



Close More, Make More!

**The Essentials of Negotiating,
Closing and Handling Objections**



Salesperson, Inc.



Close More, Make More!

© 2007 Salesperson, Inc.

All rights reserved. No part of this program can be reproduced in any form. The sole license to use this program belongs to the purchaser, and may not be shared.

Salesperson, Inc.

9312 Columbia St.

Redford, MI 48239

(800) 453-2787

Web Site: www.autosalestraining.us

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. Salesperson, Inc. or the author have 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

Section 1	
NEGOTIATION TECHNIQUES	
Chapter 1 Negotiating 101	Page 9
Chapter 2 Myths and Truths About Negotiating	Page 11
Chapter 3 Influencing Your Customer	Page 15
Chapter 4 Six Basic Steps to Negotiating	Page 23
Chapter 5 Negotiating Tactics of Customers	Page 27
Chapter 6 13 Reasons for Asking Questions	Page 29
Chapter 7 Negotiating Price	Page 33
Section 2	
CLOSING TECHNIQUES	
Chapter 8 What Exactly is a Close?	Page 39
Chapter 9 Asking for the Sale	Page 43
Chapter 10 Using Silence to Your Advantage	Page 45

TABLE OF CONTENTS

Chapter 11 Using Humor in Negotiations	Page 47
Chapter 12 Five Principles fo Successful Closing	Page 49
Chapter 13 Trial-Close Your Way to a Sale	Page 51
Chapter 14 20 Popular Closing Techniques	Page 55
Section 3 HANDLING OBJECTIONS	
Chapter 15 Objections are Questions in Disguise	Page 65
Chapter 16 10 Steps to Handling Any Objection	Page 67
Chapter 17 There are No New Objections	Page 71
Chapter 18 Scripting Objections	Page 75
Chapter 19 The Price vs Value Issue	Page 77
Chapter 20 The Assumptive Close	Page 79
Chapter 21 "I ave to Talk It Over With..."	Page 81
Chapter 22 "Your Price is Too High!"	Page 85

Section 1

Negotiating Techniques



Salesperson, Inc.

Chapter 1

Negotiating 101

“Negotiating techniques do not work all that well with kids, because in the middle of a negotiation, they will say something completely unrelated such as, ‘You know what? I have a belly button!’ and completely throw you off guard.”

— **Bo Bennett**

“Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.”

— **William Stone**

We all learned the basic elements of negotiating when we were children trying to get permission to stay up late to watch a favorite TV show: the application of **Power** (“Oh please mom, I’ll do all my chores tomorrow if you let me stay up tonight.”), the use of **Time** (in this case, the delay tactic of procrastination), and the use of **Information** (“Dad said it would be alright.”) When we applied all three strategies, chances are we got what we wanted. Over time, we learn to apply these strategies without thinking.

The problem is, many vehicle salespeople forgot these child-like negotiating skills. Something as simple as continuously asking for the sale (“Mommy please, can I have one please, please!”) has caused many salespeople to quit the vehicle selling business and look for other work, mainly because they couldn’t make the type of money they wanted, or was suggested upon hiring.

Achieving a Win/Win Negotiation

You may not realize it, but you are involved in negotiation every day. Any negotiation — whether it involves settling on a price for your vehicle, agreeing to the terms on your mortgage, or simply deciding on bedtime for your children — ends in one of four

possible outcomes:

1. Lose/Lose — where neither party achieves his goals.
2. Lose/Win or Win/Lose — one party achieves his goals and the other does not.
3. No Outcome — where neither part wins or loses.
4. Win/Win — where the goals of both parties are met.

It's easy to see that number 1 and 3 are less than ideal, as is number 2 if you are the one who loses! But what about Win/Lose? Isn't Win/Lose just as desirable as Win/Win as long as you are the winner?

The Win/Lose Outcome

In some negotiations, you will be the winner and your customer will be the loser. At first, it may seem that this is the ideal situation for you. But think about it. If you have ever lost a negotiation, you know that the feeling is not pleasant. A significant problem with a Win/Lose outcome is that your customer walks away with unmet needs — and this person is unlikely to be willing to buy vehicles from you again. Ultimately, this sets up the potential for a Lose/Lose outcome.

Here's an example. You have a customer who purchased a vehicle from you who not only beat you down in price, but was rude and verbally abusive throughout the whole process, as well as the after sale follow-up. To him, this may have seemed like a Win/Lose situation, with you being the loser. It became apparent that the stress of working with this customer was costing you more in time, energy and grief than the sale was worth. When the time came for him to purchase another vehicle from you, you hit him at sticker and refused to budge on the price, changing the balance in this lopsided relationship. Of course, the customer refused to buy from you again, creating a Lose/Lose outcome.

Achieving a Win/Win Outcome

The best outcome for all negotiations is Win/Win, when both the customer and the salesperson leave the desk with a positive feeling about achieving their initial goals. Since your first negotiation with your customer will hopefully not be your last, it is usually in your best interest to work toward a WinWin outcome. When both you and your customer walk away from the negotiation table with a good feeling, he will probably be willing to negotiate with you again. Using all your negotiating skills to ensure that you and your customer feel like winners is simply good business.

Chapter 2

Myths and Truths About Negotiating

“Enthusiasm is the inspiration of everything great. Without it no man is to be feared, and with it none despised.”

— **Christian Bovee**

“The difference between involvement and commitment is like ham and eggs. The chicken is involved; the pig is committed.”

— **Martina Navratilova**

Everyone negotiates. Negotiations are an integral part of our jobs, our lives, and our relationships. We even negotiate with ourselves when we work out the relative value of things. Few people understand the negotiation process and the effect attitude, people skills and dealing with conflict have in a Win-Win negotiation.

Negotiation is a life skill and an art. As a life skill, you negotiate every day whether you are aware of it or not. As an art, it has to be cultivated and developed over time. Developing a negotiation talent requires turning our thinking around. Vehicle salespeople need to learn the secrets and enjoy the process instead of dreading what you might perceive as a conflict.

Today, negative comments and antagonistic attitudes in the vehicle industry abound about negotiations. Most people look at the negotiation process as “war”. Negative experiences and pessimistic attitudes lead to negativity and destructive behavior in negotiations.

The potential for a positive outcome and the development of long-standing relationships with your customers is tremendous. So, let’s start by taking a look at some of the myths and truths regarding negotiations:

What Are Some of the Myths and Truths About Negotiating?

- Myth** • We need to take a position and stick to it since the customer's position will be unmovable.
- Truth** • Viewing the customer as unmovable will lead to arguments and a "no win" negotiation for both.
- Myth** • There can only be one winner and one loser in negotiations.
- Truth** • When both parties approach the negotiation anticipating compromise, both win.
- Myth** • If we propose a price that is too low, we will leave money on the table when we negotiate.
- Truth** • When you focus on getting and giving good value in negotiating, there is no loss.
- Myth** • The dealership always has an extra 15% to negotiate with.
- Truth** • Greedy people get nothing in negotiations. If you try to get every last dollar, you often end up without anything.
- Myth** • In every negotiation, the dealership has the upper hand and will take advantage of the customer.
- Truth** • Everyone negotiating has an equal interest in getting what they need. No one dominates. You need a sale, your customer needs a vehicle.

3 Keys To Getting to a Win-Win Negotiation

What might work wonderfully in one negotiation situation will not always be appropriate in another. The instant someone feels cheated, misled or taken advantage of, your opportunity to negotiate with her/him is over. Negotiation hazards tend to occur when you are taking a particular strategy too far.

Many rookie salespeople have a tendency to push the envelope a little too far. Their ambition as beginners is understandable, but it will rarely result in a win-win situation. Negotiating rookies want to be the victors, like they are hunting prey. Even if the other party consents, they are likely not doing so without some serious repercussions. High-pressure tactics will most often be read as offensive, condescending, obnoxious and insulting. Then, trust is lost and ultimately the ability to negotiate is lost, too. You can always tell that you're going too far if your prospect finds something you say or do alarming, or if they seem uncomfortable in your presence. Always be sensitive to the customer's mood so you don't find yourself in this situation in the first place.

1. Explaining Exactly What You Want

It is natural when you're negotiating with a customer for her/him to regard you with some suspicion, especially since you have the title of "vehicle salesperson". When you begin negotiating, it will be the customer's instinct to assume the worst about your motives. There could be many legitimate reasons why you can't give the customer what they want, but instead of considering what any of those reasons might be, people are much more inclined to draw negative conclusions. For example, if you cannot come up with the monthly payment they are looking for, your customer may automatically "decide" that you're greedy, demanding or unreasonable without even stopping to consider what other factors might be at work in your inability to agree to his terms. Because of these suspicious tendencies, it is imperative that you reduce the likelihood of misunderstandings in your negotiation efforts by clearly stating what you need. It would be horrible to lose out on a sale altogether just because someone misunderstood you and deduced that you were untrustworthy. Conversely, if you can give clear reasons why your stance is what it is, your customer has the opportunity to process this information and respond more favorably. In this way, you enhance understanding, open communication and trust.

2. Cultivating a Relationship of Trust

Try to think of the negotiation process as more of a discussion or an exchange of ideas than a competition or fight. One of the best ways to get your negotiations on the right track is to make sure you cultivate a relationship of trust right from the greeting. Even the initial small talk that takes place before the actual negotiation begins will help your prospect feel comfortable with, and more trusting of you. When your prospect trusts you, he will be more willing to be more reasonable and move in a direction that will make the sale happen. If prospects don't trust you, on the other hand, all the negotiating in the world won't get them to budge. Be sure you listen attentively and carefully to your prospects concerns. Respectfulness will go a long way toward a successful outcome. One of the advantages of having your customer sit across from you is that your prospects will be able to see and experience your sincerity firsthand.

3. Persuasion is the Key

Everyone persuades for a living. There's no way around it. Persuasion is the missing puzzle piece that will crack the code to dramatically increase your income, improve your relationships, and help you get what you want, when you want, and win customers for life. Ask yourself how much money and income you have lost because of your inability to

persuade and influence. Think about it. Sure you've seen some success, but think of the times you couldn't get it done. Has there ever been a time when you did not get your point across? Were you unable to convince someone to do something? Have you reached your full potential? Are you able to motivate yourself and others to achieve more and accomplish their goals? What about your relationships? Imagine being able to overcome objections before they happen, know what your prospect is thinking and feeling, feel more confident in your ability to persuade. Professional success, personal happiness, leadership potential, and income depend on the ability to persuade, influence, and motivate others.

Chapter 3

Influencing Your Customer

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

— **Calvin Coolidge**

“To speak and to speak well are two things. A fool may talk, but a wise man speaks.”

