



The Next Generation of Automotive Salespeople

Automotive Salesperson, Inc.

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Salesperson, Inc.

PO Box 760278
Lathrup Village, MI 48076-0278
(800) 453-2787
Web Site: www.slpinc.net

Author: Mike Whitty
Editor: Irene McDonald, Ph.D.

Manufactured in the United States of America

Disclaimer

This book is written in the masculine gender for ease of writing. Michael Learning Group has absolutely no bias to age or sex, and believes that any person who applies himself to the study and practice of automobile sales can and should be successful.



TABLE OF CONTENTS

What is Automotive Salesperson, Inc.?	Page 7
Money: Do You Know How To Make It?	Page 9
Your Road To Success	Page 11
Step ①	
Evaluate Your Qualities As A Business/Salesperson	Page 15
Step ②	
Determine Your Current Financial Situation	Page 21
Step ③	
Develop A Business Plan For A Strong Foundation	Page 25
Step ④	
Determine Strategies For Your Major Companies	Page 55
Step ⑤	
Develop Yourself A Marketing Strategy	Page 79
Step ⑥	
Write A Daily Plan	Page 85
Step ⑦	
Organize Yourself For Increased Productivity	Page 89
Step ⑧	
Gain That Competitive Advantage	Page 95
Step ⑨	
Follow-Up To Develop Future Business	Page 101
Step ⑩	
Use A Computer To Develop Your Business	Page 117
Finale	Page 123



WHAT IS AUTOMOTIVE SALESPERSON, INC?

Thought:

*The best way to predict
the future is to make the
future happen.*

Automotive Salesperson, Inc. is a program that teaches salespeople to become better business people. Many salespeople simply run their business by “hit or miss.” They come to work in the morning, take whatever the dealership, the economy, or the manufacturer has to give them, then leave the dealership at the end of the day. But throughout that day they never do anything to actually develop their business, and run their business as if they actually owned it.

This is not a selling skills course.

Salesperson, Inc. has determined that increasing a salesperson’s selling skills alone will not give this individual the tools necessary to attain that next level of success. Once a salesperson learns the basic fundamentals of selling, or the “10 Steps to the Sale”, additional business will come from understanding the business aspect of sales; all of those areas above and beyond the basics that salespeople need to learn.

What if salespeople thought of themselves as business people?

So I started looking at these salespeople sitting at their desks and I asked myself, “if

they had overhead to pay, if they had employees to pay, if they had to make sure their company profited every single month, would they run their businesses differently, then if they thought of themselves as mere salespeople?" And the ultimate response was a resounding, yes!! They'd have to.

Your own business with no investment whatsoever!

When salespeople get hired into a dealership, they get a free phone, a free desk, a free telephone answering service, a free advertising budget, and a million dollars worth of inventory, with no investment on their part whatsoever. All they have to do is run their business from their desks just as if it was their very own business. Well, that becomes the problem. Most salespeople don't look at it as a business. They look at themselves as salespeople, and it's the dealership's responsibility to get them business.

Salespeople need to develop their own business.

Even if it is the dealership's responsibility to bring in business, if salespeople want to increase their sales and profits above and beyond their current production, they need to begin looking at the details of their business, aside from selling skills.

Business people need to know the numbers.

For years, salespeople have been told that sales is a game of numbers. The more numbers you do, the more sales you make. The problem is, no one ever taught salespeople how to do the numbers. If a salesperson set a goal of 14 sales and \$4000 per month, he never really knew whether he reached the goal until the end of the month. He also never had a plan of attack on how to reach the goal. So the result was, this salesperson seldom reached his/her goal. It doesn't have to be this way. By keeping accurate statistics, real life numbers, a salesperson can conceivably predict exactly what needs to be done in order to reach his goal — because the numbers don't lie.

Salespeople need the run their business like a business

So Salesperson, Inc. developed **Automotive Salesperson, Inc.**, which teaches salespeople to run their business like a business, as compared to running their business by "hit or miss." As you read through this manual, you will find everything you'll need to start thinking and acting like a business person. Once you focus your mind in this direction, the sky will be the limit.

MONEY: DO YOU KNOW HOW TO MAKE IT?

Thought:

*Money won't buy
happiness, but it will
buy you a lot of things
that will make you
happy!*

Thought:

*The person who said
money isn't everything,
probably didn't have any.*

MONEY — It's been the focus of every salesperson who ever worked on a commission basis. I've never known another word that respects so much attention, that we've virtually based our whole life on it. And no matter how much you make, it never seems to be enough. The latest statistic I've read says that the average auto salesperson across the United States earns an average income of \$32,000 per year. This is in an industry that claims you can make unlimited income. If this is true, why then do most salespeople make so little money?

MONEY — You make it and spend. You save it and invest it. It is the cause of stress, frustration, and divorce. You need it to eat with, to drive your cars with, to heat your homes with. You're criticized when you don't have it, and envied when you do have it. Someone once said that money isn't everything, but it was probably said by someone who doesn't have any. You surely can live with much less, but then you wouldn't have searched for employment in an industry where the hours are long, the rejection is high, and the money is inconsistent. If you wanted a lesser lifestyle, you could have taken a job at McDonalds, received \$6.00 per hour, be guaranteed \$240 every single week, and live off of that. But that must not have been good enough.

You wanted to make more. So you became an auto salesperson because someone said you could make unlimited income. Then, how are you going to do it?

Let's list some of the most common reasons that I've heard over the years why a salesperson couldn't make unlimited income:

- The economy is down.
- Too many salespeople in the dealership.
- Not enough advertising.
- Not enough customers.
- Not enough cars.
- No rebates being offered by the manufacturer.
- Pay plan is terrible.
- My manager isn't strong enough.
- The dealer is mean.

And I'm sure there are many more. But the fact is, none of these reasons have anything to do with the individual salesperson. There's always something or someone else to blame for the fact that a salesperson doesn't make enough money. Some of these reasons could be valid. But I've never heard a salesperson blame himself for not making enough income. That fact is, a salesperson could be to blame. It could be that the salesperson was lazy, wasn't responsible and accountable for his own income, didn't learn the correct way to earn unlimited income, didn't invest in his own career, didn't want to do anything more than the basics. If this is the case, unless this person was handed sales on a silver platter, the chances are he/she wouldn't make it.

This model is dedicated to the individual who is concerned about long-term success, and not just short-term gain. Many of the things I'll talk about would not be of interest to the short-term salesperson. It takes a lot of work and persistence in order to become a professional salesperson who has the potential of earning \$100,000 per year. And in most cases, it is possible despite the dealership, the town, the carline, the management, or even the economy. The most important fact is that it takes a lot of work.

If you are willing to put in the time and effort to be successful, this is the program for you. **Automotive Salesperson, Inc.** can get you thinking and acting like a highly successful businessperson. Even if you didn't do everything within this program, keep in mind that it's the thought process that will make you successful. As long as your mind is always thinking about what to do, what to change, how to get better, how to get results, you're going to have a better than average chance of getting where you want to go. If you accept mediocrity, that's exactly what you'll get. So, make it happen!

YOUR ROAD TO SUCCESS

Thought:

Successful people do all of the things unsuccessful people don't want to do.

What is success?

Success has been defined as *“the progressive attainment of a worthy goal”*. While this is a good general definition, each one of us has our own specific idea about what success means to us. So, what does success mean to you? For some people it means status, prestige, and respect; for others it means power — the ability to influence and command others. But for most people, their definition of success includes financial independence and security.

What is financial independence?

Like success, financial independence means something different to each of us. A better question might be: *“What amount of income would make you feel financially independent?”*

For some salespeople that might be \$25,000 per year, for others it might be \$100,000. The important thing isn't the amount of money itself. What really matters is how will you make enough money for you to feel financially independent.

Understanding how an auto salesperson's business works is one way to make sure you don't become just another statistic. In order to succeed in auto

sales, you have to do what unsuccessful salespeople didn't want to do, that is, acquire the knowledge that successful auto salespeople had learned through trial and error.

And you don't even have to go through the costly, painful process of trial and error learning. You can prepare yourself for business success by learning all the activities that go into making your business successful, and by making sure each of them is handled properly.

The other key that determines business success is energy. Energy for business comes from self-motivation. Highly motivated people are successful because their enthusiasm for what they're doing has a positive influence on everyone around them. A high-level of motivation also creates excitement, giving salespeople huge amounts of physical energy, enabling them to accomplish even more.

It's important to have the right attitude

You need to know the business side of auto sales to become successful, but it isn't the only thing you need. The right attitude is equally important — and in my opinion, even more important. Each of us is somewhat different. We each have our own opinions, beliefs, likes, and dislikes. Yet one thing that all successful business people have in common is their attitude. They are highly motivated. They know they can get the job done, and they know they'll succeed. That makes them very positive about themselves and their business.

How you can get the right attitude

The right attitude is the one that winners have. It's the "can-do, never give up" attitude. In order to get the winners attitude, here are some things you need to do:

- **Expect success**

Experts in motivation say that 85 percent of success is based on your attitude, so keep your attitude positive. Look for opportunities in every situation. View setbacks as stepping stones rather than obstacles. Keep working your plan based on realistic goals, and don't become discouraged by setbacks.

- **See yourself as successful**

Form clear mental picture of yourself attaining your goals. See yourself enjoying the kind of success you want. And try to experience the feeling you'll have when you meet your business and personal goals.

- **Prepare yourself for success**

Stay informed about what's going on in the automotive business. Read

positive books and magazines. Listen to success oriented tapes at home and in your car. Attend seminars and workshops to upgrade your education.

- **Associate with positive people**

Spend your time with winners and eliminate the losers in your life.

- **Act like a winner**

Positive thinking and positive thought, to yourself as well as to others, are the ways to stay mentally healthy, just as positive health habits are the ways to stay physically healthy. Get motivated and stay motivated.

Habits are the key to success

Everyone has habits. The difference between someone who succeeds and someone who fails is the kind of habits they have. Bad habits are easy to form, but hard to live with. Good habits are harder to form, but they will ultimately lead to success.

Failures generally find it difficult to sacrifice the immediate pleasure bad habits may offer. That's why they don't accomplish much. Successful people, on the other hand, realize that success depends on them. They're willing to put their long-term goals ahead of short-term pleasures by cultivating the habits that lead to success.

The major difference between winners and losers is inconsistency. Winners are consistently just a little bit better. They keep at it and they keep trying to improve. So strive to become just a little better each day. Keep at it and don't be discouraged by setbacks. The amount of persistence will measure your belief in yourself.

I know you can do it

It all boils down to how motivated you become, and how much business sense you attain. You can measure your motivation by your commitment to your business. If you're committed to making your business successful, and you make the effort to prepare yourself with the necessary business skills, you're bound to succeed — provided you stay with it.

So get yourself ready for business success. Be clear about your goals and get motivated to accomplish them. Learn as much as you can about the auto selling business. And do something every day toward making your dreams come true.

Now that you have an idea of the nature of this program, let's begin a step-by-step process that will get you started toward your financial dreams.



Step 1

EVALUATE YOUR QUALITIES AS A BUSINESS/SALESPERSON

Making money takes a lot of thought, as well as a lot of work. You must make a commitment that once you start your business, you will do whatever it takes, legally, morally, and ethically to make it succeed. This will start with how you feel about yourself as a businessperson.

Thought:

Insanity is doing the same things over and over again, and expecting a different result.

Many salespeople have no desire to evaluate themselves, and their performance. Because once they go through an evaluation process, then they need to become responsible and accountable to make the necessary changes, or improvements to achieve that next level of success.

We all enjoy living and working in a “comfort zone.” Let’s face it, it’s a lot easier to live that way. But it’s like a baseball batter who’s batting a 250 average, and wants to get up to 300. Something in that swing’s going to have to change. Because this batter can’t keep swinging that bat the same way when batting 250 and expect to get up to 300. If changes need to be made, it may make you a little uncomfortable. But focus on the positive results, and it will make it all worthwhile.

So, let’s determine if you have the fortitude to be a successful businessperson. Answer the questions on the next page, and be honest. After all, you can’t fool yourself.

-
- Are you a self-starter? Yes No
 - Are you entrepreneurial by nature? Yes No
 - Can you motivate yourself on a daily basis? Yes No
 - Will you do whatever it legally takes to make money? Yes No
 - Do you enjoy learning new ideas? Yes No
 - Do you give up easily? Yes No
 - Are you really motivated by money? Yes No
 - Do you strive to win no matter what you do? Yes No
 - Are you willing to take controlled risks to get what you want? Yes No
 - Are you an organized individual? Yes No
 - Will you work whatever hours it takes to make money? Yes No
 - Will you take work home with you if needed? Yes No
 - Will you learn to work a computer to be successful? Yes No
 - Do you like to keep busy throughout the day? Yes No
 - Do you read business books, cassettes, go to seminars, etc.? Yes No
 - Do you eat right, and keep yourself physically and mentally fit? Yes No
 - Do you set goals with written plans? Yes No
 - Will you get to work early, and stay late if needed? Yes No
 - Do you take advise well? Yes No
 - Will you seek advise to make your business succeed? Yes No
 - Do you have a strong work ethic? Yes No
 - Are you friendly to other people? Yes No
 - Do you like to have fun in whatever you do? Yes No
 - Do you like to buy things? Yes No
 - Do you normally make enough money to buy what you want? Yes No
 - Are you the sole income producer in your family? Yes No
 - If not, do you and your spouse make enough to live like you want? Yes No
 - Do you have a retirement account? Yes No
 - Do you have a college fund for your children, if applicable? Yes No

Now that you've completed this evaluation process, let's take a look at some of the attributes that will help you become, not just an excellent businessperson, but also an outstanding salesperson. While the answers of your evaluation are fresh on your mind, you may want to write your thoughts on page 19, Business Development page.

For as long as there have been salespeople, there have been "good" ones and "bad" ones. For just as long, dealerships have been looking for the perfect salesperson — the person who not only meets sales goals, but who cooperates without being a prima donna. Managers look for the salesperson who will loyally stay with the dealership for years, all of the years being highly productive in sales and profits.

Your company should have this same philosophy for its employees — namely you!

Based on observations of top-flight salespeople, they possess the following characteristics:

A strong drive to be successful

The top-flight salespeople dislikes periods of inactivity. They always need to be doing something productive, and the activity is normally in the area of producing future business. They have persistence and tenacity that helps them succeed over the long-run.

High levels of energy

The real pros take care of their health. They exercise regularly, watch their weight, eat properly, and maintain themselves in excellent physical condition. They know their high energy level contributes to their success.

Anticipation of success

They have positive expectations of results. They realize that their attitude and mental outlook have a great deal to do with the results they create.

Sensitivity, combined with assertiveness

Top-flight salespeople have a keen awareness of where the prospect is relative to buying, as well as the assertiveness to guide the prospect towards doing business. They know when to back off, as well as when to move forward. They possess the delicate balance of empathy and ego drive.

Ability to think and act quickly

They're spontaneous in their thoughts and actions. They know their prospects, their vehicles; so they're more relaxed and comfortable than the salesperson who can only perform well if the prospect should just happen to want to buy. Their spontaneity and openness build credibility and trust with prospects.

High self-esteem and independence

Top performers don't need to look to others for emotional support. They can function well if left alone to plan and work their prospects, and follow-up with their clients. They're self-starters. Others admire their self-esteem.

Skills in the art of persuasion

They quite naturally want to persuade prospects and clients to move forward and make buying decisions. They capture attention quickly, arouse interest, listen well to clients wants and needs, and make presentations based on both the logical and emotional wants of their prospects. Their human relations skills enable them to develop positive relationships with everyone.

A need to succeed

Top performers thrive on challenges. Their driving ambition is to “win.” Because they recognize that establishing “win/win” relationships is the key to creating more long-term profitability, they constantly seek ways to solve problems for clients so both parties actually win.

Focus on goals

Top performers set goals which challenge them to stretch and grow professionally, and they’re persistent in their drive to achieve and surpass their goals. They also realize how important it is to have a plan attached to their goals to maximize their chances for success. They don’t easily quit.

Honesty with themselves

They constantly strive to know themselves totally, and they admit and accept their limitations. Self-evaluation enables them to maximize use of their inherent and learned talents, while not being unrealistic in their expectations of success.

Optimism

They anticipate achievement of their goals, almost to the point of having a “vision.” They avoid negative thoughts, destructive pessimism and cynicism. Positive expectation of success enables them to overcome obstacles along the way toward their goals.

