

Model 3 Sales pitch

Questions

Do you have an electric car?
Have you ever driven an electric car?
How often do you take your car?
What is your budget? How much can you afford?
Will you be using the vehicle for work or for leisure?
Are you interested in options?
Are you concerned about the protection of the environment?
Do you have children?
Do you have a second car?
Do you know our make, Tesla?
What is your priority? Comfort or safety?
Do you own a car at the moment? Do you need to trade it in? (reprise)
What is your opinion on electric cars?
Why do you want to change your car?
How many miles do you drive per year?

Arguments

It doesn't use petrol; it's an ecological car which protects the environment.
It's a novelty, there is no equivalent on the market at the moment.
We are the leaders in electric cars.
You can drive for a long time, so for a long distance, without recharging the battery.
The autonomy of this vehicle is 220 miles.
It only takes 30 minutes to charge it.
It's a very fast car.
It's a safe car : security at its best!
It uses the highest technology available today.
It includes the newest, latest technology.
The car is available today : there are no delivery delays.
It's not that expensive compared to other makes of car.
It has a built-in GPS. (gee-pee-ess)
You can communicate while driving.
It's easy to park thanks to 8 cameras.
You can lock the doors with one button to protect children.
Nobody will rob/steal your Tesla thanks to a powerful anti-theft system.
The car comes with a guarantee of 8 years.
You can add many different options.

Objections

I am worried about the car's autonomy and the battery charging time.
I am worried about the delivery time and the availability
I am worried about after-sales service and the maintenance.
I am worried about the price of options.