— **Ben Johnson**

As a salesperson or manager, your ability to influence the actions and beliefs of others is of crucial importance. If however, you rely on standard habits in your capacity as an Agent of Influence, you will tend to encounter difficulties in obtaining optimal results in each influence situation. And each situation, though it may share many common features with others, is unique, with its own distinctive qualities. These qualities must be discovered — through a thoughtful approach — if you are to gain the maximum from each situation. Therefore, if you find yourself responding to similar circumstances in similar ways and in an unthinking, habitual manner, it may be time to reconsider your approach.

Learning new behavior patterns takes time and energy. At first, you must engage in constant evaluation and reevaluation of your behavior. You need to think through what you are doing, just as a child does when learning to walk.

Business interactions represent special instances of directed influence. As a professional, you must be keenly aware of the fact

that ethical and effective behavior is crucial to your success. Your job requires that, in order to sustain success, you must effectively influence others. Therefore, it is necessary that others see you and respond to you as a credible and legitimate Agent of Influence. If you employ the **Six Principles of Influence** in a way that is not completely authentic and genuine, it will compromise your potential for obtaining long-lasting personal and business success.

The Six Principles of Influence are:

- **The Principle of Liking**
— *Making friends to influence people.*
- **The Principle of Reciprocation**
— *If I do for you, then you become obligated to do for me.*
- **The Principle of Scarcity**
— *The scarcer it is, the more valuable it becomes.*
- **The Principle of Authority**
— *I am an authority, therefore you should trust what I say.*
- **The Principle of Consensus**
— *If I give you what you want and need, you should tell others about me.*
- **The Principle of Consistency and Commitment**
— *Do what you say you'll do — always.*

THE PRINCIPLE OF LIKING

Introduction

We tend to like (and be influenced by) people like ourselves. That is because they reinforce who we are, what we believe in, and what we value. They help to build our self-esteem.

The Rule

People trust and consequently, are influenced by those they like.

Three Rules to Liking

- Uncover similarities.
- Uncover areas for genuine compliment.
- Uncover areas for cooperation.

Beyond the Rules

In order to harness the Principle of Liking, we need to develop an awareness of our interdependence. In other words, we need to recognize that we cannot achieve our potential without the good will and help of others around us. If they do not like us, if they mistrust us, or if they constantly see us competing against them solely to serve our own interests, they are going to avail themselves of every opportunity to avoid us or even to hinder our performance and career progress.

Therefore, if we recognize the importance of our interdependence in getting our work and career goals accomplished, then we should begin to focus on and look for opportunities for cooperation with others. In addition, we ought to begin concentrating on the similarities we have with others and not the differences. By capitalizing on areas of true similarity and cooperation, we will not only be able to achieve our own goals but we will also be helping others to achieve theirs.

THE PRINCIPLE OF RECIPROCATION

Introduction

To give someone something — information, food, money, or whatever it may be — is to create a feeling of debt or obligation in that person. The other party is compelled to give back equitably what you have given him or her in order to cancel out the obligation. This is the social glue which holds together groupings of individuals, organizations, and, for that matter, whole societies. It creates a context for future exchange and social interaction.

The Rule

We are obligated to give to others what they have given us.

Three Rules of Reciprocation

- Be the first to give service.
- Be the first to give information.
- Be the first to give concessions.

Beyond the Rules

No matter what occupation we are in, our role is to provide service to others. In order to help our organizations and ourselves advance, we must be providers — to our boss, our coworkers, our employees, and our customers. The better able we are to recognize and understand this rule, the more effectively we will apply the **Three Rules of Reciprocation**.

If we are consistently the first to give service, information and concessions, not only will others see us as responsive to their needs, but it will also generate a genuine and legitimate feeling of indebtedness in them. If this indebtedness is instilled in our coworkers, we can come to expect greater cooperation, especially in times of true need. If the indebtedness is in our customers, then we can anticipate more return business from them.

THE PRINCIPLE OF SCARCITY

Introduction

Things that are generally recognized as scarce or rare are usually valuable because they are unobtainable by most individuals. Possessing scarce items, therefore, conveys information about one's status, intelligence and wealth.

The Rule

As objects of some value become less available to people, they increase in value.

Three Rules of Scarcity

- Emphasize genuine scarcity.
- Emphasize unique features.
- Emphasize exclusive information.

Beyond the Rules

We are all limited in the number of resources and amount of information to which we have access. We simply cannot have or know everything. Therefore, when we are in need, we have to seek out those who can provide us with the required commodities. Whether the commodity is information about how to do our jobs most effectively, what product is most durable, or feedback on our performance, we seek out those who have access we lack.

In our roles as professionals, we generally have access to genuinely scarce information that can be useful to our boss, coworker, employees, and/or customers. When there is an opportunity to provide this truly scarce or unique information — and when that information is not confidential — we should use it to benefit both parties in a win-win exchange.

Only by being aware of the unique information we possess and then correctly using it, will we truly be able to harness the **Rule of Scarcity**.

THE PRINCIPLE OF AUTHORITY

Introduction

Authorities gain their power through conditioning, an experience common to us all. As children, we recognized that our parents had the power to tell us what to do, how to do it, and when and where to do it. Even as adults, we remain susceptible to individuals in positions of power.

The Rule

Genuine, credible authorities generally provide us with information that is accurate and helpful.

Four Rules of Authority

- Establish your position through professionalism.
- Establish your position through knowledge of your industry.
- Establish your position through your credentials.
- Establish your position through admitting weaknesses at the outset.

Beyond the Rules

As a professional, you are an authority in your areas of expertise. And people who are recognized as experts are the ones we go to for advice. Also, such experts are usually the people who have the greatest upward mobility in their profession.

Success in your career clearly depends on you “*showing knowing*.” Take every opportunity to communicate professional knowledge to your customers, coworkers, employees, and employers. If they see you as the expert, the legitimate power to the **Principle of Authority** will be at your disposal.

PRINCIPLE OF CONSENSUS

Introduction

Other people’s behaviors are important cues to us, especially when we are in situations that are unfamiliar, or when we are uncertain about the right thing to do. In such instances, the actions and advice of others serve as invaluable guides to correct action.

The Rule

When deciding what to do in an unfamiliar situation, it is helpful to look to others in that situation for an answer.

Three Rules of Consensus

- Unleash people power by providing information on trends and similar mass movements of others.
- Unleash people power by showing examples and evidence of others' past successes.
- Unleash people power by providing testimonials of similar others.

Beyond the Rules

We are social animals and, as such, we rely on the consensus of others to help us make socially correct decisions. Our whole democratic system is based on the ideal of governing by majority. Those individuals who fail to have a grasp on the trends within our society, within particular markets, or within the workplace will ultimately lose the edge necessary to compete in those arenas.

In order to gain insight into current and future trends in society, your markets, and your workplace, you need to stay informed. And in order to use this information to the greatest advantage, you must communicate to those you wish to influence the actions and opinions of other people like themselves.

THE PRINCIPLE OF CONSISTENCY AND COMMITMENT

Introduction

We like individuals who act consistently because it allows us greater control in a situation. When a person's behavior is relatively consistent, we know what to expect from him or her. And when we know what to expect, we can modify our behavior and the situation to get what we want from it. This tendency, of course, works against us when we encounter others whose goals is to use our desire for consistency against us.

The Rule

We strive for consistency in our words, thoughts, and actions because to do otherwise causes anxiety and discomfort in ourselves and those around us.

Four Rules of Consistency and Commitment

- Start small and build.
- Start with existing commitments.
- Start from public positions.
- Start from voluntary commitments.

Beyond the Rules

I am sure you have been approached by a person at work who has managed to pressure you into doing something — or promising to do something — you did not really want to do. I also am sure that afterwards you liked the person less and avoided him or her whenever possible. Such individuals instill a feeling of distrust in others, because we know that they serve their self-interest at the expense of ours.

As Agents of Influence, we need to constantly be aware of the type of commitments, promises, and actions we solicit from others. We should make sure that our requests have the interest of both ourselves and the other person in mind. If we do not show this type of consideration, our long-term viability in our companies, careers, and personal lives will suffer.

Chapter 4

Six Basic Steps to Negotiating

“The secret of man’s success resides in his insight into the moods of people, and his tact in dealing with them.”

— **J.G. Holland**

“How you think when you lose determines how long it will be until you win.”

— **Gilbert Chesterton**

Whenever we attempt to influence another person through an exchange of ideas, or something of material value like a car or truck, we are negotiating.

Negotiation is the process we use to satisfy our needs when someone else controls what we want.

Every wish we would like to fulfill, every need we feel compelled to satisfy, are potential situations for negotiation. Negotiation between you and your prospect occurs **because you have something your prospect wants and is willing to bargain to get it.**

Most of us are constantly involved in negotiations to one degree or another. Examples include: when people meet to draw up contracts; buy or sell anything; resolve differences; make mutual decisions; or agree on work plans. Even deciding where to have lunch makes use of the negotiating process.

THE IMPORTANCE OF ATTITUDE TOWARD NEGOTIATING

Successful negotiators have a positive attitude. They are able to view conflict as normal and constructive. The skills they use to resolve conflict are not “magic”. They can be learned. These skills once learned, provide the courage and confidence necessary to challenge others, and initiate a positive negotiation. Understanding the skills of negotiation also sustains us when we are challenged by our prospects.

Our attitude is always important, and this is especially true in negotiating. Attitudes influence our objectives, and objectives control the way we negotiate. The way in which we negotiate determines the outcome.

What are your objectives when you negotiate with your prospect? Have you considered the objectives of your prospect? Can you both win?

THE SIX BASIC STEPS IN NEGOTIATING

STEP 1 - EXPLAIN THE NEGOTIATION PROCESS

It may be that your prospect has been to several other dealerships, and has gone through several different negotiating styles and processes. You can eliminate much of the anticipation by explaining your process upfront. This way your prospect will know exactly what to expect, and can concentrate on letting you do your job.

“Mr. Prospect, let me explain exactly what will take place. The first thing I’m going to do is take out a worksheet and start writing pertinent information about the car. This way there will be no verbal misunderstandings. I’ll then get your vehicle appraised. You’ll be glad to know that we have one of the finest appraisers I’ve ever seen. He studies, and knows the market better than anyone. Then I’ll have my manager offer you a deal on this car. If you like it, all you have to do is ok it here, and we’ll get the car ready for you, possibly even today. If for some reason you’re not comfortable, don’t worry. My job is to make you comfortable. Does that sound ok to you?”