Comfort with the title “Salesperson”

The best salespeople see themselves as true professional salespeople. They don’t hide behind titles like: vehicle consultant, product specialist, etc. The real pros have a strong belief in sales as an honorable profession.

Belief in their product and services

Because persuasive communication requires congruent expression of words, tone of voice, and nonverbal messages, total belief in their product enables these special salespeople to produce at high levels. If there is any doubt or hesitancy in the sales message or any lack of belief in the value being offered, the sales opportunity may be lost.

Now that you have a basic idea of what it takes to be a successful business/salesperson, complete the worksheet on the next page to fine tune yourself.

BUSINESS DEVELOPMENT WORKSHEET

What do you feel are your strengths as a businessperson?

What are your strengths as a salesperson?

List some improvements that need to be made to fulfill your goals.

How do you want your clients to perceive you?



Step 2

DETERMINE YOUR CURRENT FINANCIAL SITUATION

Before you begin determining how much money you need/want to make, and how you're going to do it, let's figure out how much money you have available, versus how much you owe every month. This becomes a good way to get your mind straight on your current status.

Thought:

Most salespeople get used to living on the money they make, instead of making the type of money they want to live on.

The first step requires you to get organized. If you currently have your bills in a shoe box or stuffed into a drawer, you may want to get them all together now. Understanding your financial situation isn't that hard, but being organized will be your first important step. You'll need to have all your bills you pay monthly, quarterly, semi-annually and annually. Many people forget about the occasional bills and just worry about them when they come due. You'll make your life easier by planning all expenses so you don't have to worry.

Now that you have all your bills in front of you, fill out the worksheet on the following page:

MONTHLY INCOME STATEMENT WORKSHEET

Primary Monthly Income: \$ _____
 Secondary Monthly Income: \$ _____
 Other Monthly Income: \$ _____
 Total Monthly Income: \$ _____
 Money in Savings: \$ _____

MONTHLY DEBT STATEMENT WORKSHEET

(Add any additional monthly expenses you have)

Mortgage/Rent	\$	Utilities (gas, water, elec, etc.)	\$
Car Payments	\$	Credit Cards	\$
Gasoline/Maintenance	\$	Newspaper/Subscriptions	\$
Car Insurance	\$	Groceries	\$
Life Insurance Premiums	\$	Entertainment	\$
Vacations	\$	Alimony/Child Support	\$
Retirement Plans/Stocks	\$		\$
	\$		\$
	\$		\$
	\$		\$

Total Monthly Income: \$ _____
 Total Monthly Expenses: \$ _____
 Net \$ _____
 Additional Income per Month Desired \$ _____

Great! Now that you have an idea on your current financial situation, you can begin to determine how you're going to make the income necessary to sustain the lifestyle you desire. Remember: You'll want to have everything in life that money can buy.

BUSINESS DEVELOPMENT WORKSHEET

Is money important to you? Yes No

Why?

If you had more money, what would you do with it?

Step ③

DEVELOP A BUSINESS PLAN FOR A STRONG FOUNDATION

Realize that there is usually a critical difference between those businesses that succeed and those that fail. Many times the difference is the quality of a simple business plan. Without a plan, a business can easily get off course.

Thought:

If you don't know where you're going, any road will take you there.

For an auto salesperson who wishes to become successful, a well-prepared business plan will serve at least two critical functions:

Getting your business started off right

A business plan serves as the foundation for any new business. It will help your business get off to the right start and help it stay on track. If you are already in business, a business plan will help you determine where you are at this point in time, where you want to go, and how you're planning on getting there. Putting together this business plan forces you to think strategically about your business, as compared to running your business by "pot-luck", which basically means, whatever happens, happens.

Thought:

A goal without a plan isn't a goal at all – it's merely a wish.

A blueprint to keep your business on the right track

A blueprint is as essential to building your business as a blueprint is for building a house. In fact, a business plan is the blueprint for your business and its growth. It details your

business objectives and how you intend to accomplish them. It shows you clearly where you need to focus your time and energy — in writing. It gives you a convenient way to monitor your success, and compare your actual results with your plan.

In its most general sense, business planning is all about taking your dream of financial security and turning it into reality. A business plan then becomes the document you create where you work through all the factors that will have an impact on the successful startup, and/or the management of your business. Smart businesspeople plan, not because accountants or business advisors tell them to, but because they understand that it increases their chances for success. Sure, there are successful business people who fly by the seat of their pants and never create a written plan. How much better might they have done had their good ideas been coupled with some solid planning? A good plan will provide a blueprint and step-by-step instructions on how to translate your good ideas into a profitable auto selling business.

Writing a business plan may seem like a lot of work, which is why so few salespeople actually write one, and why so few salespeople actually attain the type of success they desire. To make it easier for you to get started, we've developed a simple way to put together a business plan called **Automotive Salesperson, Inc.**. ASInc. takes you out of the role of salesperson, and makes you your own corporation, with every income producing area within the sales department as a separate company under the corporation. When you start developing your business plan, the six areas of focus, or your six major companies under your corporation, will include:

- **Ups Company** (prospects who walk through the door)
- **Phone-Ups Company** (prospects who call on the phone)
- **Referral Company** (prospects who are referred to you by someone)
- **Repeat Customer Company** (customers who buy another vehicle from you)
- **Networking Company** (prospects you bring in on your own)
- **Aftermarket Company** (selling additional items not installed from the factory)

Physically putting a business plan together requires you to translate your thoughts about how you're going to run each one of these companies, into a format that is easy to follow, and easy to manage.

As a salesperson, and now a business owner, you must realize that your business will be as productive and prosperous as your ability is to set effective goals. You need to set clear objectives for your business and to have a strategy for accomplishing these objectives. Since goal setting involves looking into the future, you must plot a course, in advance, for all the activities that you anticipate will take place to yield the results you

are looking for. Of course, you won't always know what the outcome will be, but you can make a very good prediction by reviewing what has happened in the past and what is happening presently.

Well-written goals will also enable you to check your progress in order to see if you're on the right track. By comparing your actual results to the desired results, you can determine whether or not you need to make improvements in your original plan.

As a business owner, your initial visions may exceed your abilities, or your capabilities. Don't run your business by the seat of your pants and don't become discouraged. Understand that goal setting should be as realistic as your talents and the resources within your sales department. This is not to say that you cannot go beyond your current level of experience to accomplish your goals. However, without a strategy, most goals have little chance for success.

TIPS TO KEEP YOURSELF ON COURSE:

Put all goals in writing.

The reason most salespeople won't put their goals in writing is if they don't write them down, they have nothing to be accountable for. Your first commitment to reaching your goals is to put them in writing, then sign your name to them.

Have both long-term and short-term goals.

If you keep in mind that everything you do today directly affects your business two and three years from now, you will understand the value of setting long and short-term goals. By being proactive in your business and looking ahead, you will develop goals and plans that will help you accomplish your dreams of financial independence.

Break up larger goals into smaller, more manageable goals.

This becomes the basis for **Automotive Salesperson, Inc.** By taking your large sales goals, and dividing them into your separate companies, your chances of achieving, and exceeding your goals will increase dramatically.

Monitor your goals.

Don't just wait till the end of the month to see if you've reached your goals. By tracking your numbers daily, you will have a good idea on how close you are to reaching and exceeding your goals.

Reward yourself for your successes.

As you would if you had employees, reward yourself for doing a good job. After all, nobody deserves it more than you.

Now that you have a general idea on what a business plan is for, it's time to begin developing one. **Automotive Salesperson, Inc.** was designed to be totally customizable for every salesperson regardless of experience in the business. So, the first step is to get a general idea of what you've done in the past, so you can determine what needs to be done for the future. Your job right now will be to set up your six major companies, so follow the format on the next pages, and you should have no problems.



STATISTICAL AVERAGE WORKSHEET

OBJECTIVE:

The purpose of the **Statistical Average Worksheet** is to analyze your previous work experiences in order to determine a starting point for setting your goals and tracking your numbers. Your goals should be set according to your strengths and weaknesses.

If you are a new hire, and have 0 months experience selling vehicles, you do not need to complete this sheet. You will begin keeping track of your numbers starting with the **Daily Tracking Sheet**. If you have one or two months of experience, record your totals as they apply per each category on the **Statistical Average Worksheet**, then divide by the number of months of selling to get your current average. If you have worked three months or more as a vehicle salesperson, review the last three months of business, and complete the **Statistical Average Worksheet**.

•INCOME FOR MONTH

Compile your last three months' total income and divide the total by 3 to get your current monthly average. However, if you had a month that wasn't indicative of an average month, ie: vacation, illness, holiday, substitute another month to get your average.

•TOTAL SALES FOR MONTH

Record all sales new and used for each month.

•UPS (WALK-INS)

Record all prospects you waited on who walked through the door. We consider an **Up** as anyone who has given you a name and phone number for follow-up purposes. If you wrote a deal, record that number in the **Write-Up** column. And, if you made a sale from a prospect walking through the door, record that number in the **Sales from Ups** column.

•PHONE-UPS

If you take a telephone call from a prospect calling the dealership for information before coming in, record that number in the **Phone-Ups** column. If you set an **Appointment** with the prospect, record the number of appointments set. Also record the number of **Appointments Kept** and all **Sales made from Phone-Ups** customers. Treat all **Internet** inquiries, appointments and sales as **Phone-Ups**.

•SALES FROM REFERRALS

If someone refers a prospect who then buys a vehicle from you, record this number in the **Sales from Referral** column.

•SALES FROM REPEAT CUSTOMERS

If a customer of yours returns and buys another vehicle from you, record that number in the **Repeat Customer** column.

•SALES FROM NETWORKING

If you sell a vehicle to someone you recruited by your own efforts, such as a friend, relative or acquaintance, record that number in the **Sales from Networking** column.

•CLOSING RATIOS

Closing Ratios will determine how well you are doing. Fill in the appropriate numbers and perform the calculations. Your goal is to increase your **Closing Ratios**.

Once you have completed this sheet in its entirety, continue on to the **Automotive Salesperson, Inc. Flow-chart**.

STATISTICAL AVERAGE WORKSHEET

Example

	1st Mon	2nd Mon	3rd Mon	Totals	Avg.
Income for Month	\$1500	\$2500	\$2000	\$6000	\$2000
Total New Sales	10	7	6	23	8
Total Used Sales	1	2	1	4	1

Ups	39	47	40	126	42
Write-Ups	18	29	28	75	25
Sales from Ups	4	6	5	15	5

Phone-Ups	20	28	22	70	23
Appointments	16	11	10	37	12
Appointments Kept	12	8	7	27	9
Sales from Phone-Ups	3	1	1	5	2

Sales from Referrals	1	0	0	1	1
Sales from Repeats	2	1	1	4	1

Sales from Networking	1	1	0	2	1
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Closing Ratios (Use 3 month avg. numbers)

Sales Ratio = Sales from Ups (5) ÷ Ups (42) = .12 x 100 = 12%

Sales Closing Ratio = Sales from Ups (5) ÷ Write-Ups (25) = .20 x 100 = 20%

Phone-Up Ratio = Phone-Up Sales (2) ÷ Phone-Ups (23) = .09 x 100 = 9%

Phone-Up Appt. Ratio = Phone-Up Sales (2) ÷ Phone-Up Appts. Kept (9) = .22 x 100 = 22%

STATISTICAL AVERAGE WORKSHEET

	1st Mon	2nd Mon	3rd Mon		Totals	Avg.
Income for Month						
Total New Sales						
Total Used Sales						
Ups						
Write-Ups						
Sales from Ups						
Phone-Ups						
Appointments						
Appointments Kept						
Sales from Phone-Ups						
Sales from Referrals						
Sales from Repeats						
Sales from Networking						

Closing Ratios (Use 3 month avg. numbers)

Sales Ratio = Sales from Ups ____ ÷ Ups ____ = ____ x 100 = ____%

Sales Closing Ratio = Sales from Ups ____ ÷ Write-Ups ____ = ____ x 100 = ____%

Phone-Up Ratio = Phone-Up Sales ____ ÷ Phone-Ups ____ = ____ x 100 = ____%

Phone-Up Appt. Ratio = Phone-Up Sales ____ ÷ Phone-Up Appts. Kept ____ = ____ x 100 = ____%

STATISTICAL AVERAGE WORKSHEET

	1st Mon	2nd Mon	3rd Mon		Totals	Avg.
Income for Month						
Total New Sales						
Total Used Sales						
Ups						
Write-Ups						
Sales from Ups						
Phone-Ups						
Appointments						
Appointments Kept						
Sales from Phone-Ups						
Sales from Referrals						
Sales from Repeats						
Sales from Networking						

Closing Ratios (Use 3 month avg. numbers)

Sales Ratio = Sales from Ups ___ ÷ Ups ___ = ___ x 100 = ___%

Sales Closing Ratio = Sales from Ups ___ ÷ Write-Ups ___ = ___ x 100 = ___%

Phone-Up Ratio = Phone-Up Sales ___ ÷ Phone-Ups ___ = ___ x 100 = ___%

Phone-Up Appt. Ratio = Phone-Up Sales ___ ÷ Phone-Up Appts. Kept ___ = ___ x 100 = ___%

AUTOMOTIVE SALESPERSON, INC. FLOWCHART

OBJECTIVE:

The major objective of the **Flowchart** is to determine where the bulk of your business will be derived from during that month. For example:

- You have been selling vehicles for only 1 year. Since you don't have a lot of **Repeat** and **Referral** business yet, you have determined that the bulk of your sales will come from your **Ups Company** and your **Phone-Ups Company**.
- You have been selling vehicles for 4 years, and have developed a strong, loyal clientele. Since you receive much of your business from your **Referral Company** and your **Repeat Customer Company**, you won't be taking many Ups.
- This month, your dealership will be spending a great deal of money on advertising for a sale, therefore, the dealership will be receiving many phone calls. You may decide to make your **Phone-Ups Company** your major source of business for this month.

STEP ① GOALS:

Determine how many sales and how much income you want for the month. Your starting point should be your **Statistical Average Worksheet**. Do not set your goals too high. Be realistic. Stay within your comfort zone and try to do a little more each month. Start with a goal of 2 sales higher than your average. Use the same strategy with your income. Determine your closing ratio based on any deals you have written ÷ total sales.

STEP ② COMPANIES

Based on which companies are your strongest, and which are your weakest, spread your total sales goal among the five companies. Make sure that each company has a sales goal. If you just don't feel comfortable with a certain company, like the **Networking Company**, you may want to eliminate it for now. Once you gain more experience, you can reactivate it at a later date. What you're trying to do is take your total sales goal and divide it into smaller, more achievable goals. Once you have divided your sales amongst your companies, it's time to determine how much work you need to do in order to reach your sales goal. Remember, the numbers don't lie! This can be accomplished by taking your **Sales Goal** and multiplying it by your **Closing Ratio**. Example:

Ups Company — Desired Sales (8) x Closing Ratio (20% or 1 out of 5) = (8 sales x 5)
40 Ups

Phone-Ups Company — Sales (3) x Closing Ratio (1 of 5) = (3 sales x 5) **15 Appointments**
(You determined it would take you about 30 Phone-Ups to achieve 15 Appointments)

STEP ③ AFTERMARKET COMPANY

Write in which aftermarket products you are planning to sell, and how many of each.

