



## The Right Car Exercise

### The Six Critical Factors

Begin by ranking the following factors based on importance from 1-6 with 6 being the most important and don't reuse the same number.

Performance	Styling	Safety	Financial	Function/Tech	Brand Loyalty
Torque, Horsepower, Engine performance, etc.	Leather seats, sporty, exotic, a car that makes people stare, etc.	Crash safety, air bags everywhere, sturdy frame, etc.	Lower purchase price, fuel economy, low cost of ownership	Apple CarPlay, Touch Screen, Need a work truck or passenger van?	How loyal are you to a specific brand?

Must Haves: \_\_\_\_\_

Now that we have identified what are the most important features for you, and how important each of the Six Critical Factors are to you, it's time to research a minimum of 3 vehicles that interest you. You're going to rank them on a scale of 1-10 based on the factors above and then we're going to add them up and see which one wins. Be honest with yourself. Salespeople always say that, "customers buy based on emotions and justify it with logic." Our objective here is for you to make a logical decision before the emotions of a car dealership experience can come into play.

Again, this exercise isn't an exact science so don't paralyze yourself by over-analyzing! Just go to the manufacturer site for at least 3 cars that interest you and rank the following factors based on both actual data, and how important those factors are to you. Assign a value, move on to the next, add everything up, and then we have your target car.

	Make/Model	Make/Model	Make/Model	Make/Model	Make/Model
Performance					
Styling					
Safety					
Financial					
Function/Tech					
Brand Loyalty					
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>