STEP 2 - STATE YOUR GOALS AND OBJECTIVES

As you start the negotiation with your prospect, tell your prospect what you want to attain. Make your initial statements positive and agreeable. This is no time for hostility or defensiveness. You need to build an atmosphere of cooperation and mutual trust. **You should also have in mind how much you want to make on this deal to give yourself something to work towards.**

“Since you’re going to be financing this car, I’m going to assume that the monthly payment will be the most important thing for you to consider. So, with your permission, I’d

like to concentrate on making sure that we come as close to getting you the monthly payment that would fit within your budget. Would that be agreeable to you?"

STEP 3 - DEVELOP YOUR STRATEGY

Once you get all the information from your prospect, it's now time to start developing your strategy. Ask yourself these questions:

- What is most important to the prospect, price, trade, monthly payment?
- If the trade-in is important, do I have a plan ready to sell the appraisal?
- Will he/she make a decision today if the terms are met?
- How should I structure the deal?
- When I give him/her an offer, do I have a plan ready to sell the first offer?
- Am I prepared to ask for the sale?

STEP 4 - NEGOTIATE THE DEAL ENTHUSIASTICALLY, AND PREPARE TO COMPROMISE

If you can't get excited about your deal, how do you expect your prospect to get excited? We all know that enthusiasm sells. If you make it a serious issue, it will remain a serious issue. Talk to your prospect as if you were a friend. Once you realize that they may not buy your deal, prepare to compromise in small amounts, and be able to justify these amounts. The key to any successful negotiation is when both parties reassess their positions and determine what level of compromise is acceptable.

STEP 5 - KNOW HOW TO HANDLE EVERY OBJECTION HE/SHE HAS

Once you offer your prospect the deal, conflict may occur. This is natural and should be expected. Good negotiators never try to avoid this phase because they realize that this process of give and take is where successful deals are made. When your prospect gives you an objection, more deals are lost because of the inability to handle the objection, without having to give away all of your money. **If you make money the only issue, it will be the only issue.** The best way to handle objections is to script them, and then practice them until they become second nature.

STEP 6 - FINISH YOUR NEGOTIATION WITH A REASSURING STATEMENT

Once your prospect says "yes" to your deal, offer your prospect a reassuring statement like:

"Congratulations Jane, I know you've made the right decision."

Chapter 5

Negotiating Tactics of Customers

“You don’t close a sale, you open a relationship if you want to build a long-term, successful enterprise.”

— **Patricia Fripp**

“People don’t ask for facts in making up their minds. They would rather have one good, soul-satisfying emotion than a dozen facts.”

— **Robert Levitt**

If automotive customers are going to look at our tactics, we should look at theirs. These are seven of the most common customer negotiating tactics that customers get taught in negotiations school. By understanding these ploys and being prepared to address them, you can continue to focus on working with the customer to develop a mutually beneficial solution.

1. Budget limitation. “We’ve only got \$30,000. You’re going to have to come in under that figure to earn our business.”

The best strategy for handling this tactic is to find out about budget earlier in the sales process. If the money wasn’t in the budget why have they spent all this time and energy talking to you?

2. Other options. “The quote from your competitor is for much less. If you don’t lower your price, I’ll have to buy from them.”

If you did a good job, your buyer has already recognized your uniqueness. To win your customer’s business without chopping price, justify why you are worth it. Have at

least three reasons why your customer should buy from you, why they should buy from your dealership, why they should buy your product, and why they should buy now.

3. Foggy recall. “Didn’t you say the extended service contract was included in the purchase price? That’s what I told my wife. There’s no way I can come up with any more money for this.”

The best way to handle foggy recall is to prevent it in advance by putting everything in writing. Don’t trust memory, either yours or your customer’s, on important terms and conditions.

4. Good Guy/Bad Guy. One buyer tells you that the sale was a sure thing, then another buyer gets involved and says there’s no way the deal will get approved on the existing terms.

The best way to handle this is for you, The Negotiator, to see it as a tactic designed to make you feel powerless. If your customer is going through all this effort, you know they are desperate to do business with you.

5. Wince. When a price is quoted, the buyer winces or acts angry. Your buyer may then become silent, waiting to see how the salesperson responds.

Again, see it as a tactic and it loses its effectiveness.

6. Bait and switch. The buyer requests a big discount on a more expensive car. At the last minute, the buyer decides to buy a lesser expensive one. Of course, the buyer still expects the same amount of discount on the lesser expensive one.

You can prevent this tactic in your sales proposal by being specific about the terms of your offer.

7. Nibbling. The buyer makes small additional requests, either before or after a deal was done, such as “by the way, if you can throw in a sunroof, it would really help my wife agree to this purchase. What do you say?”

The best strategy for handling nibbling is to keep your guard up, and make sure your customer know the exact terms of the deal.

Negotiating power plays a major role in every type of negotiation. Both the buyer and the seller have power in a negotiation. Power is each side’s perception of its strength or weakness in comparison to the other. This perception of power affects the ability of each party to achieve its own goals. The more negotiating power you have in comparison to that of your buyer, the fewer concessions you’ll have to make.

Chapter 6

13 Reasons for Asking Questions

“The sale begins when the customer says yes.”

— **Harvey Mackay**

“In selling as in medicine, prescription before diagnosis is malpractice.”

— **Tony Alesandro**

A common technique in selling vehicles is to ask questions of the prospect. Recently, a number of salespeople were asked to give their reasons for posing questions. Here is their list:

1. To Get Information About The Prospect’s Needs

Before you can even start the sales process, you need information about the prospect. You need to understand the prospect’s requirements, sensitivities, preferences and the steps in their buying process. You also need a great many facts relevant to their purchase, as well as who will be involved in the decision process. The best way to get this information is to ask questions. Most salespeople would say that information-gathering is the main reason to ask questions, but there are 12 more important reasons.

2. To Get Feedback

Before you can sell anything, you really have to connect with the prospect. And there are a variety of signals you can use as sources of feedback on how well you are building rapport. You can read their body language. Do they move forward

toward you? Are their eyes closed? Is there a look of indifference? You can also see the openness of their responses. Do they describe their needs in vivid descriptions, or are they holding back information? In addition, you can use questions to get feedback on how well you are doing in terms of your direction, content and depth. For example, you might ask the prospect:

- “How well does this feature meet your needs?”
- “How do you see yourself utilizing this car?”
- “What other features would you need to satisfy your automotive requirements?”

3. To Express Interest In Them And Show You Care

Since the first salesperson tried to sell the first product, it has become common knowledge that people love to talk about themselves. Given the chance, they may talk forever, or however long it takes you to make the sale. One of the best ways to get people to talk about themselves is to express interest in them and their opinions. And one of the best ways to express interest is to ask open-ended questions, which give prospects permission to share their thoughts and ideas.

Questions you might want to use here include:

- “Tell me a little about your family’s lifestyle.”
- “How does your family plan to use this truck?”
- “What are some of the situations in which you plan to use this car?”

4. To Engage Prospects In The Discussion

While in an ideal situation the prospect is giving you their full attention, in fact there are many things competing all of the time - customers in the showroom, papers on your desk, thoughts in the prospect’s mind about chores left undone and so on. With so much competition, it is possible that your message (and therefore your selling opportunity) will be lost. That’s another reason to punctuate your presentation periodically with one or two questions. As soon as the prospect starts giving you answers to these questions, you have their full attention once again.

5. To Identify Ways The Prospect Is Similar To You

Another well-understood selling principle is that people like to buy from people they feel comfortable with. Prospects seem to develop a greater sense of comfort from people with whom they share similarities. Sometimes those similarities are very obvious: we live in the same community, our children go to the same school, etc. Other times it takes work to find these common elements. Here, too, questions can come in handy as tools permitting people to talk about themselves and their interests. Armed with information about them, you are in a perfect position to identify ways in which you are similar to the prospect, your

company is similar to their company, how close your values system is and how your approach to business is just like theirs, and so on.

6. To Pace Your Presentation

A common sales error is to speed through your presentation of why this prospect should purchase your vehicle. After all, you've delivered this presentation to many people in the past year. So, after a while, it seems like old news to you. However, it may be new and innovative to your prospect (or at least you would like them to think so). One tool you can use to pace your presentation and make sure you don't go too fast or skip important details is to ask questions. For example:

- "How would you see yourself using this car?"
- "Why do you think this warranty is outstanding?"

7. To Prove You're A Person They Can Talk To

When your boat is expensive, or when the prospect considers it to be an important decision, trust becomes an important ingredient in a successful sale. You want your prospect to believe you only have their interest in mind, and you are totally committed to helping them fulfill their needs. In other words, you are the type of person they can feel comfortable talking to about some very personal information or ideas. Part of building trust is in the tone of voice you use. And part of building trust is in your questions. Use questions that express genuine interest in their answers.

8. To Demonstrate Your Expertise

Questions are a way for you to demonstrate your expertise in your field. Many times, salespeople know far more about their product than the buyer, and people like to buy from smart people. By asking detailed questions about the prospect's potential use of your product or service, you can demonstrate how much you know about its use. If you want to demonstrate your expertise, ask highly technical questions.

- "What have you heard about our V8 engine?"
- "How familiar are you with our manufacturers outstanding warranty?"

9. To Let Them Show Their Expertise

While many prospects want you to demonstrate your expertise, they want to know that you appreciate theirs as well. Asking questions gives prospects an opportunity to illustrate their own skills and knowledge. It also gives you more insight into how to sell in this situation. You might want to ask questions like:

- "Where is the first place you'll take your new car?"
- "Can you see other friends of yours using a truck like this one?"

12. To Buy Time

It is common in the selling process to come across a buyer who asks very complex, difficult questions that succeed in challenging the limits of your knowledge. While the prospect deserves an answer, you also need some time to think before you give it. That way you can ensure that you are giving the right information. The best way to buy time for yourself is to first respond to the prospect's question with a question of your own. Samples that work to buy you time include:

- "Can you tell me a little more about why you feel that way?"
- "Oh, why is that?"

13. To Move Towards The Close

As the sale progresses, you are getting all types of buying signals from the prospect. Yet, for some reason, the prospect is hesitant to say yes. As any salesperson can tell you, it's time for the trial-close. You offer the prospect a series of choices that forces them to increase their commitment to buying from you. And as you are doing this, you quietly slip the pen into their hands and close the sale.

- "Shall we go ahead and write it up?"
- "Have all of your concerns been answered?"

Chapter 7

Negotiating Price

“Everyone lives by selling something.”

— **Robert Stevenson**

“Beginning is not only a kind of action. It is also a frame of mind, a kind of work, an attitude, a consciousness.”

