

# Cyber-Training for Automotive Salespeople

**Weekly Email Lessons**



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## **Disclaimer**

These articles are written in the masculine gender for ease of writing. Salesperson, Inc. has absolutely no bias to age or sex, and believes that any person who applies himself to the study and practice of automotive sales can and should be successful.

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## Week 1

# The Auto Salesperson's "Road to Success"



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## Cyber-Training for Auto Sales

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

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

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

Understanding how an auto salesperson's

business works is one way to make sure you don't become just another statistic. In order to succeed in auto sales, you have to do what unsuccessful salespeople don't want to do, that is, acquire the knowledge that successful auto salespeople have learned through trial and error.

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

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

### **It's important to have the right attitude**

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

### **How you can get the right attitude**

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

#### **Expect success**

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

- **See yourself as successful**

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

- **Prepare yourself for success**

Stay informed about what's going on in the auto business. Read positive books and magazines. Listen to success oriented tapes at home and in your car. Attend

seminars and workshops to upgrade your education.

- **Associate with positive people**

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

- **Act like a winner**

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

### **Habits are the key to success**

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

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

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

### **I know you can do it**

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

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

## Week 2

# 13 Reasons for Asking Questions



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## Cyber-Training for Auto Sales

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?"

## Week 3

# Multiplying Your Sales Through Networking



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## Cyber-Training for Auto Sales

For those of you who are auto sales professionals, often the only thing that separates you from the competition is how well you have mastered the art of meeting and connecting with new people. Here is an example of the seven rules of networking, the five types of people to network with and seven sure-fire tactics that lead to a successful networking game plan.

### THE SEVEN RULES OF NETWORKING

#### 1. Smile

A smile is a universal welcome sign. A smile allows the other person to know you're approachable.

#### 2. Look the person in the eye

It's a compliment to look at someone sincerely. It's also a way to connect with someone new in the shortest time possible. We all get an uncomfortable feeling when we're talking with someone who looks over our shoulders or around us.

#### 3. Listen

One of the greatest compliments you can give people you speak with is to let them

know you're listening to everything they say. Let them tell you their stories. You'll probably learn something new from them.

#### **4. Be aware of your body language**

First impressions are lasting ones. Monitor your posture and physical movement before meeting someone for the first time. In most cases, you need to loosen up because meeting new people can be a tense experience. Find ways to relax and reduce stress before networking.

#### **5. Avoid being pushy**

Be careful of coming on too strong or needy. People's instincts tell them when someone is "too hungry," and alarms go off because we all want to be associated with winners, not losers.

#### **6. Give genuine compliments**

When you listen carefully to people, often they will mention an achievement they are proud of. Think for a moment and find a way to acknowledge this.

#### **7. Use business cards wisely**

Business cards are more than names. Ask for people's cards and treat them as fine treasures. You might even make a note on these cards to help you remember something distinctive about these people's cards, giving you direction when you follow up.

On the other hand, when giving away *your* card, give it only when the other person asks for it. In addition to your card, you might want to give the other person a promotional item. Find something creative but related to your business to offer with your card.

### **THE FIVE TYPES OF PEOPLE TO NETWORK WITH**

Now that you know these simple networking rules, the next challenge is to improve the way you navigate through the sea of people you could possibly connect with. You can find direction through a contact strategy of identifying different types of potential contacts. And, in my experience, the following types consistently provide potential new business relationships:

#### **1. Satisfied customers**

These people will be your best referrals. Customers can become advocates because they already know your work. Ask customers to introduce you to others. Most importantly, remember to follow up with your customers with both personal notes and calls. Remember to thank each person who gives you a referral.

## **2. Friends**

At some point, friends talk frankly about their work life. Make a sincere effort to learn more about your friends' work and be open to helping them. Then, when the time is right, ask them who they might be able to refer to you. Of course, offer them the same help.

## **3. Neighbors**

Make the effort to strike up conversations with people you live near. Often, you'll find out that you have common interests that you never would have discovered otherwise.