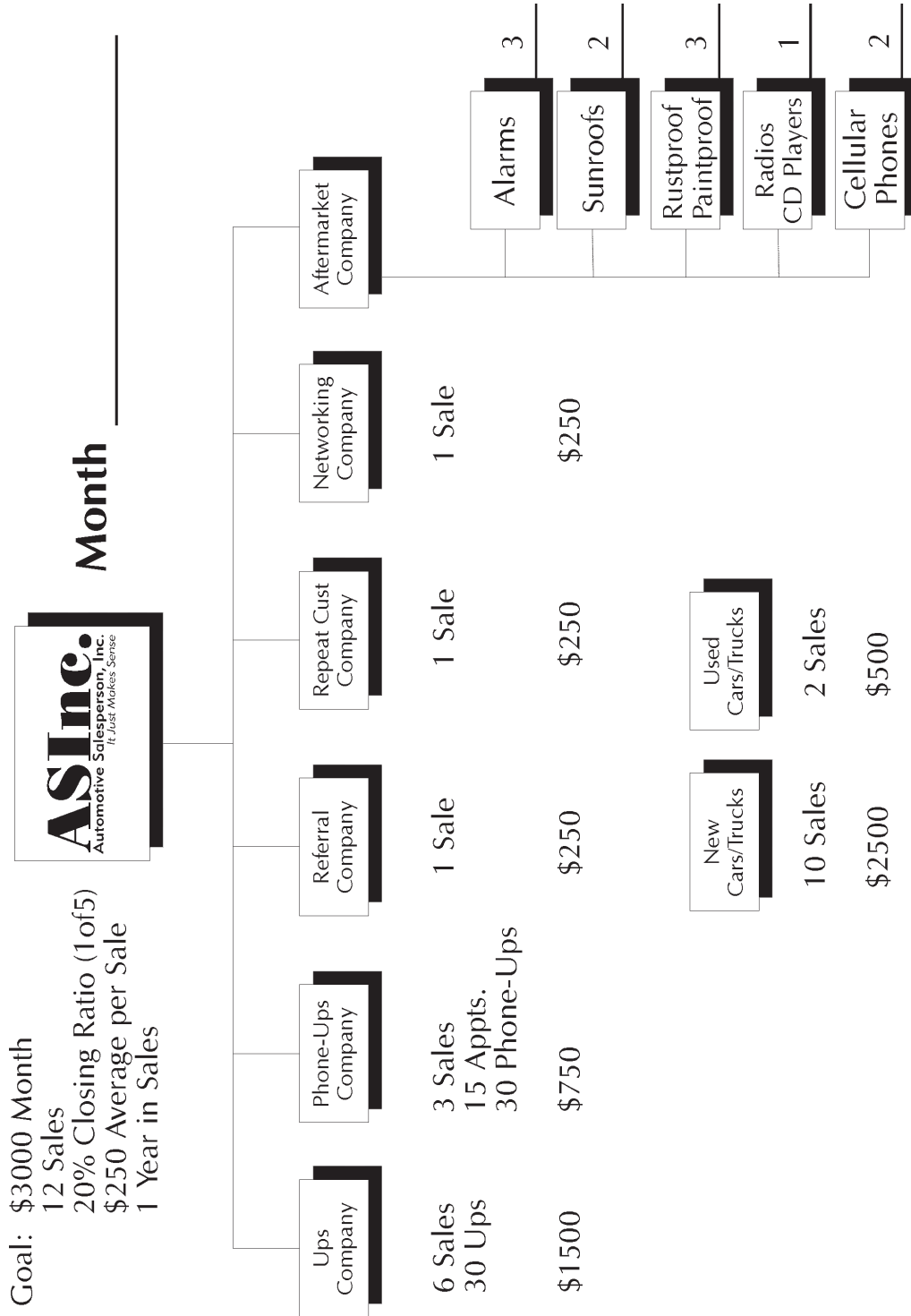
STEP ④ NEW AND USED VEHICLE SALES

Determine how many new and used vehicles you want to sell. If you are a new car salesperson, and are allowed to sell used vehicles, you must try to sell at least 2 used vehicles every month.

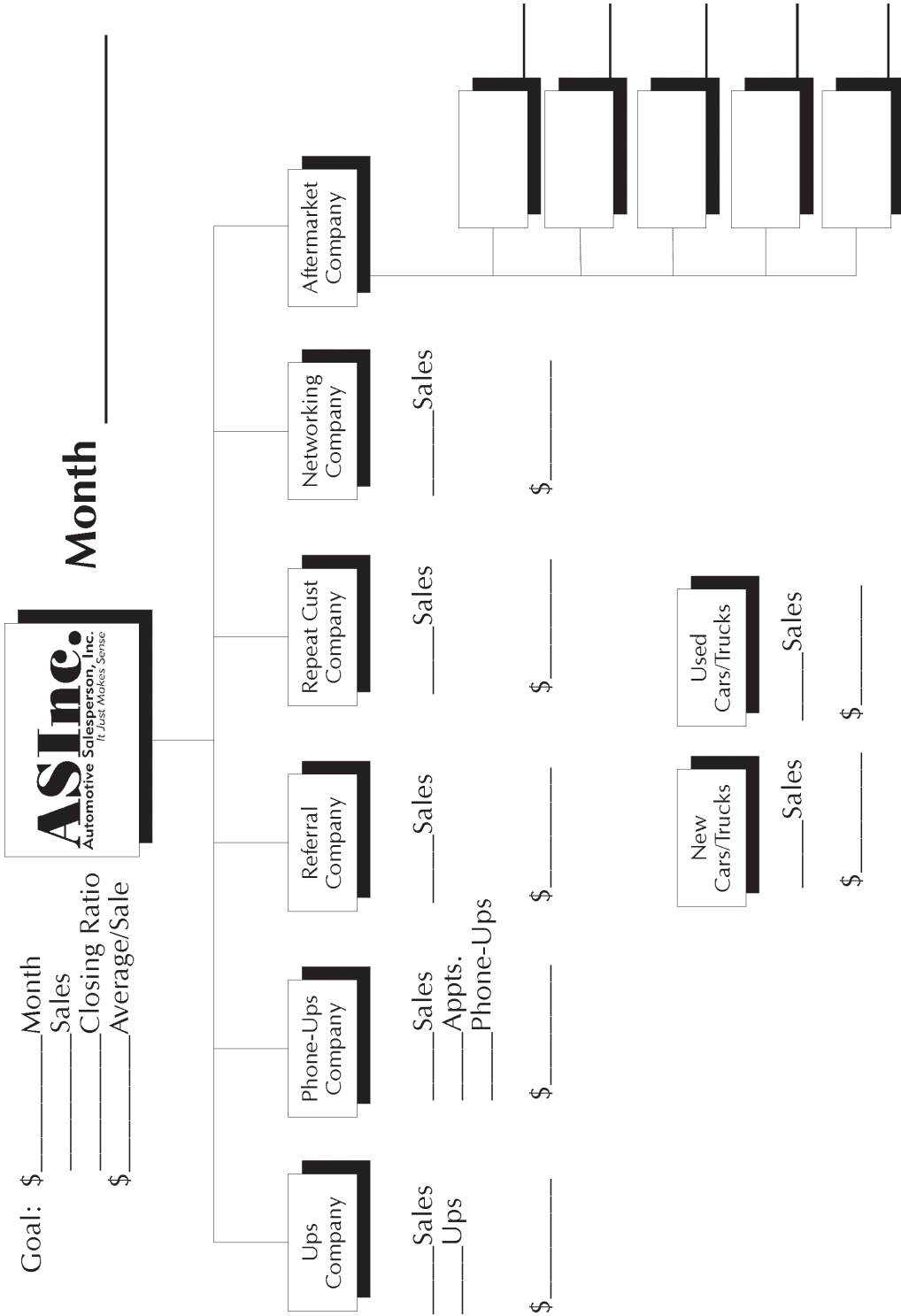
This becomes your plan for the month. Now, turn to the **Weekly Tracking Worksheet**.

AUTOMOTIVE SALESPERSON, INC. FLOWCHART

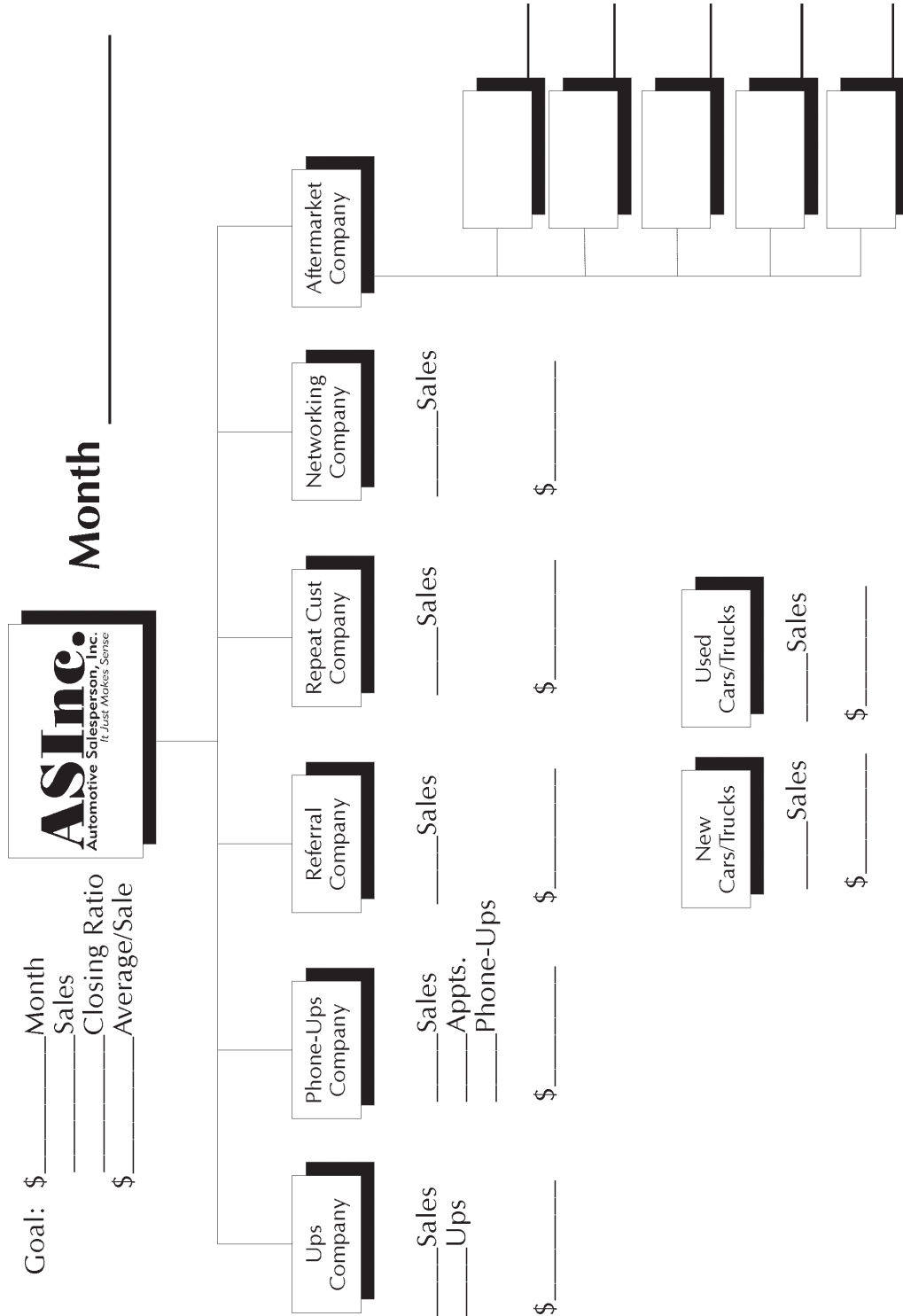
Example



AUTOMOTIVE SALESPERSON, INC. FLOWCHART



AUTOMOTIVE SALESPERSON, INC. FLOWCHART



WEEKLY TRACKING WORKSHEET

OBJECTIVE:

The purpose of the **Weekly Tracking Worksheet** is to:

- divide monthly goals into more manageable weekly goals,
- monitor actual weekly figures against weekly goals, and
- adjust weekly goals as needed to meet or exceed monthly goals.

STEP ①

After you have forecasted your total sales and income for each “company”, transfer your figures from the **Automotive Salesperson, Inc. Flowchart**, to the totals column on the **Weekly Tracking Worksheet**.

STEP ②

Divide the totals for each “company” by the number of weeks for that month, to obtain a weekly average goal for each “company”. Place those numbers in **Week 1** under the Goal section. Do not fill in the goals for the rest of the month because the numbers may vary. If you didn’t meet your goals for this week, you will need to adjust your goals for the next week. Your strategy is to exceed the numbers for each week, since this will also increase your chances of exceeding your goals.

Step 2 ↴

	Week 1	
	Goal	Actual
Income	\$750	\$500

Step 1 ↴

	Week 2	
	Goal	Actual
	\$950	

STEP ③

If you reached your goal for the week, carry over the same goal to the following week. Example:

- Your **Ups** goal for Week 1 was 8, and you reached 8. Your starting goal for Week 2 would then be 8.

If you didn’t reach your goal for that week, add on whatever the deficit was to the following week.

Example:

- Your **Income** goal for Week 1 was \$750, but your actual was only \$500. Your starting goal for Week 2 becomes \$950 ($\$750 - \$500 = \$250 + \$750 = \950)

Ups	8	8
-----	---	---

8	
---	--

	Week 1	
	Goal	Actual
Income	\$750	\$500

	Week 2	
	Goal	Actual
	\$950	

STEP ④

When you’ve completed the month, add your totals in the Totals column, and get ready to determine your goals for the next month.

You keep track of these numbers by utilizing the **Daily Tracking Worksheet**. Continue to the next section.

WEEKLY TRACKING WORKSHEET

Example

	Week 1		Week 2		Week 3		Week 4		Totals	
	Goal	Act	Goal	Act	Goal	Act	Goal	Act	Goal	Act
Income	750	500	950	1628	750	1400	750	1700	3000	5228
Ups	8	8	8	14	8	18	8	17	30	57
Write-Ups	7	6	8	10	7	12	7	10	25	38
Sales from Ups	2	1	3	2	3	3	3	3	6	9
Phone-Ups	8	10	8	14	8	20	8	10	30	44
Appointments	4	7	4	10	4	12	4	5	20	34
Appointments Kept	4	5	4	9	4	10	4	4	15	28
Phone-Up Sales	1	2	1	2	1	2	1	1	3	7
New Vehicles	3	3	3	4	3	6	3	3	10	16
Used Vehicles	1	0	1	2	1	0	1	2	2	4
Referral Customers	1	0	1	1	1	0	1	1	1	2
Repeat Customers	1	0	1	0	1	1	1	0	1	1
Aftermarket										
Alarms	1	1	1	2	1	2	1	1	3	6
Sunroofs	1	0	1	1	1	0	1	1	2	2
CD Players	1	1	1	1	1	2	1	0	1	4
Cellular Phones	1	0	1	0	1	1	1	1	2	2
Networking	1	0	1	1	1	0	1	0	1	1

WEEKLY TRACKING WORKSHEET

	Week 1		Week 2		Week 3		Week 4		Totals	
	Goal	Act	Goal	Act	Goal	Act	Goal	Act	Goal	Act
Income										
Ups										
Write-Ups										
Sales from Ups										
Phone-Ups										
Appointments										
Appointments Kept										
Phone-Up Sales										
New Vehicles										
Used Vehicles										
Referral Customers										
Repeat Customers										
Aftermarket										
Networking										

WEEKLY TRACKING WORKSHEET

	Week 1		Week 2		Week 3		Week 4		Totals	
	Goal	Act	Goal	Act	Goal	Act	Goal	Act	Goal	Act
Income										
Ups										
Write-Ups										
Sales from Ups										
Phone-Ups										
Appointments										
Appointments Kept										
Phone-Up Sales										
New Vehicles										
Used Vehicles										
Referral Customers										
Repeat Customers										
Aftermarket										
Networking										

DAILY TRACKING WORKSHEET

OBJECTIVE:

The purpose of the **Daily Tracking Worksheet** is to track your numbers on a daily basis. This way, you will always know where you stand toward your ultimate goals. If you start falling behind, you can immediately see where you need to increase your work output. If you get ahead, you have the momentum necessary to exceed your goals, which in turn will increase your sales and income.

STEP ①

Once you determine your goals and record the first week's activities on your **Weekly Tracking Worksheet**, it then becomes a simple matter of keeping track of your numbers on a daily basis.

STEP ②

At the end of each day, or the start of the next day, review the day's work and record the appropriate numbers.

STEP ③

At the end of the week, add up the totals and record them in the **Totals Column**. Then transfer these totals to the corresponding week on the **Weekly Tracking Worksheet**.

