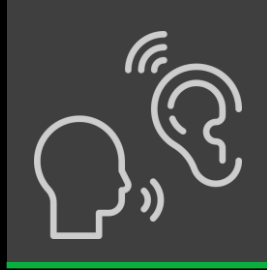
YOUR CRASH COURSE IN SELLING



Introduce yourself!

...but wait to ask the customer for their name!

Experience is more important than the product



Ask, listen, paraphrase

Focus on what they say: words, feelings

Ask open questions
Use plain language



Upselling

They're in the mood to buy!

Don't oversell!



Talk about emotions

How does this make you feel when you see it?

Share Stories



The customer ends the sale!

Wait for their signal

Take yes for an answer.



THE WORLD TOUR

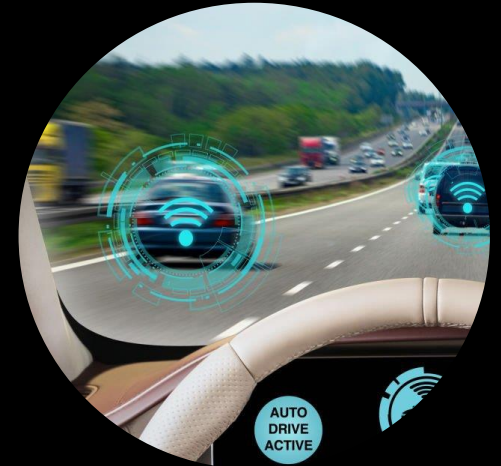
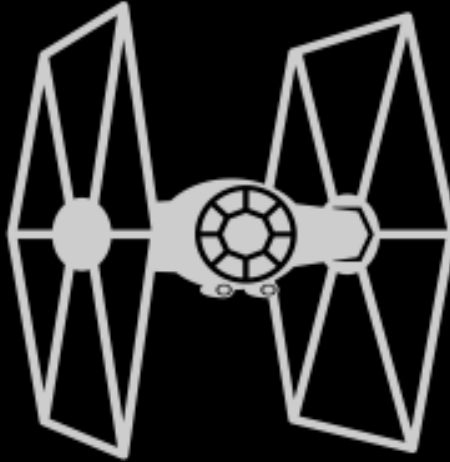
Pre- & Post-Sales, In- and Extravehicular



CASE I: GERMANY

“Energieverbrauchskennzeichnungsverordnung (Pkw)-EnVKV”

- 🚗 No Room for Error
- 🚗 80 Million Permutations
- 🚗 My Dream Car



CASE II: ITALY

Beyond Configuration

- ▶ Selling Performance Exclusivity
- ▶ Sales Culture
- ▶ Style & Statement
- ▶ Customer, Dealer, Centrale



CASE III: SPAIN

Take a Test Drive!



- 🍷 Vocalize Brand Message
- 🍷 Revolutionary Lead Generation
- 🍷 Bots & Buying Signals



CASE IV: SOUTH KOREA

Not so formal, please!

- 👔 On se tutoie
- 👔 Wir duzen uns
- 👔 Darti del tu
- 👔 Mag ik u tutoyeren
- 👔 Na per ty



THANK YOU