## **4. People with similar interests**

There are also many associations to join. While industry-related organizations are great, there might also be a civic group or Chamber of Commerce meeting that can be even more fruitful. While people in the same industry to refer one another from time to time, there may be greater opportunities to pitch your services at a meeting with a broad range of businesses represented.

## **5. Happy, helpful people**

These are new people you connect with in unexpected ways. You might meet people on a plane or train, or waiting in line at the movies. Life has a funny way of connecting us when we least expect it. We just have to be ready for the opportunity.

## **THE SEVEN PARTS OF SUCCESSFUL NETWORKING**

Now that you have the rules and a contact strategy, here are specific tactics that will allow you to put into action what you know and become a top-notch networker:

### **1. Observe and respond to success around you**

This means reading the newspaper with a networking eye and listening to the news with a networking ear. When someone in the news gets your attention, send that person a note with a compliment about what he or she said and mention how you were inspired. Then mention that you would enjoy meeting the person and sharing an idea on how you may be able to fill their automotive needs.

### **2. Set small goals that lead to big goals**

Make networking fit into your work plan and set some goals. Set a goal to make two new contacts this week. Make sure you don't stop until after that goal is accomplished. Then follow up with these people. One of the best ways to follow up is with a short handwritten note.

### **3. Offer a thousand thanks**

Thank-you notes stand out because they show people that you took the time to craft a personal message. These notes should be short and might include appreciation for some-

thing specific that the person said or did, a brief review of anything that will trigger the place you both met, an attention-getting comment or a specific offer given within a specific time.

If you take away only one idea from this article, this note concept should be at the top of your list. Most people won't take the time to write follow-up personal notes. When you do, you'll be unique and remembered.

There's a system called the "power of three" note plan. Every day, write three handwritten notes: one to a prospect, one to a customer and one to a friend, either professional or personal. At the end of the week, spending about 12 minutes a day, you'll make 15 contacts, and at the end of the year, more than 750.

#### **4. Do your homework and be prepared**

If you're going to meet a prospective customer, do some advance research. People appreciate your efforts in getting to know them and their profession.

#### **5. Always support and empower others**

Helping others is a great way to connect, and I often learn the most from those I've extended a hand to. Even in networking, it's much better to give than to receive.

#### **6. Build solid foundations**

Once you've determined the best way to network with a new contact, stick with it. For example, if there are monthly meetings for a particular association you belong to, make sure you attend each one.

#### **7. Perception is reality**

Always make a good first impression and keep your subsequent impressions good. Whatever you did to make a good first impression (e.g., sending a note, following up quickly, having a cheerful attitude), make sure these positive attributes are always present. ! "Have all of your concerns been answered?"

To sum it up, develop and nurture your network with your own system. Think back to current clients you got through networking. Now remember the tactics that led you to those customers and contacts. The goal here is to discover what you already do that works and repeat it. If all this sounds like a lot, start with one or two tips and work with them long enough to measure their effectiveness.

## Week 4

# Profile of the Perfect Salesperson



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## Cyber-Training for Auto Sales

Every Sales Manager's dream: **The Perfect Salesperson.** High personal sales production. Eager to come to work on time. Excited about the department reaching its quotas. Tactful, polite, and well-behaved at Christmas parties.

Seldom drinks; never embarrasses anyone. Rarely questions the Sales Manager. Always the most cooperative person on the showroom floor. Excellent rapport with existing clientele. Eager to prospect for new business. Dresses and grooms professionally at all times. Rarely asks for a house deal. A dream, or a potential reality?

How many "Perfect Salespeople work at your dealership today?

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



productive in sales and profits.

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

**A strong drive to be successful**

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

**High levels of energy**

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

**Anticipation of success**

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

**Sensitivity, combined with assertiveness**

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

**Ability to think and act quickly**

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

**High self-esteem and independence**

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

**Skills in the art of persuasion**

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

### **A need to succeed**

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

### **Focus on goals**

Top performers set goals which challenge them to stretch and grow professionally, and they’re persistent in their drive to achieve and surpass their goals. They don’t easily quit. They dress and groom to create a professional image so they can reach their goals faster.