DAILY TRACKING WORKSHEET

Example

Week 1	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Total
Income	0	0	180	0	0	320		500
Ups	2	1	1	2	1	1		8
Write-Ups	2	0	1	1	1	1		6
Sales from Ups	0	0	0	0	0	1		1
Phone-Ups	3	1	2	1	3	0		10
Appointments	2	0	1	1	3	0		7
Appointments Kept	0	2	0	0	2	1		5
Phone-Up Sales	0	0	1	0	0	1		2
New Vehicles	0	0	1	0	0	2		3
Used Vehicles	0	0	0	0	0	0		0
Referral Customers	0	0	0	0	0	0		0
Repeat Customers	0	0	0	0	0	0		0
Aftermarket								
Alarms	0	0	1	0	0	0		0
Sunroofs	0	0	0	0	0	0		0
CD Players	0	1	0	0	0	0		0
Cellular Phones	0	0	0	0	0	0		0
Networking	0	0	0	0	0	0		0

DAILY TRACKING WORKSHEET

Week of _____	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Total
Income								
Ups								
Write-Ups								
Sales from Ups								
Phone-Ups								
Appointments								
Appointments Kept								
Phone-Up Sales								
New Vehicles								
Used Vehicles								
Referral Customers								
Repeat Customers								
Aftermarket								
Networking								

DAILY TRACKING WORKSHEET

Week of _____	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Total
Income								
Ups								
Write-Ups								
Sales from Ups								
Phone-Ups								
Appointments								
Appointments Kept								
Phone-Up Sales								
New Vehicles								
Used Vehicles								
Referral Customers								
Repeat Customers								
Aftermarket								
Networking								

STATISTICAL SUMMARY SALES WORKSHEET

OBJECTIVE

To be able to compare:

- this year's figures to-date against this year's projected goals, and
- this year's figures against the same time period for last year.

STEP ①

Record your totals for the month just ending in column 1. Make sure you total your sales for each aftermarket product separately and place these figures under the **Aftermarket** category.

STEP ②

For simplicity, the fiscal year runs from January 1 through December 31.

To obtain **Running Totals**, add your totals for the month just ending to the totals from the previous months starting with January. (i.e. **Running Totals** through January = January Totals + February Totals)

If you are just starting out, you probably won't have any **Running Totals**, so skip this step and leave column 2 blank.

STEP ③

If you have been keeping statistics for 1 year or longer, you have the option of comparing:

- your current running totals against last year's running totals for the same time period, or
- your month just ending against last year's corresponding month.

Record in column 3 the figures you feel are more important to compare.

In the example given we're comparing this year's monthly total against last year's monthly total.

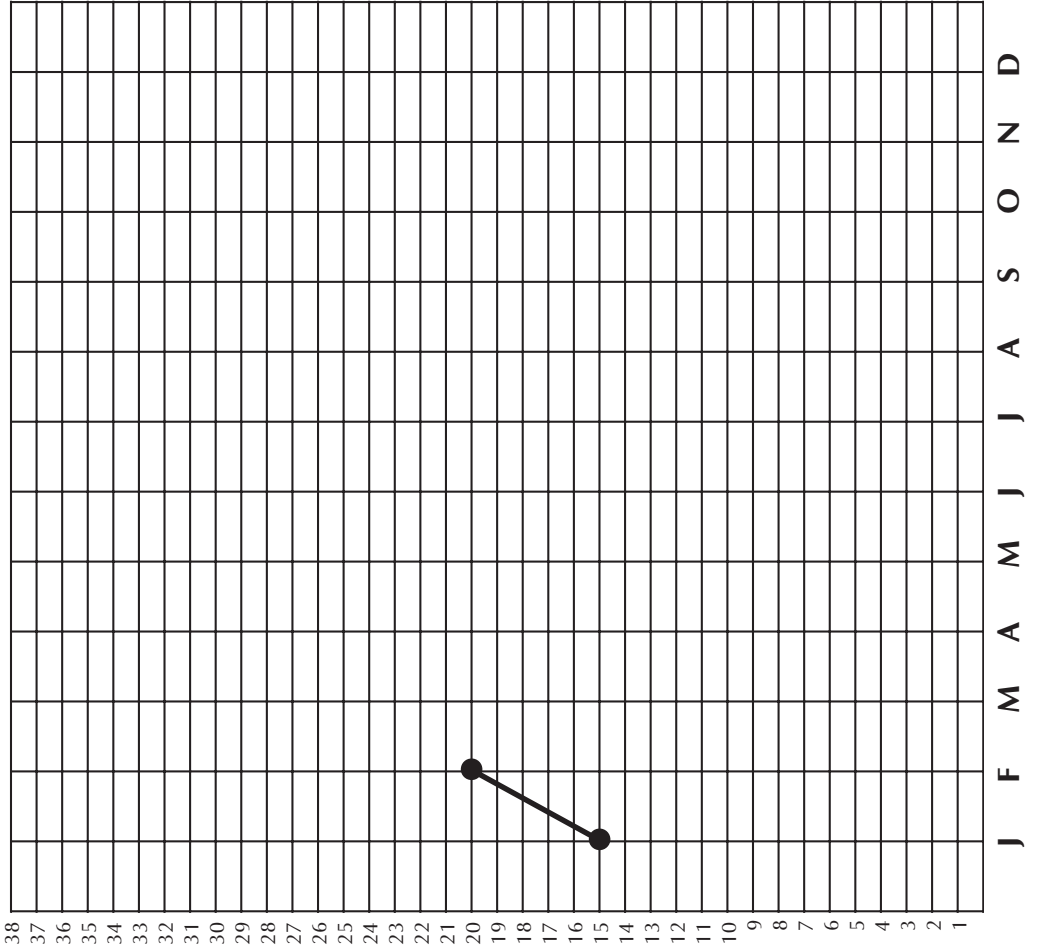
If you have less than 1 year experience, skip this step and leave column 3 blank.

MONTHLY STATISTICAL SUMMARY

Example

Income	Month's Totals \$5228	Running Totals \$8638	Last Year \$4176
Ups	57	99	43
Write-Ups	38	60	39
Sales from Ups	9	16	8
Phone-Ups	44	82	38
Appointments	34	66	29
Appts. Kept	28	57	17
Phone-Up Sales	7	12	5
New Vehicles	16	28	12
Used Vehicles	4	7	4
Referral Sales	2	3	1
Repeat Cust. Sales	1	2	1
Aftermarket			
Alarms	6	11	4
Sunroofs	2	3	4
CD Players	4	6	2
Cellular Phones	2	4	2
Networking	1	2	1

PLOT YOUR TOTAL SALES EACH MONTH



MONTHLY STATISTICAL SUMMARY

Plot your total sales each month

	J	F	M	A	M	J	J	A	S	O	N	D
38												
37												
36												
35												
34												
33												
32												
31												
30												
29												
28												
27												
26												
25												
24												
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12												
11												
10												
9												
8												
7												
6												
5												
4												
3												
2												
1												

	Month's Totals \$	Running Totals \$	Last Year
Income			
Ups			
Write-Ups			
Sales from Ups			
Phone-Ups			
Appointments			
Appts. Kept			
Phone-Up Sales			
New Vehicles			
Used Vehicles			
Referral Sales			
Repeat Cust. Sales			
Aftermarket			
Networking			

STATISTICAL COMMISSION SUMMARY SHEET

STEP ①

Plot your commissions on the grid each month. You may want to compare each month with the previous year's commissions to determine if you are ahead of last year's income. You can accomplish this by using a different color pen for each year.

STEP ②

Compute your closing ratios:

Sales ÷ Ups ratio is used to determine the percentage of sales based on the number of prospects you talk to.

This ratio is useful because it will tell you if you are talking to a lot of prospects, but not actually writing a deal. If the percentage is low, you need to write more deals.

Sales ÷ Write-Ups ratio is used to determine the percentage of sales based on the number of prospects you actually write a deal for.

This ratio is useful because it will tell you how proficient you are at closing the sale once you sit the prospect at your desk and write the deal.

Phone-Up Sales ÷ Phone-Ups ratio is used to determine the percentage of sales based on the number of prospects you talk to on the phone.

This ratio is useful because it will tell you how many Phone-Up sales you make in relation to the number of Phone-Ups you take. If the ratio is low, you probably need to set more appointments.

Phone-Ups Sales ÷ Appointments ratio is used to determine the percentage of sales based on the number of Phone-Up Appointments kept.

This ratio is useful because it will tell you how many prospects you close once you get them into the dealership. If the ratio is low, you need to improve your qualifying, presenting and closing skills.

Internet Sales - All sales and vehicle inquiries generated through the Internet should be included with the Phone-Ups.

- add Internet inquiries to Total Phone-Ups.
- add Internet appointments to Phone-Up Appointments.
- add Internet sales to Phone-Up Sales.

Commissions ÷ Deliveries ratio is used to determine your average commission per delivery.

Your goal is to increase the amount of income per delivery. You can accomplish this by:

- improving your qualifying, presenting and closing skills.
- starting higher on your first offer.
- not giving in to the customer's offer too soon.
- selling more aftermarket products.

MONTHLY STATISTICAL SUMMARY

Example

CLOSING RATIOS

Ups Closing Ratio

$$\text{Sales } \underline{9} \div \text{Ups } \underline{57} = \underline{.16} \times 100 = \underline{16}\%$$

$$\text{Sales } \underline{9} \div \text{Write-Ups } \underline{38} = \underline{.24} \times 100 = \underline{24}\%$$

Phone-Ups Closing Ratio

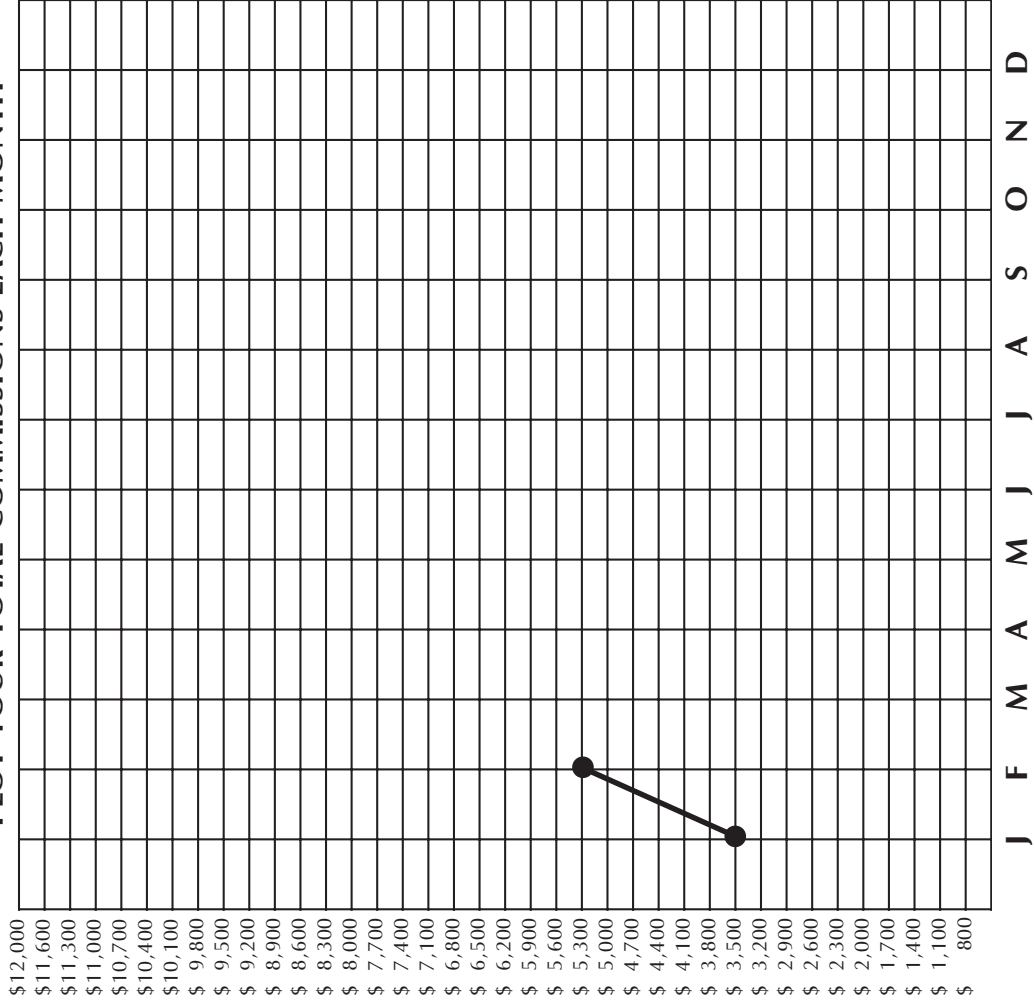
$$\text{Phone-Up Sales } \underline{7} \div \text{Phone-Ups } \underline{44} = \underline{.16} \\ \times 100 = \underline{16}\%$$

$$\text{Phone-Up Sales } \underline{7} \div \text{Appts. Kept } \underline{28} = \underline{.25} \\ \times 100 = \underline{25}\%$$

Average Commission per Delivery

$$\text{Commissions } \underline{\$5228} \div \text{Deliveries } \underline{20} = \underline{\$261}$$

PLOT YOUR TOTAL COMMISSIONS EACH MONTH





Step 4

DETERMINE STRATEGIES FOR YOUR MAJOR COMPANIES

Now that you've developed your business plan, it's now time to determine your success strategies for each of your major companies. As a reminder, your major companies include:

Thought:

The best way to achieve your major goals is to break them down into smaller, more manageable goals.

- Ups Company
- Phone-Ups Company
- Referral Company
- Repeat Customer Company
- Networking Company
- Aftermarket Company

Thought:

Every moment spent planning saves three or four moments in execution.

The beauty of Automotive Salesperson, Inc. is that you don't have to make your income off of one company, which is typically called "sales." You now have six separate companies to get business from, all with their own goals and strategies for success. So, if you want each of these companies to flourish, you need to develop a plan for how you will run each company.

The following pages include some ideas to start. At the end of each section, feel free to add to the list. This should be a continuous work in progress.

UPS COMPANY

Every salesperson has the opportunity to wait on prospects walking through the door. However, the majority of the walk-ins will be serviced by new salespeople because they have the fewest numbers of repeat and referral customers, making the Ups Company their primary source of business. Nonetheless, even salespeople who have been selling vehicles for a long time should utilize the Ups Company to expand their existing customer base. Regardless of your experience level, never shortcut the process.

Greet prospects enthusiastically

The individuals who walk through the door are very important to you. They could have visited any dealership, but they decided to visit yours. And they will determine whether you get paid for your time. So, make them feel like you're really glad to see them. Thank them for taking the time out of their busy schedule just to give you the opportunity to show them a vehicle. And above all, smile! After all, you never get a second chance to make a good first impression. The greater the impression, the better your chances of selling them a vehicle.

Perform the "social courtesies"

Most people like to be waited on, especially when they are about to give someone their hard-earned money. The size of the tip given in a restaurant is normally in direct proportion to the amount, and quality of service given. The more you can make your prospect feel special, the bigger the tip you'll receive. Here are some ways to show your prospects you're willing to serve them:

- Whenever possible, open the door for them as they walk into the dealership.
- Pull out the chair for them at your desk.
- Help them off with their coats.
- Offer them refreshments.
- Keep the following items in your desk, and offer them as needed:
 - * cigarettes and matches for the smokers.
 - * gum, candy and/or cough drops.
 - * coloring books and crayons for the children.
- Become attentive to what your prospects are interested in.

Take one prospect at a time

Once you are involved with a prospect, don't be concerned about any other people who come into your dealership. Your total focus should be to give the prospect your full and undivided attention.

Don't shortcut the sales process

Larger commissions are not attained by shortcutting the sales process. Here are some tips to make each part of the routine effective:

— **Greeting**

Smile when you greet prospects. Make them feel like you are really glad to see them, and make their stay in your dealership as pleasurable as possible.

— **Gather Information**

Qualifying is a series of questions you ask your prospect, in order to gather information for you to develop a “*selling*” presentation, as compared to merely a “*telling*” presentation. When you ask a question, write the answer down to show your prospect their responses are important.

— **Product Presentation**

Show some enthusiasm when you are presenting your vehicle. After all, if you can't get excited about your vehicle, how will you expect your prospect to get excited.

— **Demo Ride**

Take a lengthy demo ride with your prospects. The longer you can keep them involved with the vehicle, the easier it will be for them to take mental ownership. Get them excited to go back to the dealership to start negotiating.

— **Negotiations**

Most people do not like to negotiate. They feel that unless they do, they won't be content with the deal you offer. Try to make the negotiating process more pleasant, with less tension. The more you can control the tension, the more relaxed the prospect will be to make the buying decision.

— **Delivery**

Make the delivery process memorable. This will be the last time your customer will see you for a while. Let your customer leave with a wonderful experience to remember you by.