— **Edward Said**

REALITY: You want the sale badly. You need the money. You suspect that the price for this particular vehicle won't be accepted. So what do you do? You lower your price rather than negotiate.

BIG MISTAKE.

Most salespeople are afraid to stand by their price because of a single mistaken assumption: “If I refuse to negotiate my price, I'll lose the deal.” The reality is just the opposite. If you aren't prepared to defend your price, your customer will lose respect for you. **BIGGER MISTAKE.**

Here are seven tips that will help you to negotiate the price you deserve:

Tip One: You are entitled to reasonable compensation.

What is reasonable? Whatever you can convince your buyer that your vehicle is worth. The operative principle here is value. No buyer will begrudge you a price that is reasonable relative to the perceived value of the product or service.

Tip Two: Don't sell yourself short!

Do you believe that what you are selling is worth the price? It fascinates me when some salespeople are able to sell a car or truck at a premium price while others can't seem to get by without discounting. Why does this happen? One salesperson gets up in the morning and says, "My vehicles are great and my customers are happy to pay my price!" Another salesperson gets up and says, "My vehicles are great, but the buyer will never pay me such-and-such!" Don't sell yourself short and your price will follow.

Tip Three: Don't apologize!

Once you have established the value of your product, present your price with confidence. If you believe your price is fair, just assume that your customers will agree.

Tip Four: How to justify your price.

Once you have decided on your price, it's not good business to tell your customers to "take it or leave it." You must provide reasonable justification so your buyer will say, "Okay, that makes sense. I can accept that." Here is your justification:

1. Give your price legitimacy: If your buyers are doing their homework, they will know you are telling the truth.
2. Focus on the value of your vehicle, not on the price. Buyers will pay for value.

Tip Five: Get something in return.

If you appear too anxious to negotiate your price or terms downward, the buyer will perceive your product as worth less (or worthless). If you do lower your price, be sure you make your buyer earn the concession. Don't give in right away. Ask for something in return, such as referrals.

Tip Six: Qualify your prospective buyers.

There are occasions where you may be wasting your time negotiating with a customer. If you think the vehicle may be out of their price range, ask: "What did you pay for your last vehicle?" or, "What were you expecting to pay?" You may want to let them know that they are not in the same range. You may want to show them a lesser expensive vehicle.

Tip Seven: Leave the customer feeling great.

Whatever you do, remember that your objective is to create a repeat customer that will send you referrals. How to make them love you without lowering your price:

1. Be a good listener. Allow them to get their gripes about your price off their chest. They will thank you for being patient with them.
2. Help them to accept your price by providing reasonable justification.
3. Let the customer feel like he or she is getting a one-of-a-kind, best price, more value vehicle. The best!

The major obstacle that prevents you from getting the price you want is: fear of rejection. One way of dealing with this fear is to lower your price. That's the bad way — but it's the easy way. Auto salespeople love the easy way. BIGGEST MISTAKE.

A better way is to overcome your fear by schooling yourself in negotiation techniques. When you do it right, both you and your customer will feel a sense of “win-win.”

The secret? Your belief in yourself and your product will be your best weapon. Your self-confidence will be rewarded — with a sale.

Section 2

**Closing
Techniques**



Salesperson, Inc.

Chapter 8

What Exactly is a Close?

“A mediocre idea that generates enthusiasm will go further than a great idea that inspires no one.”

— **Mary Kay Ash**

“I have never worked a day in my life without selling. If I believe in something, I sell it, and I sell it hard.”

— **Estee Lauder**

A close is a question that asks for some kind of commitment. It asks for a decision (yes or no) or for a choice (this or that).

If you're not closing, just talking is going on. Information is being conveyed, questions are being asked, answers are being given, but no decision or choice is ever asked for or made. And the sale never happens.

Here are some opportunities for closes that you may be missing.

You meet someone in person and they show interest in your product. Instead of just giving your business card, you use this close:

“I have some information on the truck you're considering. Can I send you a copy?”

You have asked and they will usually agree to receive your report. This first close paves the way for the next step in the process.

Add even more value by offering to assist in some way. You might be able to offer a resource, an idea or provide feedback of some kind. You make a suggestion and close by asking for a decision:

“I’d be happy to send you a brochure. When I get back to the dealership, I’ll also email you a web address where you can gather even more information. Would that be ok with you?”
Close accomplished, which gets you an automatic invitation to follow-up.

Closes can also be used to screen out or qualify prospects and save you a lot of time and misunderstanding.

If someone calls and asks if you sell a certain type of truck, for instance, you answer the question and then close:

“What I specialize in is working with customers who want a quality truck at a fair price, with the type of follow-up service that’s second to none. Is this what you’re looking for?”

If the answer is “yes,” you’ve saved a lot of time and can take the next step.

Closes can be used to nail down commitment when people are showing real interest, but haven’t yet taken the final step. This is when you tell them exactly what to do.

They say, “I think moving to a truck is a good idea.” You say, “So do I. Here’s the first step I recommend. (Name the step.) How does that sound to you? If they say “good,” you have the sale.

My favorite close, however, is getting the prospect to ask you to close. If closing is the prospect’s idea, then there is little or no resistance. I find this works well when I have a qualified prospect on the phone.

I spend most of the time asking questions, giving examples of results I’ve produced with other customers, and suggesting ideas they might try as well. When they begin asking me questions about the truck, financing, etc., they are really asking me to close. Don’t miss it. It’s time to nail down a decision or choice.

I usually summarize the sales, give them the price, and then ask a very non-threatening question: “Does that fit into your budget right now?” This is so much less stressful than directly asking if they’d like to buy the truck. If it fits into their budget, then they have said they are ready to move forward.

Start looking for opportunities to close; that is, opportunities to ask for a decision or a choice. Several positive decisions inevitably lead to the final decision to buy from you.

- **An old sales saying goes, “Close early and close often.”**

This is good advice, but usually misunderstood. It doesn't mean put on the pressure and make your prospects feel uncomfortable. It simply means asking for small decisions in the course of the sales process.

- **Closes should never look like you're reading it.**

That is, when you close, you shouldn't look like you're using a technique that you've practiced verbatim. That's a turn-off and feels manipulative. Every time you ask a closing question you should sincerely want to know the answer. Your attention is very much on the prospect.

- **Sales-closing techniques are neutral.**

That is, they are not manipulative in and of themselves. They become manipulative if your intention is to trick, deceive or cheat. So don't avoid using closing techniques just because you don't want to be seen as a “sales type.”

- **The opposite of closing is “order-taking.”**

That is, you don't try to do anything to move the sale forward. You just wait to see what they want to do and then you tell them what you offer. Order-takers think they are being low-pressure and appropriate. They're really just missing the boat.

- **In closing, timing is everything.**

It takes real listening and tuning into your prospect to close at the right time. You only get good at it by doing it a lot. The more contact you have with prospects, the better closer you'll become — but only if you work at it!

John F. Kennedy said, “We should never negotiate out of fear, but never fear to negotiate”. Keep closing and watch your sales increase.

Chapter 9

Asking for the Sale

“A sale is not something you pursue, it’s what happens to you while you are immersed in serving your customer.”

— **Anonymous**

“Sell the sizzle, not the steak.”

— **Anonymous**

Many salespeople encounter a stumbling block when asking a customer for the sale. Many close by asking, “So, what do you think?” That may sound like a close, but it isn’t. By simply changing the way you ask for the sale, you will automatically increase your closing percentage.

If you have done a proper job of qualifying, given an excellent presentation, and tried several trial-closes, asking for the sale will be a minor yet necessary detail to get the sale.

Many salespeople have issues with asking for the sale because they don’t want to appear too pushy or too aggressive. What they don’t realize is that they may actually offend the customers if they don’t ask for the sale. Asking for the sale demonstrates that you are a true professional and respect your customers, consider them serious buyers and recognize that they can afford the purchase. They expect you to ask for the sale as a natural progression of the sales process. Most importantly, if you don’t ask, you won’t get the sale otherwise.

The following are four helpful steps to asking for the sale:

1. Ask the question, “Other than the monthly payment, do you have any questions?”

Asking this question is imperative to ensure you have answered all their questions prior to asking for the sale. If they ask you more questions right after you ask for the sale, the momentum is broken, and you must back track, answer their questions and then find a way to ask for the sale again. You don't want any interruptions after you ask for the sale. The only answer should be “yes” or “no.”

2. Review prices clearly and slowly.

Although you may have presented these prices thousands of times, your customer will be hearing the price and monthly payment for the first time. Review prices slowly with pauses so they can digest and understand all of the pricing options.

3. Ask for the sale confidently.

You can ask for the sale in many ways. You need to choose what works best for you and what makes you feel most comfortable. You must ask a strong closing question. There are weak closing questions (or “fluffy” closes as I like to call them) and strong closing questions. For example: Fluffy close: “So, what do you think?” “So, how does that sound?” Strong close: “Just OK it right here and we'll arrange for delivery, possibly even today.”

4. Be quiet.

This is crucial to getting the sale. Once you have solidly asked for the sale, don't say anything. The first person to speak after that should always be the customer. This may take 2 seconds, 30 seconds, 3 minutes or 5 minutes, but however long the silence, do not speak. In my experience, the longer the silence, the closer you are to getting a “yes.” During this time of silence, customers are trying to convince themselves about why they should buy. The silence may make you feel uncomfortable, but the customers are so busy processing everything that they won't be focused on the silence. Don't interrupt their internal dialogue. Wait for the answer.

Although they may not always say yes, this process gives you the opportunity to open the dialogue to find out why they don't want to buy. When a customer has a concern, they are telling you, “I want to purchase this vehicle, but I have this problem...” Once you know their true concern, you can overcome that concern (in other words, find a solution to their problem), ask for the sale again and be on your way to getting the sale.

Asking for the sale is the most important aspect of the sales process. Too many sales have been lost because the salesperson didn't ask that important question. Let's face it. Unless you ask, you won't get the sale. So, start asking for the sale with confidence, and watch your sales soar to unprecedented heights.

Chapter 10

Using Silence to Your Advantage

“Make a customer, not a sale.”

— **Katherine Barchetti**

“Pretend that every single person you meet has a sign around his or her neck that says, “Make me feel important.” Not only will you succeed in SALES, you will succeed in life.”

— **Mary Kay Ash**

Possibly my favorite selling technique is the use of silence. Using silence, can be much more powerful than most people realize. It is subtle, but if done properly can really bring a great deal to any negotiation. In fact, in other countries, they use silence as a means of negotiating in business dealings all of the time. To most Americans this can be somewhat frustrating, as we don't know what they are thinking about and since they do it so often, it slows down meetings, which we generally try to make as fast as possible. But, there is a major difference between using too much silence and the right amount of silence that is appropriate for the American population. The key here is that you don't want to use silence frequently, just in key areas to help foster further understanding.