### **Honesty with themselves**

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

### **Optimism**

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

### **Comfort with the title “Salesperson”**

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

### **Belief in their product and services**

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

## Week 5

# Closing Techniques — Part 1



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## Cyber-Training for Auto Sales

### CLOSING TECHNIQUES - PART 1

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. The following are 20 common closing techniques - 10 today and 10 next week in Part 2.

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## TEN 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

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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.

## Week 6

# Closing Techniques — Part 2



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## Cyber-Training for Auto Sales

### CLOSING TECHNIQUES - PART 2

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 necessarily sell someone, you make them want it. So, the close is the natural ending of a good sales presentation.

### TEN MORE CLOSING TECHNIQUES

#### **Puppy Dog Close**

This close gets its name from the pet store closing technique of letting customers hold

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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.

## Week 7

# Keys to an Effective Presentation



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## Cyber-Training for Auto Sales

Have you ever wondered how some salespeople seem to improvise almost perfectly when giving a presentation? Everything seems to flow, as if they knew exactly all the circumstances they would be facing. Those people seem to have tapped into some secret knowledge on how to spontaneously provide a cohesive sales message.

Often, it's our presentation skills that can make or break a sale, regardless of our vehicle. The good news is that we all can possess the keys that will give us access to the presentation skills that will close sales.

Here are some secrets that have made my presentations more successful:

### **Begin strong**

Grab them right away. As salespeople, we only have those first few critical seconds to make a lasting impression. Perhaps start with an impressive statistic or a rhetorical question. When I teach presentation skills, sometimes I'll ask my group, "How many of you want to make more money?" Then, I allow a little time to go by and say, "Fine,

stay with me for the next hour, and I'll help you learn how to do it."

### **Use simple, action-oriented language**

Simple is not elementary; what you're doing is making it easy to understand and digest.

Keep in mind the acronym EASY:

**E** - Enthusiasm and energy are key. Be alive and vital when you present.

**A** - Articulate your message. Clarity is essential.

**S** - Simple, short and to the point. I believe in the KISS principle: Keep it short and sweet.

**Y** - Your prospect — focus on them. This also helps take the focus off your nervousness and inhibitions.

### **End with emotion**

Appeal to what matters most. Paint a word picture that your audience can see by the words you draw. Keep in mind, it's not always what you say, but how you say it. Probably the most neglected aspect of a person's image is his voice, yet the quality of our voices will have a profound effect on how we're perceived.

Research tells us that, when we present, several things are taken into account by the prospect. Our voice inflection and modulation accounts for 37%, our appearance 55%, and what we actually say is only 8% of our message.

When you're preparing for your next presentation, keep the following 7 survival skills in mind:

#### **1. Act excited and eager to share your information**

Dale Carnegie believed this was critical to taking the "stage." Plus, your words will come from a place of passion.

#### **2. Be animated while being yourself**

It's hard enough to remember all that you need to, so develop your own style. Although it's great to emulate others, just be the real you when you present.

#### **3. Be aware of your hands and gestures**

Your body is the number one visual aid. Practice in front of a mirror. Watch your face and gestures. Develop natural and graceful gestures.

#### **4. Vary your voice pattern**

Use pauses to add drama, suspense, and to make a point. Watch television for examples. Even everyday news is better communicated with an effective presenter.

#### **5. Keep your posture straight and natural**

This takes practice, and the payoff is total confidence and control.

## **6. Be organized and prepared**

As a salesperson, you have a destination: to close a sale. When you have a road map, you increase your chances of getting there. It's amazing how much more confident we feel when we know our material and are organized. Prepare and rehearse.

## **7. Know how to answer questions and objections**

And do it in a nondefensive way. Remain steadfast to what the commercial used to say: "Never let them see you sweat."

Have a positive feeling about what you're presenting and project to your listeners the value and significance of the radio station they're tuned into all day long: WII-FM — What's In It For Me?