Follow-up with your prospects and customers

Your ability to persuade your prospects to return to your dealership to purchase, and to get your customers to help build your referral and repeat business, will be determined by your follow-up program. The more sincerity and concern you show for your prospects and customers, the more future sales you'll earn.

BUSINESS DEVELOPMENT WORKSHEET

List some additional ideas you can use to develop your Ups Company

PHONE-UPS COMPANY

Your ability to handle phone-ups professionally will be the determining factor for gaining additional sales per month. Individuals calling for information on the phone should be handled just like a prospect walking through the door. How you deal with their questions and concerns will be the determining factor for getting an appointment. Here are some strategies that will help make taking a phone-up more profitable:

Treat every phone-up like a walk-in customer

In the past when there were fewer carlines and business was booming, prospects were flocking to the dealerships by the busloads. Salespeople didn't have to take phone-ups as seriously as they need to now. Today, when people call the dealership, it's because they are usually very busy, and need to gather information before they spend their valuable time shopping around. Treat these individuals with the same respect as you would prospects walking through the door.

Answer the phone with enthusiasm and create a sense of urgency

People on the other end of the phone can't see what you look like. All they know of you is how you sound. So, when you answer the phone, sound like you're glad they called. Now comes the important part. You need to give them a sense of urgency to come into the dealership. You can accomplish this by saying the following:

Salesperson: *Thanks for calling. This is Mike, how can I help you?*

Prospect: *I'm calling to see if you have any "X-Cars" in stock?*

Salesperson: *Oh, are you calling on the "X-Car" sale/promotion?*

Prospect: *No, but what is the "X-Car" sale about?*

Salesperson: *For the next several days, we're offering some of the finest deals on virtually every "X-Car" in stock. Would this be something you'd be interested in?*

Have a fluid, steady paced presentation

I believe that if you want to be more successful, you need to start scripting your presentations. Most salespeople don't like canned presentations because they sound like they're reading them off the page. The only reason they sound canned is because salespeople don't practice them. The more you practice, the more fluid they become. If you want to make more money in sales, you can't just say whatever comes out of your mouth

and expect it to work. You need to have a planned presentation for each situation that produces results.

Remain in control by asking questions

Your prospect has an agenda when he/she calls on the phone, and will likely want to stay on that agenda for fear of being taken advantage of by the salesperson. You can gain the control back by asking the prospect questions. This keeps the prospect involved and at the same time gets you the information you need to do your job professionally.

Strive to set an appointment with everyone

Do not answer the phone just to provide information, or to act as the liaison between the prospect and the dealership. If you're going to take the time to answer the phone, go that extra step and try to set an appointment. If you can convince your prospect to come in and see you, you have moved one step closer to making the sale. Now, I've had salespeople tell me, "Mike, I don't have trouble setting an appointment, I have trouble getting them to keep the appointment." Once you've set the appointment with your prospect, solidify the appointment with these three questions:

1. *Now, is there any reason why you wouldn't be able to keep this appointment?*
2. *Will you be writing this appointment down in your appointment book, or would you like me to call you ahead of time to remind you?*
3. *If for some reason you can't keep this appointment, would you at least give me the courtesy of a call so I can put someone else in your time slot?*

Offer to take the vehicle to their place of employment

If your prospect can't come into the dealership because of time constrictions, offer to take the vehicle to where they work. They can see what they're interested in without the pressure of buying, and maybe some of their co-workers also will want to look, which may gain you additional business.

Log every phone-up

When you take a phone-up, you should log information on every prospect you talk to. At the very least, you should obtain a name and phone number for follow-up purposes. Then every morning, review all phone-ups to see what deals you may be able to put together.

Follow-up by phone within 24 hours

No matter what the situation is, you should follow-up with every prospect within 24 hours. Keep in mind that if the prospect called you, he/she may be calling other salespeople at other dealerships. If you have a name and phone number, this prospect is yours. You're the one who wants the sale. So, don't let this person get followed-up by another salesperson first.

Send a follow-up letter

If you were assertive enough to also get an address, send the prospect a 24 hour follow-up letter. This may just be what separates you from every salesperson he/she calls. An example of this letter can be found on page 114.

BUSINESS DEVELOPMENT WORKSHEET

List some additional ideas you can use to develop your Phone-Ups Company

REFERRAL COMPANY

There is a natural tendency among people to share their positive experiences with others. We see a great new movie and we recommend it to our friends. We discover an excellent new product or a new store, and we tell others about our positive experience. We meet a salesperson who exemplifies the type of person we want to deal with, and we tell our friends. As long as you continually exceed customer satisfaction, you can expect to receive some referrals. However, you need to have a strategy for building your repeat and referral customer business. Here are some suggestions you can use to make this happen.

Build partnerships through lasting relationships

The major source of referral business is derived from satisfied customers. If you are perceived as a genuinely sincere, trustworthy, caring, helpful and an honest salesperson, the rapport you build with every buying customer can pave the road for future sales. Remember, customers will share positive buying experiences with others. If you create relationships, and true business friendships, each side of the partnership will continually work to serve the other.

Manage the tension in the sale

One of the greatest obstacles to effective selling is tension between the prospect and the salesperson. If you can reduce the tension by making the buying experience enjoyable, you will increase the likelihood for referral and repeat business.

Remind your customers to give you referrals

Even though your satisfied customers may intend to tell their friends and relatives what a great salesperson you are, what a great dealership you work at, and what a great car they bought, it may not be foremost on their minds. Your role is to continuously remind them that your income is primarily based on referral and repeat customer business.

Train your customers on your referral process

It's not just enough to casually ask for referrals. You need to be specific. For example:

- Identify the kinds of prospects you are looking for to help the customer think of specific people, such as:
 - * People needing a new car.
 - * People needing a used car.
 - * People whose vehicles have just been in an accident.
 - * People whose leases may be coming due.
 - * Children who are attending college and need a good used vehicle.

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- * Children who are celebrating a 16th birthday.
 - * People whose vehicles are experiencing high repair bills.
 - Explain the benefits to both the customer and the prospect, such as:
 - * The guarantee that the referral will receive the same type of outstanding respect and service you gave the customer.
 - * The opportunity to eliminate the dual stress of shopping for a vehicle and a salesperson.
 - * The guarantee that the salesperson is trustworthy.
 - * A nice gift of appreciation if the referral buys a vehicle.
 - Determine the customer's preference for getting in touch with the prospect.
 - * Customer gives name and number, and salesperson calls.
 - * Customer gives business card to referral.
 - * Customer telephones referral.
 - * Customer provides information but requests that salesperson sends an introductory letter before making the call.

Ask for referrals at the appropriate time

The best time to ask for a referral is at the peak of satisfaction and excitement, such as:

- When your customer is taking delivery of the new vehicle.
- When you call to follow-up after delivery.
- When the customer has just praised you for something you have accomplished.
- When you've been informed that the vehicle is performing well.
- When the service department has been praised.

If you're going to ask for referrals, make sure you've earned the privilege.

Contact your referral in a professional manner

If you are going to be calling the referral by phone, try to learn as much as you can about the individual to help *"break the ice"*. The call should include this sequence of elements:

- Clearly identify who you are, and the dealership you are calling from.
- Indicate that you are calling at the suggestion of the current customer.
- Pause and give the prospect an opportunity to respond.
- If the prospect does not jump in at this point, describe in a general sense how you have assisted your current customer and how you would be happy to help the prospect as well. Keep your mention of the current customer very general, such as: *"I have had a wonderful working relationship with Mr. Jones, and he suggested you may also need my assistance with the purchase of a vehicle."*

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- Move to an investigation of the prospect's needs.

Don't forget to follow-up with your original customer who gave you the referral

The last step in the referral process is to thank the customer who provided you with the referral. This can be either a phone call or a letter in which you say to the customer:

- You have contacted the prospect.
- It appears that you will or will not be able to assist the prospect.
- You appreciate the referral.
- You are willing to do anything you can to continue to meet the customer's needs, and
- You reassure the customer that strict confidentiality will be maintained.

If your referral buys, remember to honor your commitment of a referral gift. This follow-up ensures a continuing stream of referrals, and strengthens the customer's commitment to you and your dealership.

Use your "Circle of Influence" to attract more referral business

By networking with friends and acquaintances, who have their own circle of friends and acquaintances, you can expand your potential for referral prospects. Here are just a few places to start promoting your referral business:

- Churches and social groups
- Community service groups (Lions, Elks, etc.)
- Educational or self-improvement groups
- Local business organizations (Chamber of Commerce, etc.)

Let these people know that you sell cars/trucks and that you would like to meet their friends. Remember, people prefer to buy their vehicles from salespeople they know and can trust. Don't overlook the many opportunities that await you.

BUSINESS DEVELOPMENT WORKSHEET

List some additional ideas you can use to develop your Referral Company

REPEAT CUSTOMER COMPANY

It's not just enough to only sell one vehicle to your customers, because taking fresh-ups all the time is a hard way to earn a living. To secure your income, you want your customers coming back. You also want to earn their families' and friends' business as well. How do you make such a good impression on people that makes them want to continue doing business with you? You go above and beyond the normal customer/salesperson relationship and give them the kind of service they could never experience elsewhere. Here are some tips that will help you make that lasting impression with your customers.

Express thanks with a personalized letter

After making such an important sale, don't respond with a preprinted "Thank You Card." In my opinion, these cards do nothing towards building strong future business relationships. All they actually say is, *"Thank you for your purchase — here's my business card. If you know of anyone interested in purchasing a vehicle, please send them my way."* Instead, send a personal message that expresses how much you enjoyed doing business, reminders about operating and caring for the vehicle, and the desire to continue to be of service to them. Since continuous follow-up is important for developing repeat and referral business, you need to devise other reasons to remind your customers that you will always be there for them.

Develop "ground-rules" for building customer loyalty

Within your thank you letter, you should also lay down the **ground-rules** for doing business in the future, such as:

- *"If you need to bring your car in for service, call me first."*
- *"If you need a ride home or to work from service, check to see if I'm available to drive you."*
- *"If you're interested in purchasing another vehicle, new or used, call before coming in to set an appointment with me."*

You need to define these and other ground-rules because customers often interpret loyalty as merely returning to the same dealership and not necessarily to the same salesperson within the dealership. You want your customers to think of you as their "**Car-Guy/Gal**" which means that they don't make a move regarding their vehicle without consulting you first.

Create additional reasons to follow-up

Traditionally, salespeople follow-up with their customers 3 days and 30 days after the sale. This, virtually, is all the follow-up they do. The excuse is that they have no other reasons for following-up other than to inquire about the vehicle. Here are

some ways to follow-up with your customer:

- Call in 3 days
- Send a 3 day thank you letter
- Call in 30 days
- Call in 90 days
- Call in 6 months
- Call in 1 year
- Call customer and spouse on their birthdays
- Call the children on their birthdays
- Call the customer and spouse on their anniversaries
- Call to sell additional aftermarket products
- Mail your customers a newsletter
- Call to ask for referrals
- Call to remind your customers of lease expirations
- Call to remind your customers of retail contract expirations
- Call to see if anyone in the family needs a used vehicle
- Call to remind your customers of service appointments
- Call to inquire of other vehicles in household

Send your customers a newsletter

After closing out the previous month's business, take some time to develop a newsletter. If continuous calling makes you uneasy, a monthly newsletter will serve the same purpose by keeping your name alive. Ask your dealer to pay the costs. After all, the dealership benefits when these customers return to buy again.

Here are some items you can include in your newsletter:

- pertinent information about you and your family
- new vehicles arriving soon
- new interest rates
- used vehicles on your lot
- special offers on aftermarket products
- car-care tips
- announcements of customers' birthdays
- recipes
- coupons to redeem at your customers' businesses

A sample copy of a newsletter can be found on page 115. It was created from a template that can be found in any popular page-layout program.

BUSINESS DEVELOPMENT WORKSHEET

List some additional ideas you can use to develop your Repeat Customer Company



NETWORKING COMPANY

Although the word *networking* or the outdated term, *prospecting* makes most salespeople twinge when they hear it, they twinge even more when they have to do it. But soon you'll learn that all successful salespeople have some method of networking that works for them. Here is a list of ideas that might help you earn extra income. Just learning about them won't be enough. You'll have to at least give some, if not all of them, a try. And when you do, don't do them with the attitude that they're not going to work. Go in with all the enthusiasm you can muster to make them work.

Calling from the phonebook

When you're making calls from the phonebook, what you say is not as important as making the call itself. You simply want to get lucky and find an individual who needs a vehicle. Keep this type of perspective to help alleviate the pressure of turning every call into a sale. You don't want to appear as if you're trying to force this person to buy a vehicle from you over the phone. Someone's going to purchase a vehicle soon, you're just trying to be there when they do.

Service calls

One of the easiest ways to prospect is to work cooperatively with your service manager to obtain the "hard copies" of service work being performed. When you notice a vehicle with high mileage or a large repair order, you can give this customer a call as a representative of the dealership and inquire whether they would be interested in trading their vehicle in on a newer one.

Orphan files

Stuck in the back room are files from years back. An easy way of networking is to call customers who purchased or leased their vehicles more than two or three years ago from salespeople who are no longer there. These customers are prime candidates for new vehicles since most people trade in their vehicles before their finance contracts are paid off or after their leases expire.

Referrals from present customers

Whenever you talk with one of your customers, for whatever reason, try finishing your conversation with, *"By the way, do you know of anyone who might be interested in purchasing a new or used vehicle?"* If you have done a great job of making friends with your customer, he/she will be glad to give you referrals. People always feel more comfortable when they're referred to, or by, another friend.

Pass out business cards

Passing out cards is an indirect method of networking as compared to talking with someone firsthand. Make sure you hand your business card to everyone you come in contact with. Put a business card: • in every bill you mail; • in the fish bowl at the restaurant for a free lunch; • on every cork board you pass by. The more cards you pass out, the more people will know that you're in business to sell a car.

Business and social clubs

A club is simply a gathering of people participating in a specific function. The more people you know and become associated with, the more opportunities you'll have to sell cars. Many business dealings are performed within these types of assemblies. You may as well become involved in some of them.

Visiting businesses

When times are slow, with the permission of your sales manager, personally visit the businesses in your surrounding area. These are excellent candidates for leasing and referrals. It's always a good idea to carry brochures and business cards with you in case they are interested in a certain vehicle. Any questions they may have should be responded to as quickly as possible, since that's the way they will want to do business with you. Give their needs special attention because business people prefer to buy from salespeople who are referred to them.

Mailout program

Since I owned a computer, one of my favorite ways to network was through a mailout program. Each time I chose a different area, and I would state in the letter that I would follow-up with them in three days. This gave them an introduction to me and also paved the way for my call so it would not be a surprise. The idea for this type of program is to make it easier to make a cold call. It's not meant just to send out a letter with no follow-up call. This would not be very productive.

Newspaper advertising

From time to time, I have seen salespeople place small, business card type ads in local newspapers with their photograph included. This type of advertising, when done on a consistent basis, will get a lot of people to become familiar with you and possibly consider you for their next purchase. Of course, this type of networking will depend on how much money you have and how much you want to spend. My advice is to keep your investment to a minimum since you'll want to consider longevity more than flash.

Calling on specific groups

Certain groups will tend to buy specific types of vehicles. For example, lawyers will lean towards the higher priced, luxury vehicles as compared to the smaller, inexpensive models. So, for example, if you are selling luxury vehicles, you might want to spend your time contacting the groups of individuals who would normally buy this type of vehicle. Be ready to take your car to their business if they show an interest, since these individuals are usually restricted by time. Whatever help and personalized services you can provide them will make it easier for you to get the sale.

Remember, whichever method of networking you use, the most important thing is to be consistent. This keeps your mind on your work which will help you stay sharp and positive.

BUSINESS DEVELOPMENT WORKSHEET

List some additional ideas you can use to develop your Networking Company

AFTERMARKET COMPANY

There is a million dollars worth of aftermarket inventory for a salesperson to sell, and yet most salespeople hardly sell any aftermarket products at all. I've heard excuses like:

- *"It's hard to sell aftermarket products on a lease."*
- *"I asked, but they didn't want anything."*
- *"They were already at the monthly payment they wanted."*
- *"The vehicle already had some aftermarket products on it."*

I'm sure you've heard some other excuses yourself. But the fact is, aftermarket products can turn a small deal into a much larger one. If money is important to you, then you must become really good at selling aftermarket products. Here are some tips that may help you:

Set your goals and create your plan

It's not enough to just want to sell aftermarket products, you need to set goals for how many aftermarket products you want to sell, and then track these numbers every week. Don't just leave this additional income to "pot-luck." Instead, have your goals, and a plan-of-attack on how to reach these goals, and your chances for making additional income per sale will increase dramatically.