The main thing to remember about silence is that it gives yourself and your customer/client a moment to reflect on information that was just discussed. If you want them to remember something, then you need to add in a moment of pause. This is generally best when you are talking about key features of a product, because these are the things that you really want to sink in. Those details that are negative aspects of the item, you'll want to talk about rather

quickly in order to get back to the positives again.

Personally, when selling, I like to use silence as a regular means of building up the sale. For example, if I were to say,

“And today I can get you this vehicle for \$500 less than the sales price.”

I would then want to leave a pause after that. It would also be wise to stress certain aspects of this statement as well in order to emphasize the savings and that there is already a sale price on this vehicle and that I’m going to make it even less expensive for the customer.

The main thing to remember when utilizing the use of silence is that too much silence can be seen as ‘creepy’ and will actually have a negative impact. If you need an extended period of silence, leave your customer and tell them you are going to give them a moment to think about it or talk it over, while you talk with the Sales Manager to see if you can get them a better deal. By doing this, you give them a chance to speak about the item, giving you a better opportunity for the sale, because they won’t need to leave to discuss the matter first. Plus, you are avoiding the awkward type of silence.

Remember, you want to create PAUSES, not complete silence. A slight pause here and there is perfect for a conversation without hindering the overall sale.

Chapter 11

Using Humor in Negotiations

“I am the world’s worst salesman, therefore, I must make it easy for people to buy.”

— **F.W. Woolworth**

“A man trying to sell a blind horse always praises its feet.”

— **German Proverb**

A sense of humor is a tremendous asset to any dealmaker. Oh, we may think business negotiation is just about prices, monthly payments, signing contracts and the like, but it’s really about psychology, rapport and trust. Here, humor is one of our best tools.

When negotiations begin, everyone is a little nervous. It’s natural. There may be a lot at stake and no matter how skilled, prepared and well-positioned you are, you might find yourself outmaneuvered. With tensions running high, there’s no better social lubricant than humor.

As your customer sits across from you and the discussion grinds on, humor brings perspective and can stimulate creative solutions, like this one:

“I wanted a new TV. My wife wanted a new car. So we compromised. We got the TV, but keep it in the garage.”

We’ve already seen how laughter can bust an impasse. But did you also know it can actually help you cut a better deal? It’s a fact that customers who smiled and offered to throw in their pet frog (funny, right?) as part of their final offers got better prices than their humorless counterparts.

And when deal derails, humor can soften an aggravated adversary.

Now I'm not suggesting you approach your next deal like open mike night at the local comedy club. If you're too much of a kidder, you may come off as glib, clownish or simply unprofessional. And, of course, there are times when silent rage or a well-orchestrated outburst is the better approach. But in my opinion, people will do more for you if they like you, and they'll like you more if you can smile and laugh.

So, take your negotiations seriously, but not too seriously. When things get tense, don't wait until your customers are hissing through their teeth. Take a chance. Crack a joke. If you don't think you're funny, cultivate your sense of humor. Learn to laugh at yourself. Become an active humor consumer at bookstores, on TV, at movie theaters or on the Internet. Start a file of items you think are funny and share them. Practice telling jokes. Quotes, lists, analogies, comebacks and even standard one-liners are types of humor anyone can use. Just make sure you avoid the sarcastic, ethnic and insulting kinds. Personal anecdotes are great because they're true, uniquely yours and generally easy to tell.

Chapter 12

Five Principles for Successful Closings

“Whenever an individual or a business decides that success has been attained, progress stops.”

— **Thomas Watson, Jr.**

“Everyone is in business for himself, for he is selling his services, labor or ideas. Until one realizes that this is true he will not take conscious charge of his life and will always be looking outside himself for guidance.”

— **Sydney Madweb**

If you observe successful, professional salespeople, you will find that they use one or more of the following five principles to set the stage for successful closing action.

1. Keep control of the interview.

You must have control of the interview (qualifying) so that you can set up your closing opportunities and use your closing techniques most effectively. This calls for adequate preparation of all elements of the sale before confronting the prospect.

2. Let the buyer set the pace.

You can control the interview and still let the buyer set the pace with his or her own reactions, motives and personality. Recognize these differences in each buyer and move your presentation along accordingly. If you push too fast, you leave a confused and unsold buyer in the dust. On the other hand, if the buyer quickly absorbs what you are presenting, step up your pace. If you don't, you'll have an impatient, bored and equally unsold buyer on your hands.

3. Give the prospect a chance to buy.

Too many salespeople give an effective

sales presentation, then fail to ask for the order. They are afraid to ask for fear the buyer will say “no.” Don’t expect the prospect to tell you he or she wants to buy. Ask him or her to buy instead.

4. Keep something in reserve.

Don’t paint yourself into a corner with your presentation so you don’t have anywhere else to go. Don’t sail through all of your auto’s features and benefits before making your first closing attempt. If it fails, you have no choice but to repeat yourself, hoping it will click the second time around. Keep a couple of good points in reserve.

5. Recognize buying signals.

Few buyers will come right out and say, “I’m ready to buy.” Be alert to the clues and tips a buyer can give you that will tell you when it’s time to close the sale.

Watch for telltale facial or physical expressions and then ACT! A lifted eyebrow, a smile of satisfaction or agreement, or a look of increased interest, can be your buying signal. Be sensitive to comments or remarks that indicate an interest in buying.

Remember that buying signals can be flashed at any time during the process. Learn to recognize any hint from the prospect that he or she is ready to buy and CLOSE right then and there!

Chapter 13

Trial-Close Your Way to a Sale

“You’ve got to be success minded. You’ve got to feel that things are coming your way when you’re out selling; otherwise, you won’t be able to sell anything.”

— **Curtis Carlson**

“It used to be that people needed products to survive. Now products need people to survive.”

— **Nicholas Johnson**

A **“Trial-Close”** is a form of questioning the salesperson uses in order to get the prospect to commit to the vehicle before the negotiation process begins. With a trial-close, you can:

1. Sell the prospect on a feature that was important to him/her.
2. Give the prospect a feeling of ownership.
3. Try to increase the number of “yes” responses from the prospect.

The more “yes” answers you can get from the prospect throughout the presentation, the easier it will be to close the prospect during the negotiation process. It stands to reason that if you want to get a “yes” from the customer during negotiations, shouldn’t you start getting him used to saying “yes” throughout the presentation? It then becomes easier for the word to flow off his tongue.

During the qualifying part of the program, you asked the customer this question:

“What’s important to you about the next car you’re going to buy?” And the customer

said, *“It’s important that I have a powerful engine, a lot of interior room, and a large trunk.”* You take these and stick them in the back of your head, and you’ll use them in the form of trial-closes. No matter how much information you give the customer on your vehicle, you know that these three issues are the ones you definitely need to close the customer on.

EXAMPLE OF THE PRESENTATION

A typical “telling” presentation will sound something like this: *“Mr. Customer, this engine has 260hp and 200 lbs. of torque which will provide you with excellent pulling power and cruising speed. It is fuel-infected and gets great gas mileage which will save you plenty of money at the fuel pump.”* This is a good feature/benefit presentation, but the fact is, all this salesperson did was tell about the engine. He/she didn’t sell the customer anything. The way you make this “telling” presentation into a “selling” presentation is by finishing it off with a trial-close. After you do this presentation, continue with this:

EXAMPLE OF A TRIAL-CLOSE

“Mr. Customer, remember when you said that one of the things you wanted in your next vehicle was powerful engine? Can you see how the engine in this vehicle will get you on and off expressways and in and out of traffic quickly, which is actually a safety feature?”

In the first sentence, the customer is reminded that he was the one who felt that a powerful engine was important. This statement adds more credibility to the close. This statement should get your first “yes” answer in the close. Then you finish the trial-close off with the actual close. This statement has the customer acknowledge that your vehicle will satisfy the important concern. But the close doesn’t stop there. Once you get the customer to agree that your vehicle has what he wants, you now need to psychologically tie the customer into your vehicle. You can accomplish this with a psychological tie-down.

EXAMPLE OF A PSYCHOLOGICAL TIE-DOWN

“Now Mr. Customer, let me ask you a question. In your opinion, do you feel that this is the type of engine you’re looking for in your next vehicle?”

If the customer says “yes” to this, you have not only sold the customer on a feature that was important to him, you also psychologically tied him into your vehicle. That’s real selling! It’s not just enough to tell the customer about the car, you also need to sell the customer on the car. The difference between a “selling” presentation and a “telling” presentation is in the use of effective trial-closes. If the customer can answer a “no” to your trial-close, it is not an effective one.

STEPS TO PERFORMING A SUCCESSFUL TRIAL-CLOSE

- Ask the customer, "What's important to you?" during Qualifying.
- During the presentation, remind the customer what he said.
- Ask the customer the closing question - can only be answered "yes."
- Psychological tie the customer into your vehicle.

Remember to keep your trial-closes short and sweet. And above all, practice them before you use them. You never want to stumble on a close. It should flow off of your tongue like butter.

Chapter 14

20 Popular Closing Techniques

“Art is making something out of nothing and selling it.”

— **Frank Zappa**

“Most people think “selling” is the same as “talking”. But the most effective salespeople know that listening is the most important part of their job.”

— **Roy Bartell**

To successfully close more sales, be able to determine your prospect’s situation, understand the prospect’s attitude toward your presentation, and be prepared to select instantly a closing technique based on your prospect.

For example, suppose you profiled the prospect as having a big ego, so you planned to use the compliment closing technique. You find the prospect is eager to buy, but is undecided about the model, so you switch to using your standing-room-only closing technique. By changing to a closing technique that fits the situation, you can speed the sale and keep your customer satisfied.

Successful salespeople adapt a planned presentation to any prospect or situation that may arise. Some salespeople have up to 10 closing techniques, each designed for a specific situation.

All closes are not created equal. In our industry, high volume salespeople realize that every customer has specific needs and every situation demands its own close. The main reason customers say “no” is a fear of making a decision. They may say “no” even if they want to buy from you. So, when a customer

says “no,” you must re-sell with more benefits and close again. In order to do this, you must have more than one close to use. Otherwise, they will leave and go buy from your competitor.

While you may have found certain closes work better than others, that shouldn't deter you from using a variety of closes depending on the situation. You don't necessary sell someone, you make them want it. So, the close is the natural ending of a good sales presentation.