## Week 8

# Six Basic Steps in Negotiating



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## Cyber-Training for Auto Sales

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 made the right decision."*



## Week 9

# Trial-Close Your Way to a Sale



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## Cyber-Training for Auto Sales

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.

## Week 10

# Detecting Fear in the Customer



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## Cyber-Training for Auto Sales

In the past, I've indicated that fear is a natural step in the sales process. It needs to be anticipated during the sales process. However, how do you detect fear in the prospect? Are there signs and signals that telegraph their level of fear to you? Yes there are. Here is a list of signs or signals that should indicate that there is a problem and that the problem is most likely fear of committing to buying your vehicle. The primary list includes:

- Negative non-verbal body language.
- Unreturned phone calls.
- Inappropriate delays.
- A reluctance to meet with you.
- Always having one minor detail left before the deal can be closed.
- Making unrealistic demands, especially toward the end of the sales process.

While these signs can be indicative of other problems, I would recommend that you first probe for prospect fear, unless you already have an indication of the source of the problem. If the reason is inexplicable then fear is at work.

### **Why Buyers Develop a Sense a Fear**

How many times do we go through the sales process only to see a sense of fear and reluctance develop in the prospect. Fear is a natural step in the sales process. It needs to be anticipated. Once identified you need to be sensitive to the prospect's needs, empathize with their concerns and explore viable alternatives. Here are several signals that indicate that fear is developing in the prospect:

- Your prospect keeps trying to lower the price.
- Your prospect may need to talk to his/her accountant.
- They've never purchased a new vehicle before.
- They keep going back and forth between you and your competition.
- They don't like buying the first year of a new model.
- There are several decision makers involved.

It is up to you to probe and determine the underlying causes and reasons behind the fear. Often the reasons are unfounded, but there also can be solid reasons behind the fear. It's up to you to resolve these fears one by one until the prospect has developed absolute confidence in their decision.

## Week 11

# The 9 “P’s” of a Great Auto Salesperson



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## Cyber-Training for Auto Sales

What makes a great auto salesperson? Let's examine nine specific characteristics that define success in a very competitive profession.

### **Positive**

Attitude is everything. In the face of rejection, failure and endless frustrations, you must be able to keep everything in perspective, not take things personally and remain upbeat and positive.

### **Persuasive**

A great auto salesperson is able to use his or her skills, experience and expertise to be persuasive, bring people around to his or her point of view and ultimately make the sale.

### **Patient**

A great auto salesperson understands that selling today is a be-back business. Less than 30% of your customers will be first-time closes. This means that you need to keep on working to get the sale even if it doesn't come as quickly as you'd like.

**Precise**

The great auto salesperson doesn't need puffery or exaggeration to make his or her point. You must clearly represent the features and benefits of the products that you sell with clear and precise details.

**Polite**

The great auto salesperson minds his or her manners. You must remain cool, unemotional and professional throughout the sales process.

**Planning**

The great auto salesperson understands the value of planning their time and sales strategies to achieve their goals and objectives.

**Prepared**

The great auto salesperson is prepared when they make a call, focusing on a specific reason or purpose for each call. You must be prepared to handle objections and take advantage of the opportunities that present themselves.

**Punctual**

The great auto salesperson understands the value of time. You must respect both the time of the prospect and your own time. Make sure that they are on time for your appointments and if necessary call to reschedule if you can't make it.

**Practical**

The great auto salesperson is both practical and pragmatic. They understand that failure and rejection are a part of the job. Keep things in perspective and be willing to lose the sale if you just can't make it happen.

## Week 12

# Dealing with Failure Comes with the Job



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## Cyber-Training for Auto Sales

If you could talk to the people you have most admired in life, the biggest successes, the top names, you will find that they also are the biggest failures. They lost more games, struck out more times, lost more money and had more doors slammed in their faces. The difference in their lives is that they never quit.

### **As sure as death and taxes**

Failure is an event that occurs to all, sometimes on a daily basis. Yet, how many of us were taught to deal successfully with rejection and failure by our parents, teachers, mentors, bosses and friends. After all failure is as inevitable as death and taxes in our lives and has the most dramatic impact on our lives.