Once you take the deposit and give the receipt, open your Aftermarket Company

Your Aftermarket Company is a different mind-set than selling the vehicle. Many salespeople want to exit their customers quickly fearing they'll change their minds. But if you've done your job properly, built tremendous rapport and have your customers at their peak of excitement, you should not be afraid to sell aftermarket products. I've seen many customers buy a truck, for example, and a month later come back with \$1000 worth of accessories from the auto parts store. Why didn't the salesperson sell those accessories? It's your job, as their automotive consultant, to recommend additional products that will give them more enjoyment, or make their lives easier.

Have an "Aftermarket Binder"

It's one thing to talk about a product, it's another to show a picture. Have a binder filled with every aftermarket product you can sell, and review it with your new customer. If you don't have any pictures, you can call the product's company directly and ask them for one. I'm sure they will be glad to oblige. Place the pictures in a plastic insert so they'll look professional. Remember, a picture is worth a thousand words.

Quote all of your prices in monthly payments

If your customer is financing or leasing the vehicle, don't quote them the price of the aftermarket product in total dollars, quote them the cost in monthly payments. After all, the customer will not be giving you \$400 for a pop-up sunroof, the customer will only be paying \$15 per month. Have your payments in 24, 36, 48 and 60 month increments for both retail buying and leasing. That way they'll always be readily available without having to compute them in front of your customer.

Don't ask, suggest

If you truly are their sales consultant, and your job is to counsel them on the purchase of their vehicle, then don't ask them if they want a certain aftermarket product, suggest that they get it. Listen to these examples from two different salespeople:

Salesperson #1 *"Would you like a sunroof on your vehicle?"*

Salesperson #2 *"Mr. Customer, you know what would look good on this vehicle? A sunroof! Why don't we go ahead and have one installed. It will only cost you another \$15 per month."*

Script your presentations

If you want to become really strong at selling aftermarket products, you should script your presentations. You don't want to take the chance of losing additional income by giving your customer a presentation that's unprepared. Once your presentation is scripted, then practice it so that your voice, eye contact, facial expressions and hand gestures are so good, your customer will have no choice but to buy from you.

BUSINESS DEVELOPMENT WORKSHEET

List some additional ideas you can use to develop your Aftermarket Company



Step 5

DEVELOP YOURSELF A MARKETING STRATEGY

Now that you have a business plan, it's time to determine how you're going to market yourself into more sales and commissions.

If you're going to be a successful businessperson, you'll need to become an excellent marketer of yourself – not of your vehicle or your dealership, but of yourself. To start your thought process, ask yourself this question: For as long as you've been in auto sales, could you conceivably still have these people who don't know you sell vehicles?:

Thought:

Your customer has a free choice, and only by supplying what the customer wants, and not by your efforts to impose your product, will you get your maximum share of the market's potential.

- Family
- Friends and acquaintances
- People on your sporting teams
- People in your church
- People you do business with like your dry cleaners, grocery stores, gas stations, insurance agents

And if they don't, why don't they? Auto sales is your livelihood – it's the way you make your money. The fact is, you're not just selling basic transportation, or expensive pieces of metal, you're selling dreams. You should want to tell everyone you sell vehicles.

The key element to winning in the business of auto sales is the same as in sports — preparation. Winning teams don't just start playing, they have a game

plan before they step onto the field and they know what they're going to do before the game even starts. The same is true for successful salespeople. They have a game plan too — a business plan. Both of these plans lay out what needs to be done in order to be successful.

A marketing plan is an integral part of any business plan. What you're trying to determine through your marketing plan is how you're going to get your business started, keep it going, and continue to make your business grow. In order to determine this you need to set your objectives, develop your strategy, evaluate your results, and then, on the basis of how you did, set new objectives for the coming year.

This plan isn't going to be based on wishful thinking, but on facts. This is a major reason why you must understand the numbers of your business. These numbers will give you much of the information you'll need to develop a successful marketing strategy. Once you know the numbers, you're then ready to start developing your plan. Here are some areas to consider:

Objectives — What do you want to accomplish?

Preparing for success in your business begins with knowing what it is you want to accomplish. It may be an increase in sales and commissions, selling more after-market products, or networking for additional business.

Strategy — How will you achieve your objectives?

Once you know what you want your business to accomplish, you're ready to plot your strategy. You can begin by determining what other salespeople are doing in their businesses, and setting your standards higher. By also evaluating the strengths and weaknesses of yourself and your business, you can begin to see areas of opportunity that you can benefit from.

Tactics — How will you play the game?

Having a winning strategy won't lead to success unless it's put into action. Your tactics will be your day-to-day actions, the steps necessary to implement your strategy.

Evaluation — Keeping score.

It's time to determine if your strategy is working. This is done by monitoring the results you've achieved, and comparing them to your objectives. If what you're doing is working, keep it up. If it's not, even if you're comfortable with it, consider making any changes necessary to get where you want to go.

Here are some ways you can effectively market your business:

Never throw away unsold prospects

If a prospect buys from another dealership, the typical salesperson will just throw this prospect away. But realize you have something just as important as a sale, — you have information. This information gives you the opportunity for follow-up, because the rule is: *Just because the prospect doesn't buy from you today, doesn't mean he/she won't buy from you tomorrow.* What if their salesperson doesn't do a good job, and you were to consistently follow-up. Could you have the opportunity to get her business when her lease or retail contract comes do? Not only that, there may be other opportunities before the expiration date:

- the vehicle gets stolen
- the vehicle is involved in an accident
- the family needs a second vehicle in the household
- the 16 year old wants a used vehicle for his/her birthday
- the 18 year old needs a used vehicle for college
- the client has a referral

So put these prospects in your database also, and follow-up with a newsletter on a monthly basis, just the same as you would your current clients.

Develop a business card program

Business cards are an excellent marketing tool. I've heard of salespeople who would put 20 business cards in their pocket, and would not go home until all 20 are passed out. Here are some other ways to use your business cards:

- put one in the fish bowl at the restaurant for a free lunch
- put one on every bulletin board you see
- put one in every bill you send to your creditors
- give several to your clients when they take delivery
- have a referral program printed on the back of each card
- pass out business cards at a networking event

Call prospects in 30 days if they purchase from another dealership

Once you learn that your prospect has purchased from another dealership, put that individual in your 30 day file, and make a 30 day follow-up call. It should sound like this:

"Hi Mrs. Jones, this is Mike at ABC Motors. How are you today? Mrs. Jones, I know you purchased a vehicle from another dealership, but I was just thinking about you today, and thought I'd give you a call to see how you're doing. Is everything OK with your vehicle? Are they taking care of your needs? Well, if you should ever need anything, please feel free to give me a call."

The reason I make this call is that there's always the possibility Mrs. Jones' sales person might not make the call. And if she has a referral to give, maybe she'll give it to me. It's just another way of developing more opportunities for additional sales.

Develop relationships with businesses in your area

When times are slow, don't be afraid to take some brochures and business cards to local businesses, and talk to them about purchases and fleet sales. You'll never know when someone is ready to purchase.

BUSINESS DEVELOPMENT WORKSHEET

List some other ways to develop a Marketing Strategy



Step 6

WRITE A DAILY PLAN

Your daily plan will be just as important as your business plan. It will help you determine how you'll occupy your time throughout a typical day to be more productive.

Thought:

Most people don't plan to fail, they just fail to plan.

A typical salesperson will do 2-3 hours of productive work per day. And when I use the word "productive" I'm always talking about *profit generating* work. What if a salesperson did 5-6 hours of productive work per day. Could this individual make more money? The ultimate response would be an astounding **yes!**

Thought:

People who are goal conscious don't spin their wheels. Their purpose is not to look and feel busy, but to achieve.

For example – let's say that it rains all day today, and the chances are low that the dealership will be getting much traffic. What will you do? Will you lean against one of the vehicles on the showroom floor looking out the window, waiting for the one magical person to walk through the door who will make your whole day? Or will you have a daily plan ready to develop your business? The difference between the two will determine how successful you become.

On the following page is a list of many areas of work that can be accomplished on any given day. Review each one, then begin to develop a plan that will accomplish your goals.

DAILY LIST

- Write a "things to do" list.
- Take my "want list" on an inventory walk for both new and used vehicles.
- Review my previous phone-ups to see what sales I can put together.
- What appointments do I have for today?
- What deliveries need to be done?
- Review my "hot file" to see what sales I can put together.
- What aftermarket products need to be installed?
- What dealer trades need to be done?
- What follow-up calls need to be made?
- What mailouts do I need to send?
- What networking will I do today?
- What vehicles do I need to get ready for delivery?
- Send out follow-up letters.
- Do my ASInc. numbers at the end of the day.
- Take vehicles over for prospects to view.
- Clean up my database.
- Straighten up my desk.
- Study my product knowledge.
- Practice my presentations.
- Write scripts for objections and presentations.
- Complete my "pre-delivery" checklists
- Make some "relationship building" calls.
- Move the inventory around.
- Practice my demo ride presentation.
- Straighten the key rack.
- Work the service aisle.
- Call some "orphan files".
- Visit another dealership.
- Create a newsletter for my prospects and clients.
- Send out birthday cards or faxes.
- Check my paperwork for errors.
- Get items to complete my paperwork.
- Verify insurances.

EXAMPLE OF MORNING PLAN

- Come into work and get a cup of coffee.
 - Take my coffee with my “want list” and walk both new and used inventory.
 - Come back and call prospects if I find a vehicle to sell.
 - Check my phone-ups to see which deals I can put together.
 - Check my “hot file” to see which deals I can put together.
 - Get vehicles ready for delivery.
 - Make my follow-ups calls.
-

NOW, DEVELOP YOURSELF A DAILY PLAN



Step 7

ORGANIZE YOURSELF FOR INCREASED PRODUCTIVITY

Now that you've had some time to develop your business plan and marketing strategy, let's begin looking at your organizational practices.

Organization is a word that falls into two categories within vehicle sales. The first has to do with the way you organize your time away from the dealership, and the second consists of a systematic process of doing business. Both are very important and should be studied, as well as practiced.

Thought:

If you're going to want to do more business, you'll need to become more organized.

Why is it important to be organized? I must admit that I have encountered salespeople who had sloppy business practices, seldom made follow-up calls, and still managed to make a decent living. But these are isolated cases and exceptions to the rule. The most successful people in any profession are individuals who have good organizational skills.

To be organized means to be systematic, to plan ahead, to use your time at home and at work efficiently and effectively.

Organization gives your life purpose and direction, and the structure and raw energy needed to succeed. The more organized salespeople become, the more confident, alert and sharp they remain. Because life

has become so fast paced, it's important to have a system to help make your days, weeks, and months flow smoothly.

Paper Organizers

There are many organizers on the market. If you go to any office supply store, you will find general organizers that are basically expensive things-to-do lists and appointment calendars. These are fine if this is all you want. But if you want to become really productive in your organizational efforts, and by productive I mean "profit generating", then you'll need an organizational planbook that is strictly geared toward automotive sales.

Computerized Organizers

Computerization is here to stay. It is a valuable tool for any salesperson who wants to get maximum productivity in the workplace. Being able to manage a customer database, calendar and word processor all in one piece of software will take your business to the next level. Though the learning curve may be a little high for the computer neophyte, the results will far outweigh the initial efforts.

But before you decide on the type of organizer, you need to determine what it is you need to organize in order to make your business more productive. Organization for the sake of keeping things straight may not be enough. And if you don't want to go through the expense right now, there are some lists you can keep that can make your organization "income producing."

Phone-Up List

The customer who calls your dealership by phone is like money in your pocket. Many salespeople simply write the valuable information received on the back of a business card, on a scrap piece of paper, or somewhere on a desktop calendar. To make this process more rewarding, you should have a separate phone-up list. This list should be looked at every morning to see what deals you can put together. You should treat this prospect just like the one coming through the door.

Want List

A want list is a list of vehicles your customers want that you currently don't have. The moment you come into the dealership in the morning, get yourself a cup of coffee, and take your want list on an inventory walk, both new and used. New vehicles arrive daily, and used vehicles are taken in on trade that you are not aware of. By taking this inventory walk, you can compare your want list with new arriving vehicles, and develop business that you wouldn't have without it.

Follow-Up List

Following-up with your prospects and customers is done for one reason — to develop future business. This makes your follow-up list a very important tool for your future earnings. If you run your business with the idea that everything you do today directly affects your business two and three years from now, your goal is to develop deep business relationships with your prospects and customers. This can only be accomplished with an effective follow-up program.

These three lists have a direct bearing on your income, so they should be taken very seriously. But there are several other lists that will make your business run smoother.

Things-To-Do List

Even if organization may not be a priority, the very least you should do is create a “things-to-do list.” Every morning when you come into the dealership, or before you leave work in the evening, write down all the things you need to accomplish the following day. You may also want to prioritize them according to *most important* and *least important*, so you can take care of those tasks that require your immediate attention. Once a task is completed, cross it out with a yellow highlighter, as compared to scribbling it out with a pen.

Ups List

Keep track of information received from anyone that walks through the door. As a successful business person, you should gather as much information as you can about your future customers. You never know when this information can be used to develop a sale.

These lists are your organizational plan for the top of your desk. You also need to be concerned about files inside your desk. Here are a few to consider:

Hot File

Your hot file includes prospects who are planning on buying a vehicle within the next 6 months. You should review this file every morning to see what deals you can develop.

Sold File

You may want to have several sold files — possibly one in alphabetical order and one by months. The only time you should have redundant files is if you need them to increase your organizational efforts, and make you more productive.

Dead File

If you don't make the sale for whatever reason, whether you can't get them financed, or they purchased a vehicle from someone else, you never throw papers away. Put these prospects in a dead file, because you'll never know when this file will come to life.

Information Files

Any information you find on your vehicles or your competitors, you should keep in an information file. This will not only increase your knowledge, but may be used to make a sale.

Organization is not the easiest thing to accomplish, and may take your full attention at the beginning. Till you reach the point of *organizational nirvana*, at least ask yourself these six questions before you leave work. This will start your thinking in the right direction:

- What appointments do I have for the next day?
- Which vehicles need to be cleaned for delivery?
- What aftermarket products need to be installed?
- What deliveries do I have?
- Which dealer trades need to be done?
- With which customers do I need to follow-up?

Organize Your Time at Home

Because it often becomes very difficult to isolate the pressures of your job from your personal life, it's important to make organization an inherent part of your daily routine. Make a conscious, systematic effort to increase the pattern of organization that enters into your business life. This should start before you go to sleep each night.

When I was a sales manager, one of my pet peeves was a salesperson coming to work late. I've always felt that an employee's first responsibility to his/her company is to come to work on time. So, before you end your day, take a few moments to think about some of the business you wish to take care of the next day. Give yourself plenty of time to wake up so that you don't have to rush to work. It's important that you start your day on the right foot. When you wake up, allow a portion of your morning for exercise. By stimulating your body and your mind, it's a proven fact that you will be more refreshed and more capable to handle the day's business. Have a small, healthy breakfast to nourish your body. It will give you the energy needed to take you through the morning, the time of day where

most of your mental work takes place. Make sure that your clothes are properly pressed to give you that neat and professional appearance. And as you leave the house, mentally go through a checklist to make sure you have all the materials you need for work — pens, nametags, books, etc. It's very easy to forget these things, or details like turning off the lights and coffee pot, if you don't take the time to go through this type of mental checklist.

- **Organize Your Time in the Car**

On your way to work, mentally review what you wish to accomplish during your business day. If you own a cassette player, listen to sales, business and motivational tapes. The difference between a \$20,000 per year salesperson and the one who makes over \$50,000 is the amount of time and effort put into his/her business. Getting your head straight before you walk through those doors will set the tone for the rest of the day. It stands to reason that if you start work with a sluggish, negative attitude, that's pretty much how the day will be. But if you're uplifted, sharp, and ready to work, nothing will stand in your way.

Keep in mind that no one said it was going to be easy. Getting organized does take a conscious effort and a lot of practice. The routine doesn't have to be perfect, but if you understand how important it is to have one, I'm sure you will realize that the efforts of your labor will help you start the day properly.