The following are 20 common closing techniques :

TWENTY COMMON CLOSING TECHNIQUES

Alternative-Choice Close

If used correctly, the *Alternative-Choice Close* is an effective closing technique. It provides a choice between items, never between something and nothing. By presenting a choice, you either receive a “yes” decision, or uncover objections, which if successfully met, allow you to come closer to making the sale.

- “Which would be better for you, payments at 96 months or 120 months?”
- “Would you rather have the stripped down or luxury model?”
- “Can you take delivery today, or would tomorrow be better.”

The Assumptive Close

With the *Assumptive Close*, the salesperson assumes the prospect will buy. If you've done a great job of selling throughout the presentation, you should assume that the prospect's only alternative is to buy from you. The best way to accomplish this is to come across as totally positive and enthusiastic. You need to earn your prospects trust to such an extent that you purchase the vehicle for them.

- “Just OK the order here, and we'll have the car ready for you tomorrow.”
- “Now that you've driven the truck, let's see how it fits into your budget.”
- “Why don't you park the car in the sold row.”

The Compliment Close

Everyone likes to receive compliments. The *Compliment Close* is especially effective when you talk with a prospect who is a self-styled expert, who has a big ego, or who is in a bad mood. Would-be experts and egotistical prospects value their own opinions. By complimenting them, they will listen and respond favorably to your presentation. The prospect with low self-esteem also will respond favorably to a compliment.

- “I really respect an educated buyer. You make my job a lot easier.”
- “It's nice to see that you did your homework.”
- “You look like the type of person where time is important, is that right?”

Summary-Of-Benefits Close

During the sales presentation, remember the main features, advantages, and benefits of interest for the prospect and use them successfully during the close. Summarize these benefits in a positive manner so that the prospect agrees with what you say, then ask for the order. The *Summary Close* is possibly the most popular method to ask for the order. This technique is useful when you need a simple, straightforward close rather than a close aimed at a specific prospect's personality.

- "The car you are interested in purchasing, aside from the standard features, has the V8 engine, the sunroof, and the satellite radio. Along with these items, the vehicle comes with a 100,000 mile warranty, and payments that fit well within your budget. I can have this car ready for delivery tomorrow, just OK it right here."

The Continuous-Yes Close

The Continuous-Yes Close is similar to the Summary Close. However, instead of summarizing product benefits, the salesperson develops a series of benefit questions that the prospect must answer. What you want to accomplish is to start getting your prospect accustomed to saying "yes."

Salesperson: "Now Mr. Jones, you stated that you wanted a car with a V8 engine, is that right?"

Customer: "Yes, that's right."

Salesperson: "And you also wanted us to add the sunroof?"

Customer: "Yes."

Salesperson: "And you were also very impressed with our 100,000 mile warranty, that's also correct?"

Customer: "Yes."

The Minor-Points Close

It is sometimes easier for a prospect to concede several minor points about a product than to make a sweeping decision on whether to buy or not to buy. Big decisions are often difficult for some buyers. By having the prospect make decisions on a product minor points, you can subtly lead him into a decision to buy. The *Minor-Points Close* asks the prospect to make a low-risk decision, usually a low-cost element of a single product such as delivery dates, optimal features, color, or payment terms.

- "Would you like the stripped down model or the luxury one?"

- "Would taking delivery today or tomorrow be better for you?"

- "Would you be financing or paying cash?"

The Balance-Sheet Close

The *Balance-Sheet Close* is based on the process that people use when they make a decision. Some trainers refer to it as the Ben Franklin Close. The object is to come up with more

reasons to purchase your product, than to not purchase. If the pros outweigh the cons, then the prospect should feel that this is a good thing to do, and the proper decision. If the prospect makes his own list, the *Balance-Sheet Close* is more convincing.

Standing-Room-Only Close

What happens if someone tells you that you cannot have something that you would like to have? You instantly want it even more. When you face an indecisive prospect, or you want your prospect to purchase today, indicate that if they do not act now, they may not be able to buy in the future. Motivate the prospect to act immediately by using the Standing-Room-Only Close. However, it should only be used honestly.

- "I'm not sure if the interest rate will be available next month."
- "I'll have to check to see if there are any of these models still around."
- "This is our most popular model, and the demand is very high."

The Probability Close

When your prospect gives the famous, "I want to think it over" objection, or some variation, try saying, "Mr. Jones, that would be fine. I understand your desire to think it over, but let me ask you this - when I call you back next week, what is the probability, from 1 to 100%, that you and I will be doing business?" Then pause, and don't say another word until the prospect speaks. The prospect's response will be from three possible categories:

- 1. More than 50%, but less than 85% for buying** - If your prospect responds in this range, ask what the remaining percent is against buying.
- 2. Above 85%, but not 100% for buying** - If they're in this range, it's pretty sure they are going to buy. Try to convince them not to wait, and purchase today.
- 3. Less than 50% for buying** - This is a signal that there is little, if any, that you'll close this particular sale. You may have to start reselling.

The Negotiation Close

Every sale is a negotiation. Most sales negotiations focus on two major themes: value and price. Prospects often demand more value and lower prices. In their quest for more value at a lower cost, prospects often resort to unfair tactics and put heavy pressure on the salesperson. The purpose of a good sales *Negotiation Close* is not to haggle over who gets the larger slice of the pie, but to find ways for everyone to have a fair deal. Both the buyer and the seller should win.

- "If we could find a way to get your payment in an area that would be comfortable, and still make my dealer satisfied, would you be happy with this arrangement?"

Since different closing techniques work best for certain situations, salespeople often identify the common objections they encounter and develop specific closing approaches designed to overcome these objections.

Puppy Dog Close

This close gets its name from the pet store closing technique of letting customers hold the animal they want, to make it harder to resist. This close lets your prospects see for themselves your vehicle's quality and excitement. Once they have experienced it, it will be easier to get them to buy.

- "Rub your hand along this seat. Can you feel the quality of the leather?"
- "Can you feel how the leather seats wrap around your body?"
- "Doesn't the handling of this vehicle give you a feeling of security?"

Hot Button Close

You can warm up your customers by pushing their hot buttons - emphasizing those benefits you know they find irresistible. In the following script, the salesperson uncovers price as one of the customer's hot buttons, and emphasizes that the high price represents high quality and less aggravation in the long run.

Customer: "I like this sunroof, but it's pretty expensive."

Salesperson: "Less expensive sunroofs tend to cost more in the long run. The quality of this sunroof will give you much more enjoyment, as well as save you money."

Power of Suggestion Close

Help your customers to see themselves using your product. Speak to them as though they already own it, and tie-in a hot button benefit to its use.

- "When you're taking that next trip, you'll get the performance you've wanted."
- "When it's hot outside, you'll be cool as a cucumber with our air conditioning."
- "On your next vacation, this seat will give you much more comfort."

Invitational Close

If you want the sale, you'll have to ask for it. Don't just wait for the customer to say, "I'll take it." Make a persuasive argument for your vehicle, including the reasons your customer should buy, then invite them to do it.

- "Why don't you give our dealership a try? Go ahead and buy it!"
- "This car will give you the quality you want. Let's write it up!"
- "I think this is the truck for you. Let's see how it fits into your budget."

Sharp Angle Close

The Sharp Angle Close uses the customer's questions and comments to help you get them to buy if you can provide them with what they want. Instead of immediately assuring your customers you can meet all of their wants and needs, ask them if they'll buy from you if you do meet them.

Customer: "Can I get this truck for \$400 per month?"

Salesperson: "If I could get you this truck for \$400 per month, would you consider purchasing it from me?"

Switch Place Close

When all else fails, ask you prospect to tell you what he would do to make the sale. You might get a quick lesson, not only on how to sell this prospect, but on how to sell more effectively to your other prospects.

Customer: "I just don't know if I should buy this car today."

Salesperson: "Mr. Customer, I'm having a hard time understanding where you're coming from. If you were sitting in my seat, what would you do to convince me to buy this car from you today?"

Switch Vehicle Close

The Switch Vehicle Close gets them used to the idea that if they can't come to terms on a new vehicle, they would consider a used one.

Customer: "I'm looking for a new truck."

Salesperson: "If I could save you several thousands of dollars on one with some miles on it, would you also consider that one?"

Testimonial Close

To build credibility and reassure your customer that she's making a wise decision, tell her about the success other people have had with your product. Collect letters or stories and share them with your customers to eliminate buying anxiety.

Customer: "I'm not sure whether I should buy this car."

Salesperson: "All of these individuals have made the decision to purchase, and have been happy ever since. You'll feel the same way they did."

"Just Suppose" Close

In this close, the salesperson asks customers if they would buy if their objections didn't exist. This tactic also helps you uncover and address hidden objections.

Customer: "Your price is too high."

Salesperson: "Just suppose our price was fair. Would you consider buying the car then?"

Readiness Close

This close checks the prospects "buying temperature." With it you can also find out if you are on the right path with your presentation, or if you need to change your course. The great thing about this close is that it doesn't end your presentation, but instead tells you what direction to go.

- "Does this make sense to you?"

- "How do you feel about this so far?"

- "Is this what you wanted?"

Whatever your carline, good selling depends on good preparation. The more closes you know, the better you're prepared to face that moment of truth at the end of your

presentation. Instead of locking yourself into two or three closes, give yourself more options - more chances to make more sales. Remember, you need to ask the customer to buy more than once because of their fear of making a decision. With so many effective ways to close a sale, odds are you'll be able to choose more than one to close your next prospect, and get the sale.

Section 3

Handling Objections



Salesperson, Inc.

Chapter 15

Objections are Questions in Disguise

“On any given Monday I am one sale closer and one idea away from being a Millionaire.”

— **Larry Turner**

“Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.”

— **Zig Ziglar**

The ability to effectively handle objections is without doubt the single biggest factor in getting prospects to buy your vehicle.

An objection is first and foremost an indication that at some level the prospect has or is considering buying and should be welcomed by the salesperson.

An objection is a reasonable concern on behalf of the prospect, an objection is not an unreasonable expectation and this is an important difference. Managing expectations and more particularly unreasonable expectations requires a different skill set and will be discussed later in this section.

If someone gives you an objection, you should be excited. You now have the opportunity to close the sale, because you have found the one fear that is stopping them from buying. Until you know this objection, you will not have this opportunity to close.

Objections are nothing but questions in disguise. Once they give you an objection, ask yourself this question:

In spite of their fears, will they still benefit much more than the concerns that they have?

You should handle an objection right up-front, when it's a little baby, not a monster.

One way to handle an objection is to brag about it.

Example:

Prospect: *"This car is a lot of money!"*

Salesperson: *"You know, you're right. This car is a lot of money!"*

Another way to handle an objection is to empathize with them.