### **How do you perceive yourself?**

If you perceive yourself as a failure, you will fail. The individual with a personal perception of a failure will discover a way to fail, despite the best of intentions and motivation. This occurs even when an opportunity readily presents itself to them. They unconsciously give themselves permission to quit. They haven't developed the self



confidence and discipline to believe in themselves. They are simply unable to separate the event from the person.

### **There is a positive way to perceive yourself**

Likewise, perceive yourself as a success and you will succeed. This stems from our individual needs for recognition and a positive sense of self-esteem. We all need recognition, self-esteem and a sense of worth in our lives. If we internally perceive ourselves as intelligent and competent and our bosses, associates, family and friends fail to confirm our self perception, it becomes increasingly more difficult to retain a positive sense of worth.

### **Don't just use your job for self-worth**

Many people use their jobs to obtain their personal sense of worth. Feelings of low self-esteem and guilt can also be created by a low level of success or having your success ignored and go unrewarded. Uncorrected, this launches a descending spiral of loss of self-esteem and personal worth. Since highly motivated people want to achieve in their lives, nothing is more destructive than unmeasured and unrewarded progress.

### **A high self-esteem is the answer**

The most critical element for creating success based behavior is self-esteem. A positive feeling of personal self-worth is crucial to effectiveness and happiness. With an instilled feeling of self-worth you are able to withstand the winds of adversity and develop the self-discipline to never quit. Unfortunately, many salespeople are told that their ability to perform their job and achieve increasingly higher levels of achievement is not just a test of their ability as a professional, but also of their worth as an individual. If they are not successful in landing the next sale, then their dignity and self-worth as an individual are also suspect. This lack of accomplishment leads to anxiety and a fear of failure. Anxiety breeds reluctance to take risks and set goals. Fear of failure results in a reluctance to set goals and communicate openly. A lack of goals accentuates a lack of planning. The individual fails to actualize, creating anxiety and a fear of failure. A viscous cycle is fostered, which is difficult to negate.

### **Learn to distinguish between mishap, setback and tragedy**

The first insight is to distinguish between a mishap, setback and a tragedy. Most things that we perceive of as failures are mere mishaps. The more serious failures are setbacks, which can be readily corrected. Experience a tragedy in your life and you'll know it. Tragedies have the knack for putting the rest of our lives into perspective. To improve as a sales professional, you must learn to distinguish between the three.

### **And most importantly, never give up, never quit**

Successful salespeople never allow failure, mishaps, setbacks and tragedies to stand in their path. Their failures are a starting point in their journey to success. Top achievers know

that mistakes and failure are inevitable. Failure is not a crime. Failure to not learn from their failure is. The sign of their true achievement is not evaluated by performance, but in the response to their failure and the lessons learned and applied. The top achievers never give up. They never quit.

## Week 13

# Why Some Auto Salespeople Don't Succeed



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## Cyber-Training for Auto Sales

It seems that there are some people in our profession, who no matter what they do, don't seem to succeed. Quite often they view their job as a job rather than a profession. They don't realize that the skills they learn in one job are readily transferable to another. This lack of a clear perception is easily seen in the following factors:

### **1. They don't generate new ways to sell**

Successful salespeople are always looking for ways to impress their prospects, and make themselves different from all other salespeople in the industry.

### **2. They neglect details**

Successful salespeople understand that it's the little details that can kill a sale. They spend a great deal of time and attention to assure that the "t's" are crossed and the "i's" are dotted.

### **3. They don't put their ideals before the order**

A successful salesperson is in it for the long

haul. Ethics and integrity and the ensuing reputation is all they have to sell. We all want the sale, but not at the price of the loss of our personal reputation.

#### **4. They don't try to excel or improve**

Successful salespeople learn from their failures and constantly seeks ways to improve themselves since this will clearly translate in additional sales and commissions.