Complete this checklist of supplies to get you started:

- | | |
|--|---|
| <input type="checkbox"/> Pencil tray organizer | <input type="checkbox"/> Calendar |
| <input type="checkbox"/> Scissors | <input type="checkbox"/> Organizational planbook |
| <input type="checkbox"/> Paper clips | <input type="checkbox"/> Business cards |
| <input type="checkbox"/> Stapler | <input type="checkbox"/> Business card holder |
| <input type="checkbox"/> Staples | <input type="checkbox"/> Laptop computer |
| <input type="checkbox"/> Pens and Pencils | <input type="checkbox"/> Dealership letterhead |
| <input type="checkbox"/> Ruler | <input type="checkbox"/> Dealership envelopes |
| <input type="checkbox"/> Manilla folders | <input type="checkbox"/> Post-It notes |
| <input type="checkbox"/> Hanging folders | <input type="checkbox"/> Scrap paper |
| <input type="checkbox"/> Dealership forms | <input type="checkbox"/> Gum and candy |
| <input type="checkbox"/> Change for drinks | <input type="checkbox"/> Coloring books and crayons |
| <input type="checkbox"/> Cigarettes and matches | <input type="checkbox"/> Gameboys |
| <input type="checkbox"/> Scotch Tape and dispenser | |

BUSINESS DEVELOPMENT WORKSHEET

Make a list of areas that need to become more organized.

Step 8

GAIN THAT COMPETITIVE ADVANTAGE

Your business will flourish if you find ways to gain a competitive advantage over your competition. Many salespeople base their entire selling process on three things:

Thought:

The ability to learn faster than your competition may be the only sustainable competitive advantage.

- The Price
- The Vehicle
- The Dealership

If you are basing your sale on these, it may not be enough to give your prospects enough reasons why they should buy from you. So before you let your prospect leave the dealership without buying from you, ask yourself this question:

Thought:

It is not the increasing competition; it's going back to working hard that most of us complain about.

“What makes me different from every other salesperson out there?”

Because let's face it, if you're not doing anything different than other salespeople, why should they buy from you? It's not going to be because of the vehicle, because everyone has nice vehicles. It's not going to be because of price, because no matter what price you give them, everyone can beat it. It's not going to be because of the dealership, because most people will either buy close to home or close to work. It's not going to be because of safety, because all vehicles have plenty of safety features.

It needs to be something you did to make them want to buy from you. Your prospect needs to be able to say, *"I know I got a better price from that other dealership, but I want to still buy from Mike, because of the way he made me feel, because of the time and patience he took with me, because of the way he made the experience enjoyable for me."*

So what can you do to set yourself apart from every other salesperson? Here are 20 ways to start your thinking on how to gain that competitive edge:

Start with a positive attitude

Attitude is everything. The attitude you have the moment you wake up in the morning will determine your mental and physical state for the rest of the day. Your attitude will be a powerful tool toward your success.

Set your standards high

If you had to create a 60 second advertisement to give to your prospect about yourself, how would you want to be represented? However it is, make sure you represent honesty, sincerity, loyalty, and always convey fair business practices.

Become friends with your prospect

Friends buy from friends, even if they're not good salespeople. We want to buy from people we feel comfortable with. Make friends with your prospect before you try to sell him/her a vehicle.

Be an expert

People love doing business with experts. It gives them a security they're not likely to find with an amateur. Are you an expert in your business? Do you know everything there is to know about your vehicles, as well as your competitors? Are you up-to-date on what your manufacturer is planning in the future. If you can give your prospect information other salespeople can't, it might give you the edge you need.

Make your prospect fall in love with vehicles again

The American people used to have a love affair with their vehicles. Over the years, this love affair has vanished, and people hate the process of buying. What would happen if a salesperson gave this love affair back? Could that cause their prospect to buy from him/her?

Write-up everyone

It doesn't matter whether your prospect is ready to buy now, coming in for a brochure, or planning to wait six months. Write-up everyone. The more write-ups, the more sales. You'll never know whether seeing the figures on paper will give your prospect a greater sense of urgency, and cause him/her to buy now.

Show your prospect common courtesies

We all want to be made to feel special. When you meet a prospect, go out of your way to make your prospect feel better than they could feel at any other dealership. Open the door when they come in, pull out the chair when they sit at your desk, help them off with their coats, offer them refreshments, chit-chat about things they want to talk about.

Be enthusiastic

When your prospect arrives at the dealership, act like you're really glad to see him/her. Remember, your prospect took time out of the day to visit or call your dealership. Make the prospect feel like you really appreciate it. Your enthusiasm will set the tone for the rest of the relationship.

Make your prospect feel like you really care

Someone once said, *"A person will never care how much you know, until they know how much you care."* Caring shows your prospect you're more interested in fulfilling their needs ahead of your own. In essence, you're not there to sell them a vehicle, you're there to help them buy one.

Be a consultant, not a salesperson

People are used to dealing with consultants more than salespeople. A lawyer consults with the client to recommend a course of action. A doctor consults with a patient and suggests a remedy. Consultants are respected much more than salespeople. Become a consultant to your prospect on purchasing a vehicle.

Get your prospect involved

You can get your prospect involved in several ways. Ask closing questions to get them to respond with a "yes." Have them touch the vehicle, open the doors, feel the seats. The more your prospect becomes physically and emotionally involved with your vehicle, the greater the chances for the sale.

Get excited about your vehicle, your occupation, and your dealership

Many people in the world have to settle for a boring job, and find life to be the same. They enjoy being around individuals who have a zest for life, love their jobs, and have a bright outlook. If you give your prospect a little excitement, maybe it will be just the thing that causes them to buy from you.

Show the prospect your testimonials

You likely have customers who love you, love your dealership, love their car. Ask for a testimonial to show your prospects. When they see other customers who are

happy they bought from you, it might give them the necessary incentive to buy also.

Introduce your prospect to your manager

Introducing your prospect to your manager is not a sign of weakness, it's a sign of strength. People like meeting the boss. It makes them feel special to know that the manager would take the time out of his/her busy schedule just to thank them for coming in. He/she may also be able to ask some strategic exiting questions that may clinch the deal.

Tell your prospect you don't want them to shop you

When your prospect is ready to leave the dealership, tell your prospect you don't want them to shop around, and why. Even if they are still planning on shopping, it may show them you're sincere about getting their business, especially if you have good reasons why they shouldn't shop. They may just come back to buy from you.

Give them your bio

You learn a great deal of information about your prospect, but what do they actually know about you? If you're trying to build an equal relationship, give your prospect a bio of yourself. It will tell them who you are, and give them something to take with them as a reminder. A sample bio can be found on page 109-110.

Let your prospect leave with a good feeling

Even though you didn't get the sale right now, don't show your discontent. Let your prospect leave with a good feeling to show that you care more for him/her as a person, than you do as a sale.

Setup the follow-up call

If you want to make your follow-up call a success, set the call before your prospect leaves. This way it won't be a surprise, and the prospect will be expecting it.

Follow-up within 24 hrs. by phone

Don't wait 2-3 days before you make that first call. You have every right to know what the prospect is feeling, whether the prospect has visited other dealerships, etc. Without this information, you cannot plan what your next move should be.

Send a 24 hr. follow-up letter

If you want to set yourself apart from every other salesperson, send your prospect a letter the moment he/she leaves the dealership. Include in the letter the three most important benefits he/she liked about your vehicle. This will reinforce the positive aspects of your vehicle. A sample letter can be found on page 114.

BUSINESS DEVELOPMENT WORKSHEET

List ways that you can set yourself apart from other salespeople.

Step 9

FOLLOW-UP TO DEVELOP FUTURE BUSINESS

Thought:

In every instance, the best run companies stay as close to their customers as humanly possible.

Thought:

Treat your customers as an appreciating asset.

As you continue developing your plan on how you will run your business, remember that your ability to follow-up with your prospects and customers is the single most important thing you can do to develop future business. The following is a list of possible times and ways to follow-up successfully. You don't have to use them all in order to have a productive program. But if you decide to incorporate some of these into your business plan, make sure you approach follow-up in a consistent manner.

If you currently have a follow-up company develop letters for you, don't make this process the only follow-up you do. Mail keeps your name in front of your prospects and customers, it does not build relationships. If you want most of your business to come from referral and repeat customers, it will happen through *relationship building follow-ups*.

PROSPECTS WHO DON'T BUY

Make a 24 hour follow-up call

Once you let your prospect leave the dealership without purchasing from you, you must make a 24 hour follow-up call. Waiting three

days or more is too long since many prospects will make a decision to buy within that time. It becomes easier if you set up the call before the prospect leaves. Here is a sample presentation:

“Now, Mr./Ms. Customer, I’m going to be calling you tomorrow. And the reason I’ll be calling you is if you have any other questions after you leave here, I can be there to answer them for you. So even if you’re not planning on buying from me, at least I can give you all the information you need to be able to make a good decision. Can I go ahead and do that for you?”

When you make a totally caring statement like this, no one should not want you to call them.

Send a 24 hour follow-up letter

Once your prospect leaves, go back to your desk and send a follow-up letter. By doing this, you can positively reinforce the most important things your prospect liked about your vehicle or dealership. And if your prospect does shop other dealerships, chances are the other salesperson won’t send a letter, and it could be the very thing that makes the difference on who gets the sale.

Give them your bio

What better way to build the rapport necessary for a long-term relationship. In the bio on the following pages, you’ll give them a picture of yourself, a little about you and your family, philosophy of the salesperson/customer relationship, and a clean, simple worksheet to write the figures in. When they’ve shopped around and are ready to make a decision, your professionalism should stand out among the other salespeople, and give you a better chance of getting the sale.

Keep calling until they buy

Without being a pest, persistence in many cases does payoff. Many prospects will not make a decision quickly, and you need some way to keep in touch. Whether it be by phone or mail, you need to let your prospect know that you are truly interested in earning their business.

Make a 30 day follow-up call if they buy from someone else

The rule is, **“Just because they didn’t buy from you today, doesn’t mean they won’t buy from you tomorrow, or in three years when their lease comes do.”** If your prospect does buy from another salesperson, place this prospect in your 30 day file. Then, in 30 days, call your prospect and say something like this:

“Mrs. Jones, this is Mike from ABC Motors, how are you today? Mrs. Jones, I know you bought a vehicle from someone else, but I was just thinking about you today, and thought I’d give you a call to see if everything’s ok? Is your vehicle performing properly? Is the dealership treating you well?”

If her salesperson didn’t follow-up properly, and she does have a referral, you give her every opportunity to say:

“Well, I’d love to send you to my salesperson, but he didn’t even follow-up with me. And the salesperson who I didn’t buy from took the time to give me a call and see how I was doing. So why don’t you go see him. Because if he’ll give me this type of service when I don’t buy, imagine how he must treat his customer’s who do.”

CUSTOMERS WHO BUY FROM YOU

Make a 3 day follow-up call

This is fairly standard, and just about every salesperson will make this call.

Send a 3 day thank you letter

Most salespeople will either send a “thank you card” or letter from a follow-up company. But these may not be productive. What the letter should do is lay down the groundwork for the salesperson/customer relationship. The customer has probably purchased vehicles from other salespeople, and doesn’t know how you do your business. Giving your customer this information will eliminate many problems in the future, and begin to develop a stronger relationship.

Make a 30, 90 day, 6 month, 1 year follow-up call

Whatever your follow-up time frame will be after the 3 day call will be up to you. The most important consideration is to be consistent and productive. The purpose of follow-up should be to develop future repeat and referral customer business. Your success will be determined by how deep a relationship has been built.

Have them complete an information sheet

Gathering this information will help you follow-up with your customers for reasons other than to see how their vehicle is doing. If you are computerized, you can put all this information in your database, and pull it up when needed. Let’s say the Home and Garden Show is coming to town. You can go into your database and pull out all your customers who put gardening as their interest or hobby. Now your follow-up will sound like this:

“Hi Mrs. Jones, this is Mike over at ABC Motors. I was just thinking about you today, and I remembered that you were an avid gardener. Did you know that the Home and Garden Show is coming to town? Did you get your tickets yet?”

Now you have a way of following-up with your customer other than talking about the vehicle. These conversations build relationships.

Birddog Fees — This information can also personalize your birddog (referral) fees. Dealerships will normally send a check to a customer who gives you a referral that buys. A check may seem a little impersonal. By having your customer fill out the information sheet, the following can happen. Let’s say your customer is an avid gardener, you can send her a \$50 flat of plants, or an avid golfer, two green fees to a nice course, or an avid movie goer, four tickets to a local theater. Personalizing your referral gifts will definitely build stronger relationships compared to sending them a business check.

Call the customer and spouse on their birthdays

Everybody sends out birthday cards, and yours may get lost among the others. Not only that, once you have 1000 customers, birthday cards get a little expensive. Making a birthday call is less expensive, and will mean more to your customer.

Fax — Another way of building more business through follow-up is to fax a birthday greeting to the customer’s place of employment. Since most fax machines are communal, other employees may see your fax and want to do business with you.

Call the children on their birthdays

Is there anything more impressive to a parent than a vehicle salesperson calling the children on their birthday? Not only that, but won’t these children grow up and buy vehicles? You may as well start developing that business now.

Call the customer and spouse on their anniversaries

One of my favorite follow-up method was to call my male customers at their place of employment three days before their anniversary to remind them to get their wives something. You’d be surprised how many men do not remember important dates.

Call to sell additional aftermarket products

Many dealerships will pay salespeople for selling additional items after the vehicle has been delivered. This could be a great source of additional income.

Mail your customers and prospects a newsletter

One thing that concerned me was that the customer would forget my name. If the customer forgets your name, the chances of getting repeat and referral business decrease dramatically. So every month I sent them a personal newsletter. Even if they looked at the envelope and said, "Oh, it's from Mike Whitty" and threw it away, at least I knew that my name was on their lips every month. A sample newsletter can be found on page 115.

Call to ask for referrals

Most people have good intentions to give referrals, but they have their own lives, and we're not always first on their list. This is why they need to be reminded.

Call to remind your customers of lease and retail expirations

You should always contact your customer several months before their lease or finance contracts are ready to expire. You should initiate the purchase of their next vehicle instead of your customers coming to you.

Call to see if anyone in the family needs a used vehicle

Many new vehicle salespeople have what I call a "New Car Mentality." All they concentrate on selling is new vehicles, and forget that those same customers may need a used vehicle in the household. Children turning 16 years old get vehicles for their birthdays, kids going to college need good used vehicles, expanded families need second and third vehicles.

Call to remind your customers of service appointments

If you can get this information, it's a great way to offer your customers that personalized service.

PHONE-UPS

Make a 24 hour follow-up call to all phone-ups

Even if your prospects may not be ready to buy, at least call them after 24 hours to let them know you're interested in their business, and to see if they have any other questions. Keep in mind you may not be the only dealership they call, but if you're the only one that follows-up, you may get the business.

Keep calling phone-ups until they buy

This is a must. You should treat phone-up customers just like customers walking into the dealership. Many customers are too busy to shop dealerships, and look for salespeople who are willing to work with them on their terms.

ORPHAN FILES

Call files of salespeople who are no longer here

Ask your manager if you can call customers who purchased vehicles 2-4 years ago whose salespeople are no longer working at the dealership. These are easy to convert into additional sales since they are already the dealership's customers.

SERVICE CUSTOMERS

Call service customers with high mileage and high repair bills

If your Service Manager approves, look through the hard copies of service orders to see which customers have vehicles with high mileage or high repair bills. They may be interested in trading their vehicles in for a new one.

BUSINESS DEVELOPMENT WORKSHEET

List some additional ways to productively follow-up with your clients.

BIO STRATEGY

The current statistic is that 70% of your clients will be Be-Backs. That means they'll come into your dealership, you'll show them a vehicle, give them a price, then they'll leave the dealership and either shop around, talk it over with their spouse, or simply think about it for a while.

The Bio is given to the prospects just before they leave the dealership. It performs several important strategies:

PICTURE

You must assume that after they leave your dealership, they'll shop several other dealerships. The picture will help them remember what you look like, especially if they see several other salespeople.

BIO

When your prospects leave the dealership, you virtually know everything about them; their name, address, drivers license number, where they work, whether they have kids and where they go to school, how much money they make. But what do they actually know about you other than your name? This gives them an opportunity to become better acquainted, and may give you the edge you need.