Example:

Prospect: *"This car is a lot of money!"*

Salesperson: *"I understand how you feel. This car is a lot of money!"*

Keep in mind that throughout your presentation, if you give 100 times more than the customer expects, they'll owe you. The **Laws of Reciprocation** state:

If I do something for you, then you become obligated to do something for me.

Chapter 16

10 Steps to Handling Any Objection

“Success is the culmination of failures, mistakes, false starts, confusion, and the determination to keep going anyway.”

— **Nick Gleason**

“Business is like riding a bicycle. Either you keep moving or you fall down.”

— **Frank Lloyd Wright**

One very effective way to deal with objections is to preempt them as part of your presentation, you will be aware of the four or five concerns that your average prospect has so you can incorporate them into your presentation. This can be effective at promoting you and your company in a professional manner. Rather than operate a head in the sand approach, you tackle these reasonable concerns as part of your pitch coming from a position of strength and demonstrated that you do not run from the hard questions.

When dealing with objections it is important to be aware of body language and unconscious communication. I sat in on a presentation reasonably and the salesperson was interrupted mid sentence and asked a hard question with regards to a competitor. While he verbally came across quite well and was able to deal with the issue, the difficult question prompted him to fold his arms and promote a closed stance. This subconscious communication gave away the fact that he was uncomfortable with the question and probably was one of the reasons that he was unable to secure the deal.

I will not be dealing with particular objections as part

of this piece but rather giving you a four-step technique for dealing with any objection. Try to remember that objections should be welcomed and they mean that you are in with a good chance of selling.

The first step when dealing with the objection is to acknowledge the concern. Ensure that you make the prospect aware that you understand where they are coming from and their concern is reasonable.

The second step is to qualify the objection, find out exactly what they mean for instance “time to think” means what? What is it that they need to think about? Are there still some issues that you haven’t dealt with? What are they not convinced about?

The third step is to re-sell the corresponding benefit, this time been aware that your approach first time round didn’t work so you will at least have to expand and take different angles to re-enforce the point

The final step in dealing with objections is to seek agreement with the prospect. Ask them if they are happy and understand what you said and that you have been able to relieve their concern. Obviously if the answer is no, you will need to do some more convincing.

You need only to become skilled at handling the most common objections don’t worry about strange or once off objections. Practice and role-play objections as the more times you deal with the particular objection, the better you will become.

10 STEPS TO HANDLING ANY OBJECTION

1. IGNORE IT!!

Because your prospect may not mean it. It may be an automatic response that your prospect gives every time this situation arises. You don’t want to answer objections that are not real.

2. HEAR THEM OUT IF THEY KEEP COMING UP WITH THE OBJECTION.

Because they may run out of steam. Don’t fight the objection, just listen to them.

3. FEED IT BACK — NICELY.

Prospect: *"This vehicle costs too much."*

Salesperson: *"It costs too much?"*

The prospect now has to defend the objection. Many times, he'll talk himself out of the objection.

4. QUESTION IT.

Prospect: *"This vehicle costs too much."*

Salesperson: *"I know you have reasons for saying that, would you mind telling me what they are?"*

5. MAKE IT A FINAL OBJECTION.

Prospect: *"This vehicle costs too much."*

Salesperson: *"Suppose we met your needs regarding the cost of this vehicle. Would you then feel you'd be able to move ahead in your decision to purchase?"*

If the prospect says "no", they'll tell you the real objection.

If the prospect says "yes", you're on your way to a sale.

6. ALIGN WITH THE PROSPECT AND PROVIDE A CUSHION.

They've told you that this is the real objection, and now you want to put the prospect at ease.

Prospect: *"This vehicle is a lot of money."*

Salesperson: *"I understand how you feel, it does cost a lot of money. But I'm sure you believe that the amount of enjoyment you receive will far outweigh the amount of the investment, don't you agree?"*

If you fight with your prospect when they give you an objection, your income and career will be limited.

7. TURN THE OBJECTION INTO A QUESTION.

Prospect: *"This vehicle costs too much."*

Salesperson: *"You know, you're absolutely right. I hear that from a lot of people. In spite of the cost, is it possible that you're looking to get much more benefit from this vehicle than the money you're investing?"*

If the person says "yes", you've turned an objection into a question. You can't always answer objections consistently, but you can always answer questions.

8. ANSWER THE QUESTION.

Prospect: *"I'm really not sure this is the right time to buy this vehicle."*

Salesperson: *"Why would you give me that objection when you've already told me that you really want this vehicle?"*

Sometimes we have to keep them on track by reminding them of their initial intention.

9. TIE IT DOWN AND TEST-CLOSE.

Salesperson: *"In your opinion, do you feel that we've handled your concern?"*

10. ASSUME THE SALE

The point of assuming the sale is to let the prospect know that they've bought your vehicle. Most persuaders use assumptive closes by simply congratulating them on their wise decision. If they come up with an objection after you've assumed the sale, it's probably because in their own mind, at this time, buying would be more painful than not buying, or there is not enough desire to buy. This would normally mean that you didn't do a very good job of getting them excited about your vehicle. At this point, you can increase their want to buy by creating more hurt by not buying, or giving them more logical justification to buy.

Keep in mind that if you didn't do a very good job in the beginning, you'll have a lot harder time closing at the end.

Chapter 17

There are No New Objections

“The sale most often goes to the most interested party.”

— **Steve Chandler**

“Consistency is a critical key to your success in sales. Whether you are making telephone calls, visiting clients, or direct marketing you have to hit your numbers everyday. A consistent sales work ethic will make you more successful than the sporadic every third day over-achiever hands down.”

— **Dennis Kyle**

“Your price is too high.” Don’t you hate when you hear that? It’s the number ONE objection in the world of sales. Why do salespeople continue to listen to it?

There are no new objections. You’ve heard them all before. I mean can you imagine the prospect saying “your price is too high, and you responding, “Really, I’ve never heard that before.” (actually that response may be better than the one you’re using) No matter who your prospect is, there are between five and ten reasons why the customer won’t buy now.

Some objections are stalls, delay tactics or hesitation by the prospect to tell the salesperson “no.” Both objection and stall are defined by salespeople in a single word: *frustration*.

Well, here’s the way to cure what ails your sales: Prevent them by discussing them in your presentation *before* the prospect has a chance to voice them. Prevention is the best medicine to cure objections.

Here’s how the process works:

- **Identify all possible objections**

Meet with other sales reps and customers. Brainstorm objections. Ask them for the top ten objections they get. They'll flow like water.

- **Write them down**

Make a detailed list of every objection you have identified. Often the same objection is given in a variety of ways.

- **Script objection responses with closing questions for each**

In order to *prevent*, you must *prepare*. It may take some time to complete this task. Do it with your team and perhaps a few customers in the room. Create several scenarios for each objection.

- **Develop sales tools that enhance and support every response**

Items like testimonial letters and support documentation could enhance the "objection-to-close" process. Dealerships must develop whatever is needed to make the salesperson feel confident, supported, and able to make the sale easier.

- **Rehearse the scripts in role-play**

After the responses are written, schedule several role-play sessions to get familiar with each scripted situation, and try to make it sound natural.

- **Tweak the scripts**

After you role-play there will be revisions to the scripts. Make them immediately.

- **Try them out on customers**

Go to a problem customer or two. Tell them what you're doing – they'll be flattered that you had the courage, and they'll most often give you truthful responses.

- **Make final revisions based on real world situations**

The real world always changes a script or approach. Be sure to document revisions every time you make them.

- **Keep the scripts in a master notebook**

Give all salespeople a copy. There is an added bonus to this system – when a new salesperson is hired, he or she has a training manual that will provide immediate insight and income.

- **Meet regularly in a sales meeting as a group to discuss revisions**

There is always someone inventing the *new* best way possible.

It's so simple, it works. The key is to know the objections that are likely to occur, and script the answers or responses into your regular presentation so that when you come to the end of your pitch, there's nothing to object to.

Here are 8 tools and phrases of objection prevention you might consider adding to your scripts and incorporating into your presentation as part of this process:

1. Tell of similar situations

Stories about customers who had the same or similar problem or objection who bought in spite of the objection.

2. Testimonial letters

Some of them can be closer's for example: "I thought the price was too high, but after a year of lower maintenance cost, I realized the overall cost of owning this car was actually 20% lower than the last one. Thanks for talking me into it."

3. A story or article

This can be about your product or your dealership that will build support, build credibility, and build confidence.

4. A comparison chart

Compare the competition apples to apples and use it when the prospect says he wants to check around.

5. Say, "Our experience has shown..."

One of the most powerful verbal lead-ins to preventing an objection.

6. Say, "We have listened to our customers..."

They had a concern about.... Here's what we did..." This gets the prospect to see his potential objection disappear, and how you listen and respond.

7. Say, "We used to believe..., we have changed and now we..."

Use this as a method of preventing a myth from recurring (reputation for poor service, high price, etc.)

8. Prepare yourself

You know the objection is coming. You've heard it before. Be ready with questions, answers, and sales tools when it arrives.

If you can overcome an objection in your presentation before the prospect raises it, you are more likely to make a sale. If you can anticipate objections, you can prevent them from occurring. Sounds simple, it just ain't easy. It takes time, creativity, and superior talent to make it happen. Please try it. Your reward for superior effort will be superior sales – which leads to a superior income.

Chapter 18

Scripting Objections

“We succeed in enterprises which demand the positive qualities we possess, but we excel in those which can also make use of our defects.”

— **Alexis de Tocqueville**

“The quality of your sales career truly depends on your ability to negotiate powerfully and effectively, to get anything and everything you want.”

— **Roger Dawson**

Every good negotiator needs a script, that is, a predefined set of words to respond to a seller’s common objections. All good salespeople work from scripts, and everyone has a script already in their head.

Remember, a script is nothing other than a predefined set of words in response to a question, objection or situation. So, if you don’t continuously refine your script, the one in your head will take over, and often lead to saying the **WRONG** things!

Scripts should be written in a conversational tone, just like you speak. Don’t worry too much about grammar or sentence structure; that’s just not the way we speak. It should sound natural, and not like you’re reading it off your paper.

This means that in order to be really great at handling any objection, you need to practice your scripts until they are so good, they flow off your tongue like butter and without having to think about it.

Remember also that you won’t have hundreds of objections you need to script, only maybe six that will come up all the time. Just think about the prospects who didn’t buy over the last several months, and determine what objections they actually used.

SCRIPTING ANSWERS FOR OBJECTIONS

Write a response to the following objections. Then keep working on it until it is so good, you virtually want your prospect to give you that objection:

- “I can’t afford it.”