#### **5. They're counting on good luck to help them**

Successful salespeople understand that luck has nothing to do with it. We all get our share of opportunities, but how many of us are prepared to fully take advantage of them as they come our way. Success in auto sales comes from hard work and persistence.

#### **6. They don't use the resources available to them**

We all have a wealth of resources to help us in the performance of our jobs. Many come from our employers, many are on bookshelves, in the library, on the Internet or as simple as this little article. We all have access to this wealth of information, but the successful salesperson uses them and applies them to their professional lives.

## Week 14

# Tips on Remembering Names



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## Cyber-Training for Auto Sales

Have you ever gone through a whole presentation, and couldn't remember your prospect's name? It's a little embarrassing, isn't it. And the way you wind up getting your prospect's name is when you're sitting at your desk writing the order, and you ask for your prospect's driver's license. It becomes pretty uncomfortable not to be able to call your prospects by their names.

Remembering and using a prospect's name tells them that they're important to you and avoids the embarrassment of asking them again. Here's several tips to follow:

### **Pay attention during the introduction**

There were times when I'd greet this way: "Hi, my name is Mike, what's yours, John, Mary?" I've already forgotten John's name by now. So in order to remember their names, I take out a business card and write their names on the back. This way I can hold the card by my side, and if I should forget, I just look down to remember. If you do this, make sure you cross out the front, because you don't want to accidentally give that business card to the next customer with

someone's names written on it.

### **Request a business card and look closely at the name**

Don't be afraid to ask your customer for his/her business card. It's a great way to start your business card program, which I've talked about in a previous article.

### **Listen closely and repeat the name immediately**

You'll want to do this immediately. At this time, many salespeople are not listening to their names. Instead, they're thinking about the next thing they're going to say. Once you hear the name, repeat it to yourself several times and try to put the name into memory.

### **Think of someone or something with the same name**

If you have a friend, acquaintance, or customer with the same name, mentally link the two together. This will help you remember if you should happen to forget.

### **Use the name frequently during your conversation**

Most people like hearing their names. By frequently using it, you start building the rapport and friendship necessary to secure the sale.

### **If you forgot the name or didn't hear it the first time, ask for it again**

I used to be embarrassed to do this, but I finally gave in. If I forget someone's name, I simply say, "I'm sorry, but I've forgotten your name" and just get it over with. This way, I can start building that rapport as soon as possible. What if your customer has a hard time remembering names? Could it be that he/she may not ask you questions and associate with you to build rapport? Here are several things you can do to help your customer.

### **Hand out your business card on the greeting**

This way, they can look at it if they should happen to forget your name.

### **Wear a name tag**

Name tags are very important. It's been proven that a waitperson who wears a name tag gets bigger tips than one who doesn't. Having your customer remember your name and call you by it is like money in the bank.

## Week 15

# Managing Your Money for Financial Security



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## Cyber-Training for Auto Sales

How you handle your money today will determine what you have six months from now, a year from now, five years from now, or in your lifetime. You control your financial destiny. You are responsible for the amount of money you earn, and for the amount of money you spend.

Successful money management requires careful planning. It also requires self-discipline and the ability to say no to unnecessary spending. The ability to manage money has to be learned, developed, and practiced on a daily basis. This is even more true in your business where the amount of income you make always varies. Some months are great, some are not so great.

The following section will take you through a step-by-step plan on how to manage your money once you earn it.

### **Step One: Live on 90% of Your Income**

Saving money today is harder than ever. Family obligations, along with the “have it now” philosophy make saving money a passing thought. But here’s something you

should consider; *no matter how young you are, retirement's right around the corner*. Life goes by so fast you don't even know where it went. So start preparing yourself right now. If you are currently living on 100% of your income, you won't stress yourself much if you simply live on 90% of your income. Take that 10% and put it away, even if it's in a simple passbook account. Now comes the hard part - never touch it!! Act as if it wasn't even there. You'll be surprised on how fast that account will grow.