WORKSHEET

The worksheet is an excellent touch towards professionalism. You can put what ever information on the worksheet your dealership will allow. Let's say your prospect visits four dealerships total. They're now sitting around the kitchen table with all the information they've gathered to make a decision. On one corner of the table, a salesperson gave them the information on the back of a business card. On the other corner, a salesperson wrote the information on a scrap piece of paper from G&G Glass. Another salesperson gave them a scribbled copy of the worksheet. And then there's yours. Professionally done, picture, a little about yourself, and a neat worksheet. When it comes to professionalism, who do you think will get greater consideration for the deal?

The Bio is a very inexpensive tool to earn additional sales.

Mike Whitty has been selling new and used vehicles for over 18 years. His success is widely related to the way he takes care of his customers. Customer service stands at the forefront of his business.

New and Used Vehicle Salesperson

MIKE WHITTY



With over 68% of his business being referral and repeat customers, it stands as a testimonial to his longevity. After graduating from Murray State University in Kentucky with a degree in Education and Speech Communication, Mike taught Junior High School for two years, and then went on to become a professional tennis player. After a successful stint on the courts, Mike decided to become an automobile salesperson. His career started positive, and remains that way 18 years later. He has won awards with virtually every carline he has sold, and his business continues to grow.

Mike realizes that not every decision made by a customer is based around the price of the vehicle. Customers deserve to be treated with respect, and Mike makes sure that every one of his customers receives the type of treatment that keeps them coming back.

In the future, Mike would eventually like to manage a sales department, and grow from there to become a General Manager of a dealership.

— BIO —

CURRENT RESIDENCE

Southfield, Michigan

EDUCATION

Bachelor of Science, Murray State University, Kentucky
Education and Speech Communication

HONOR AND ACHIEVEMENTS

Graduate University of Automotive Management
National Walkaround Champion, Mazda Motors
Master Sales Guild, Mazda, Volkswagen, Pontiac, Oldsmobile
Salesperson of the Month 42 times
Salesperson of the Year 1984, 1987, 1989, 1992, 1993, 1995, 1998

HOBBIES AND INTERESTS

Golf, Tennis, Movies

BUSINESS PHILOSOPHY

I believe that every customer is the most valuable asset in my business life. It is for this reason that each individual I meet receives the utmost respect and the finest treatment I can give. This is the only way a business can succeed.

WORKSHEET

Type of Vehicle: _____ Price: \$_____

Downpayment: \$_____ Monthly Payment: \$_____

Trade-In: _____ Appraisal: \$_____

BUSINESS DEVELOPMENT WORKSHEET

Create an outline of valuable information to include in your Bio

INFORMATION SHEET STRATEGY

The best way to attain a large number of repeat and referral business is to build stronger business relationships with your clients. The personal follow-up call happens to be the best way to accomplish this, but most salespeople don't know what to say after the mandatory first call. This is where the information sheet comes in.

On delivery, when your going to get a receipt for their downpayment, you simply hand your customer this sheet with a pen, and ask him/her to fill it out. You'll have the customer at a high peak of excitement, so filling it out will not be a problem. Here are some ways to use this information:

BUSINESS FAX NUMBERS

Instead of sending out birthday cards to their home, I send a birthday fax to their place of employment. This way, more people get to see it, which creates more opportunities for additional sales.

CHILDREN'S NAMES AND BIRTHDAYS

There is nothing more special then to call the children on their birthdays. It impresses the parents, and the children will eventually buy vehicles. You may as well start building their business now.

ANNIVERSARY DATES

I used to call my male customers up at their place of employment three days before their anniversary to remind them to get their wives something nice. You wouldn't believe how many men forget important dates. I received many referrals from this follow-up call.

HOBBIES AND INTERESTS

The customer will write, "I'm an avid golfer, love going to the movies, love gardening", etc. I put this information into my computer. Now, the Home and Garden Show comes to town. I pull out all my customers who are avid gardeners, and call them. "Hi, this is Mike from Michael Automotive Group, how are you today. I was just thinking about you today, and remembered you were an avid gardener. Did you know the Home and Garden Show is coming to town? Will you be going this year?"



INFORMATION SHEET

Name _____ Date _____

Spouse _____

Address _____

City _____ State _____ Zip _____

Home Phone () _____

Business Phone () _____ Business Fax () _____

Husband or Individual's Place of Employment _____

Spouses Place of Employment _____

Children's Name _____
and Birthdates _____

Anniversary Date _____

Hobbies and Interests

Spouse's Hobbies and Interests

Other Vehicles in Household



24 HOUR FOLLOW-UP LETTER

Dear Mr. Customer,

I just wanted to thank you for giving me the opportunity to sell you a vehicle. Unfortunately, we weren't able to come to terms at this time, but I just wanted to remind you of the most important features that impressed you about our vehicle:

- You liked the V6 engine, because you felt it was powerful enough to get you on and off expressways, and in and out of traffic quickly, which is a safety feature.
- You liked the trunk space, because you felt that you could get all of your groceries in, and all of your luggage on your next vacation.
- You also liked the power seats, because it would make it more comfortable to change driving positions on those long trips.

Please utilize my expertise to make it easier for you to make the final decision on the purchase of your next vehicle. I will be calling you within the next several days to see how I can be of assistance.

Sincerely,

Mike Whitty

This letter is sent to a prospect who leaves the dealership without purchasing. The value of this letter is that most other salesperson will not send one, and more importantly, it reminds the prospect of the three most important things he/she liked about your vehicle.

Mike's Newsletter

Michael Automotive Group, Inc.

Volume 1, January, 1999

In This Issue

- *Huge used car sale brings in many low mileage vehicles*
- *Bank offers low 1.9% interest in February*
- *Learn how to keep your vehicle shining without waxing*
- *Buy a vehicle even if your credit is poor*
- *Watch for an exciting new vehicle coming this spring*



Mike Whitty can handle all of your automotive needs. Whether it's new or used, I'll have something you'll love to drive.

Poor Credit Financing Offers Many Buyers a Second Chance

It's unfortunate that anyone would fall on hard times. We would never wish that on anyone. But many things happen that are beyond a person's control, and Bad Credit Bank has stepped forward to help.

If you're having difficulty purchasing a vehicle through normal channels, Bad Credit Bank can finance your vehicle. With interest rates ranging from 16%, and downpayments as low as 15%, you can be driving away in a new or previously owned vehicle today.

All you need to do is bring in your last two months of income statements, a utility bill, and five personal references. That's all it takes. And as long as you keep making your payments on time, you can reestablish your credit for the future. Call me today.

The New Regatta

The new Regatta will be the most exciting vehicle made as we approach the millennium. This vehicle has all the features of a luxury vehicle, without the luxury price.

It comes standard with the new high-tech V6 engine which produces 200hp, and will go from 0-60 in just under 6 seconds.

The luxury starts with many standard features that are actually optional on many of our competitors. Leather seats, power door locks and windows, and a 10-changer CD Player just to name a few. Add to this 98 sq. ft. of interior room, and 14.9 cu. ft. of trunk space, and the Regatta will handle all of your family needs.

The Regatta should be flowing into dealerships this spring. We are already receiving product literature, so if you would like to learn more about this exciting addition, give me a call. I'll be glad to send you a brochure.



Regatta — The Car of the Future, Today!



Step 10

USE A COMPUTER TO DEVELOP YOUR BUSINESS

Thought:

A computer will not make a good salesperson out of a bad salesperson. But it will make a good salesperson "better" faster, and a bad salesperson "worse" faster.

Thought:

When you put powerful computers in front of employees, people will find new ways to make their companies work better.

When I was a speaker at the National Automobile Dealers Association Convention, there was another speaker doing a presentation on Mega-Trends, which revolved around, what we can expect as we approach the year 2000. He asked the audience, which was made-up entirely of dealers and managers, "how many in the audience have computers in your household?" And virtually everyone raised their hands. Then he asked, "how many of your children know how to work the computer better than you do?" And nearly everyone raised their hands. Then he finished by say, "are we going to be selling your children exactly the way we sold you?"

The fact is, technology is here to stay — it's not going away. You can dismiss it, you can fight it, or you can realize how much easier it can make your jobs. For some of you, the learning curve at the beginning will be a little high, and possibly a little frustrating. It will be no different than starting anything for the first time. But once you learn the basic fundamentals of your computer and software, you will be quite amazed at how productive you'll become. And remember, anytime I use the word productive, I'm talking about "profit-generating."

So, let's get started.

Have One Built or Buy Off The Shelf?

When you buy a computer from a retail store that's already built, it usually comes bundled with a lot of software already installed. For individuals just getting started who aren't that familiar with computers or software programs, this may be an excellent way to begin. Make sure you buy a name brand that's totally upgradable, with a good warranty right from the factory, and find out how to get it serviced, and how long it normally takes for service, if needed. The one thing you can be assured is that at some point, your computer will malfunction. If you know a lot about computers, and the components that go into making one, you may want to find an individual you can trust to build one for you. This is the route I take with my desktop. It's nice to know that one person knows my computer inside and out, and can service it at a moments notice. If I have any questions, he's just a phone call away. If I need to have it serviced, he's right around the corner. This is a comfort to someone who uses their computers as religiously as I do. Make sure that the builder is installing quality components, and will still be in business when you're computer needs servicing. Finding the individual who will be responsible for all of your computer needs may take some time, so be patient. Buying one off the shelf will always be an option.

Minimum Requirements

The one thing about technology is that it's always changing. When it comes to computers, the moment you buy one, there's another one being developed that's faster and more powerful. Don't get caught up feeling you have to upgrade your system every time a new one comes along. Once you have a computer that has enough power and speed to handle your current software programs, and it satisfies your business and personal needs sufficiently, you can stay with it for many years. Some of you may be like me. I like having the most up-to-date software and hardware. It's almost like a hobby for me to keep upgrading. But it's not necessary. These are the minimum requirements I think you should have to handle today's current software needs. Keep in mind this information was written in 1999, and these minimums could change as technology changes.

- **Laptop vs Desktop**

I've become a big fan of the laptop or notebook computer. You can take it to work, take it home, virtually carry it wherever you go. I don't know what I would do if I didn't have a laptop with me. I've become a lot more productive when I'm traveling. But I also have a desktop computer at the office. When I'm doing some intensive writing or desktop publishing, it's nice to have the bigger screen and keyboard to work on. I feel that if you will be using your computer

primarily for business, which means the kids at home won't be playing games on it, get a laptop. The prices have really come down making them very affordable. The one item on your laptop I would suggest getting is an active matrix screen (TFT), as compared to a passive matrix screen. It is a clearer, brighter screen.

- **Desktop vs Tower**

You can easily tell the difference between these two systems. A desktop lays flat on your desk, and a tower stands tall on its side. My recommendation would be a tower system because you can add more peripherals like extra hard drives, scanner cards, floppy disk drives, etc., when you need them. A desktop, because of its compact size, is limited to what it can accept. Because of this limitation, you can normally get some really good deals on a desktop. If you don't need all the extras, this may be a place to start.

- **PC or Macintosh**

Both the PC and the Apple Macintosh are excellent computer platforms. The Mac was always known for its graphic capabilities, and is still used by many printing and publishing companies. But for general use, I still recommend a PC. They are far more popular for general use, and companies still develop much more software for the PC than for the Mac.

- **166-200 Mhz Pentium Processor**

Currently, computer companies are building 500 megahertz processors. They are fast, but expensive. You don't have to invest all your money in a computer right now. Processors can always be upgraded later. The entire computer should run you about \$1200, as compared to \$4000 for the fastest one.

- **32 megabytes of ram**

Top business software needs a lot of ram memory. 32 megabytes should be the minimum, but I've always felt more comfortable with 64 megabytes since I use high quality programs. Analysts say that if you had a choice between more speed in the computer, or more ram, choose ram. To give you a little idea what ram is. Let's say you had a 1 quart jar (ram) and you had to pour 2 quarts of water in it (your software program). You would have to pour half of your water in the jar, dump it out, and then pour the other half in, which takes you more time. But, if you had a 3 quart jar (ram), you could

pour your whole 2 quarts of water at one time, speeding up the process. So in essence, your computer will function better by having more ram than speed. I hope this explanation helps you. If it doesn't and you need to know more, give me a call.

- **3.2 gig hard drive**

Your hard drive is what holds all of your programs in your computer. With software programs becoming so data intensive, it wouldn't hurt to have enough hard drive memory so you won't run out of space. This is another item that can be upgraded at a later date.

- **15" monitor**

Most computers are come standard with a 14" or 15" monitor. If you don't look at your computer screen for long periods of time, this may be adequate. My recommendation would be a 17" monitor. It's not that much more expensive, and will alleviate a lot of stress and strain on your eyes. If you're purchasing a laptop, the current standard is a 12.1" screen.

- **24X CD-Rom**

24X is the speed that your cd-rom runs. It helps to have a fast cd-rom if your playing graphic intensive games. But if you're just using it to load your software into your computer, any speed will do.

- **33.6 Modem**

A modem is necessary if you want to get on the internet, or exchange data between two computers by telephone line. The fastest modem available is 56k, but most phone lines can't handle this speed yet. If you wanted to upgrade to the faster one now, it doesn't cost that much more.

- **Printer**

This is another item that has come down in price, making it very affordable to have a good one. There are two basic types of printers — laser and ink jet. The quality of the print is determined primarily by DPI (dots per inch). The more dots per inch, the crisper the letters will look. So, a 600 dpi printer will look twice as crisp as a 300 dpi printer. This should only concern you if you need your documents to have that finished, publishable quality. If you are just sending letters to your customers, a 300 dpi printer will suffice. I have a 600 dpi laser printer that I use for rough drafts, and a 1440

dpi color ink jet printer that I use for finished quality. Color ink jet printers are a real value if you don't need to make a lot of copies. As compared to laser toner cartridges which last longer, ink jet cartridges are smaller, more expensive and don't last as long. But this is the price you pay for color. Expense, by the way is determined by number of pages printed per cartridge. The higher the dpi, the more ink it takes to make the copy sharper. You can buy both laser and ink jet printers very inexpensively.

Software Programs

Once you have your computer, it's now time to determine which programs you will use to run your business. This is actually the fun part, because the software business is so competitive. There are thousands of products to choose from. Your job is to determine how involved your program needs to be. Do you need a word processor to just type letters, or one that you can create a newsletter with graphics. Is your database being used to keep names and addresses, or do you need one that can sort lots of information. These are just some of the questions you'll need to ask yourself when choosing your programs. The more powerful the program, the more it will cost. One nice thing the software companies are doing is developing programs called "suites." This is a program that has a word processor, database, spreadsheet, and organizer all on one cd-rom disk. Since they all come from one company, they all work together to exchange information, which is easier than having four different programs from four different companies. The three major suite programs are Microsoft Office™, WordPerfect Suite™, and Lotus Suite™. Purchasing this kind of program is very cost effective, and may come bundled with your computer if you purchase it from a retail store. Here are some programs you may need to do your job well:

- **Word Processor**

This is probably one of the most important programs you will need. A good word processor will merge the names in your database into a letter to make it look personalized, create mailing labels, help you design a newsletter with the aid of templates, print letters, and much more. You will find a good word processor in any one of the suites above.

- **Database**

This is a program that holds all the information on your customers and prospects. It allows you to choose any piece of information necessary for follow-up, birthday calls, etc. You can take the data

base one step further by purchasing a program called a Contact Manager, which will remind you of your follow-up calls, keep information on your previous conversations, etc.

- **Organizer**

This is a program that will replace your paper version of an organizational plan book like Franklin Planners and DayTimers.

Any other programs you purchase will be determined by your current and future needs. You will be fairly complete at the beginning by purchasing one of the suites.

FINALE

Thought:

Every journey starts with a single step.

Well, there it is. Your 10-step approach to “running your business like a business.” If you’ll make the commitment to start thinking and acting like a businessperson, your success will be virtually assured. Have the confidence of knowing you possess the skills and talents to sell cars and trucks, and simply take that next step to develop a strong work ethic. The very least that will happen is you’ll make enough money to live the type of lifestyle you desire, and continue your rewarding career in vehicle sales.

Continued success.

Thought:

Success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.

WEB SITE

If you’d like to learn about more products to continue your learning, visit our web site at **www.slpinc.net**.

You can also contact us at:

Salesperson, Inc.
PO Box 760278
Lathrup Village, MI 48076-0278
(800) 453-2787