- “I want to talk it over with my wife.”

- “I want to think about it.”

- “You’re not giving me enough for my trade.”

- “I saw the same vehicle advertised for less by another dealer.”

Chapter 19

The Price vs Value Issue

For every sale you miss because you're too enthusiastic, you will miss a hundred because you're not enthusiastic enough."

— **Zig Ziglar**

"Always be closing...that doesn't mean you're always closing the deal.=, but it does mean that you always need to be closing on the next step in the process."

— **Shane Gibson**

Most less experienced auto salespeople tend to react to the prospect's price resistance by lowering the price because they feel that they must do this in order to win their business. Believe me there is a lot more to handling price resistance than is evident at the first pass.

Any price will always seem high to a prospect or customer if their perceived value of your vehicle is low. Price resistance is one of the best ways to get a feeling for the value your prospect has for your offer. If price resistance is low or non-existent you can feel fairly sure that they have a high perceived value of your product.

The key to effectively handling price resistance is to understand this simple, yet profound, concept - people generally say they want low price, but what they really want is low cost. What is the difference?

Low price is what a customer pays for your vehicle now. This is what is deducted from their checkbook and deposited into yours. Low cost is what they pay for your vehicle over time. For example, if they buy an inexpensive piece of equipment to save money,

but it is in constant need of repair because it breaks down frequently - they had a low price but a high cost. Although they may have saved money initially, their cost over time will be much higher than if they had invested more in a better piece of equipment.

In most cases in life we get what we pay for. Buy cheap and you get less value or higher cost. Buy expensive and you get higher value or lower cost over time. Granted this is not true 100% of the time but it is as a general rule.

Price is what you pay for something. Cost is what it costs you over time.

What are you selling - high value or low cost? Remember, it is much easier to justify high price if the value is there, than poor quality and constant automotive service problems when the value is missing.

Remember, the key to success in selling is building strong relationships. Poor quality, even though customers save money, is not in their best long-term interests. How do you want to be remembered by your customers? Low quality - or a good value at a fair price?

Consider for a moment the simple thought - if two people want to do business together they will not let the details get in the way. By the way, the opposite of this is also true.

Chapter 20

The Assumptive Close

“Stop selling, start helping.”

— **Zig Ziglar**

“All things being equal, people will do business with, and refer people to, those people they know, like and trust.”

— **Bob Burg**

A popular method of closing is the Assumptive Close. It is one of the most powerful closing techniques used by top sales professionals in our industry. It is used to change the focus of the customer’s thinking away from the decision - “yes or no” - to the ownership and enjoyment of the product.

I’ve used the Assumptive Close throughout my career. It made me much more positive by feeling, “I’ve done a good job, I did a great presentation, they like the product, the price will be right, I assume they’re going to buy it”.

The Assumptive Close’s major virtue is that it allows you to keep the initiative, to maintain control of the selling process and to wrap it up at your own pace and speed. It is also very simple.

Here are several reasons to use the Assumptive Close:

To ask for lingering objections

Once you get to the end of the sales conversation, you can ask a trial-closing question like, “How does this sound to you, so far?”

If your prospect agrees that it sounds pretty good, you say, "Well then, Mr. Prospect, the next step is..." or "Well then, Mr. Prospect, why don't we go over to my desk to see how it fits into your budget."

To describe the plan of action

Once you're sitting at your desk, you get out your worksheet or order form and begin filling it in. You say something like, "The next step is to get your vehicle appraised, work out a good deal, and have you speak with my Business Manager. Once that's concluded, we should be able to get you your car tomorrow."

Keep on going

After this close, the customer can either say, "ok" and help you conclude the sale, or he can ask any questions that he might still have. If for any reason the customer still objects, you answer the objection completely and then continue with the process.

The customer is ready

A customer at the end of the sales process is very much like a pot of water boiling on the stove. It is as hot as it is going to get. If you take it off the stove, it will begin to cool. If you leave it off the stove for a few days, it will be stone cold, as though it were never heated up at all. If you do not ask for the order at the end of the sales process, you run the risk of the customer cooling down, changing his mind and even forgetting why it was that he was so eager to make the purchase in the first place.

This is why you must ask for the sale at the end of your presentation. There may never be a better time.

Chapter 21

“I Have to Talk It Over With My”

“He who has learned to disagree without being disagreeable has discovered the most valuable secret of a diplomat.”

— **Robert Estabrook**

“In business, you don’t get what you deserve, you get what you negotiate.”

— **Chester Karras**

When you hear the words “I have to talk this over with...” you realize you’ve done something very wrong. You didn’t qualify the prospect very well, did you? OK, what do you do now?

When someone other than who’s sitting in front of you has to approve the deal, besides qualifying the buyer better, you must take four action steps.

1. Get the prospect’s approval.
2. Get on the prospect’s team.
3. Arrange a meeting with all decision-makers.
4. Make your entire presentation again.

If you think you can get around these steps, think again. It’s obvious you’re looking for shortcuts, or you would have properly qualified the buyer in the first place. If you would have just asked, “Is there anyone else who’ll need to make this decision with you?” this whole mess wouldn’t be taking place.

Back to the reality of the four steps.

1. Get the prospect’s personal approval

“Mr. Jones, if it was just you, and you didn’t

need to confer with anyone else, would you be considering purchasing this car today?" (the prospect will almost always say yes). I ask. "Does this mean you'll recommend our vehicle to the others?"

Now go through a checklist that seems a little redundant, but you want to uncover any areas of doubt. So ask...

- Is the price ok?
- Is the vehicle ok?
- Is the service you're receiving ok?
- Is the dealership ok?
- Am I ok?
- What doubts do you have?
- Do you like it well enough to own it?

(Note: Revise these questions in a more personalized way. The objective is to nail down absolute approval.) Get the prospect to endorse you and your vehicle to the others, but don't let him make your presentation to the other decision-maker for you.

2. Get on the prospect's team

Begin to talk in terms of *we*, *us*, and *the team*. By getting the prospect on your side of the sale, you can now get on his side of the team.

- What do WE have to do?
- When can WE get you and the other decision-maker together?
- What can I do to be a member of the team?
- Tell me a little bit about the other decision-maker (write down every characteristic). Try to get personality traits of the other decider.

3. Arrange a meeting with all decision-makers

Do it any way you have to. Leave several alternative *open times* from your appointment book. Use the alternatives as a reason to get back and solidify your meeting with the decision-making group.

4. Make your entire presentation again

You only have to do this if you want to make the sale. Otherwise just leave it to the prospect. He thinks he can handle it, and will try his best to convince you of that.

The best way for you to make this (or any) sale is to be in control of the situation. If you make the mistake of letting your prospect become a salesperson on your behalf, (goes to the partner instead of you) you will lose almost every time.

An alternative method...

Ask the prospect if he's sure the wife or significant other will want to do the deal

If the prospect says "Yes, I'm sure." You say, "Great! Why not just approve the purchase now (sign the deal), get their approval. If you call me tomorrow and tell me "no" I'll tear up the deal. Fair enough?"

You can avoid and prevent this objection with three words...

Qualify the buyer!

The "I have to talk this over with..." scenario may also be a *stall*. The buyer may be giving you the brush off for other reasons — those are the real reason(s) for him or her not purchasing now. Try one question that gets to the real issue. "Is there a reason you're not purchasing today? Did I offend you in any way?" Try and get to the truth. In that truth lies the answer to your sale.

And if you can get to that truth, the answer will be YES.

Chapter 22

“Your Price is Too High!”

“My father said: “You must never try to make all the money that’s in a deal. Let the other fellow make some money too, because if you have a reputation for always making all the money, you won’t have many deals.”

— **J. Paul Getty**

“The most important trip you may take in life is meeting people half way.”

— **Henry Boyle**

Probably the most common mistake made by salespeople is making the sale come down to the price. When the customer allows their objection to be about the price, the salesperson may have missed several important steps along the way.

Price is important, true, but in the beginning, find what is in the customer’s price range, early. Establish that they are considering the proper price category for them.

“Is a vehicle in the \$20,000 price range more what you are considering?” you ask as you properly qualify them at your desk.

“Are you looking for something economical or something more luxurious?”

Once you’ve established that they are considering something appropriate for their budget, you then move to finding something which meets their needs, then establish their pride in ownership.

By the time you come to the close, they have committed themselves to the price range they are looking at, so any objection to price is stalling,

insecurity, an attempt to negotiate, or...lack of pride of ownership.

“Can you imagine your neighbors seeing this parked in your driveway?”

If they can see themselves as the owners of your vehicle, price may not be the major issue. If they can't imagine owning it, all they care about is the price.

Price can be part of the close.

“If you buy this vehicle today, and take advantage of our special interest rates, you can save a bit, and have it in your driveway by tomorrow.”

But, it should never be “the close.” Closing is where a salesperson lives or dies, and many do it poorly. Overcoming objections is not closing, it is preparatory to the closing.

“What is it that would prevent you from purchasing this, today?”

This is a common open-ended, objection-seeking tool. I don't care for it. I prefer something more like,

“I think you really want this vehicle but have some concerns. I want you to be comfortable with your decision. What is it that is preventing you from buying this vehicle today?”

It's a small difference, but it helps them bond with your assistance of their concerns.

If the objection is the price, and if you have helped them begin to feel the pride of ownership, instead of negotiating the price, switch them to a less expensive vehicle, and watch them decide that price isn't the problem.

“We really like the nicer car,” they'll say. “I thought you loved it, and saw the quality of a higher priced car. I agree with you, it's a much better buy. So, would you like for me to see if I can get it delivered today?”

If they still don't bite, try lowering the price, but not too much. If you drop the price too much, it seems sleazy, and you lost their confidence, since you were trying to gouge them. make them a fair offer in the beginning and state,

“Since there isn't much room to lower the price, it's our best price, I might be able to help some with the Extended Service Contract. Would that help?”

Another close that is powerful, but scary to the novice is the “take away.” When they say that the price is too high, say,

“I’m sorry. I thought we had found the perfect car for you. I must have misunderstood. It would have looked so nice in your driveway. Maybe when you have a little more in your budget, we can find something you can afford.”

If you did all the other steps to get to this point, the response should be,

“OH, no! We can afford it and we love it. It’s just that we are having a baby soon...” or some other objection to the price.

“Congratulations! That’s a big step for a young couple. You may want to consider our excellent financing plans,” and it’s back on the table.

Remember, price will always be a major issue. What you don’t want to do is to make price the only issue. If price becomes the only issue, you’ll lose the sale a great majority of the time.