### **Step Two: Determine Your Goals**

Good money management begins with goal setting. Goals give you a direction and purpose for the way you spend your money. They motivate and encourage you as you work toward doing things that are important to you. In setting your goals, think about the things that are important to you and your family. You may find it helpful to start by thinking of your long-term goals, those you hope to reach in the next 10 - 20 years. Next, decide your goals for the immediate future, say within the next 5 years. Then list your short-term goals for the coming year. This way, your budget includes some savings toward long-term and intermediate goals, and you won't let short-term goals push those other goals aside. Establish goals that are realistic, measurable, and achievable within a given time period. By following this plan, you can make your dreams come true within a specified period of time.

### **Step Three: Calculate Your Living Expenses**

Once you have listed your goals, the next step to successful money management is to calculate your expenses. Expenses can be classified according to the following:

**Fixed Expenses** are the budget items that you pay a specific amount of money for every month for a specified period of time. Some examples of fixed expenses are rent/mortgage, car loans, and credit card payments.

**Flexible Expenses** vary from month to month and can be controlled and managed to some extent. They are generally more difficult to forecast than fixed expenses. Some examples of flexible expenses are food, clothing, gas, telephone, and personal care.

**Periodic Expenses** such as insurance, car licence tags, and Christmas gifts occur one or more times per year, but not monthly. The key to managing periodic expenses is to divide the yearly total by twelve and set aside that money each month. When the expense occurs, the money is there.

### **Step Four: Estimate Your Income**

The fourth step to money management is to estimate your income. This is the most difficult part of the process because unless you're on a salary, which most of you aren't, your



income is likely to fluctuate from month to month. If you've been in auto sales for a while, you have a pretty good idea of how much money you make, and your possible increase potential. The value of our self-study program, **Automotive Salesperson, Inc.** is it helps you develop a plan to maximize your chances for increased income.

### **Step Five: Balance Your Income With Your Expenses**

Once you have a clear picture of your income and expenses, you can begin to allocate your money. This involves comparing income to expenses and reaching a balance that is realistic and workable. Since your income is irregular, you must take extra care when you allocate. You will want to set aside enough extra in the months when you have a higher income to cover the months when your income is reduced. What you don't want to do is to have to use your savings to pay your debts. This can obviously prevent you from reaching your goals.

### **Step Six: Develop a Spending Plan**

Now that you have established a balance between your estimated income and expenses, the next step is to develop a spending plan. If you are concentrating on making sure your money goes a long way, you may want to consider having several different bank accounts where you allocate your money. Consider the following accounts:

- A Pay Bills Account
- A Savings Account
- A Buy Things Account
- A Go On Vacation Account, etc.

Determine what percentage of your income you plan to allocate for each category in a given budget period, then try to stick to your plan. A spending plan is something you keep working and reworking until it suits yourself and your family. Don't expect to have a perfect spending plan the first time you set one up. Keep working it and you'll be able to expect improvement.

### **Step Seven: Adjust Your Plan to Changes**

Although you may be satisfied with your present plan, you may need to change it from time to time. As circumstances changes, you need to adjust your spending plan according to your new goals, needs, and resources.

By thinking through your expenses, setting goals, and keeping records, you are in a better position to make revisions that reflect what is important to you and your family. There is no magic plan that guarantees financial security. And because families have different goals, there is no single *right* way to plan. **However, what you have in the future will depend on what you do with your money today.**

## Week 16

# What to Do if Your Income Drops



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## Cyber-Training for Auto Sales

In the business of auto sales, and basically, in today's economy, many circumstances can lead to a loss of income: the economy could fall, the manufacturer doesn't have a strong rebate program, interest rates could rise, or heaven forbid, illness, death, or divorce. Any of these can be a serious blow to families who are struggling to survive economically in difficult times.

It's normal for an auto salesperson's income to fluctuate from month to month. Many salespeople live with the highs and lows, and still continue to survive month to month. Sometimes the reduction in income is not expected, and your natural reaction will be to panic. If you suffer a loss of income, try to remain calm and don't waste time and energy blaming yourself. Instead, take control of the situation by doing the best you can with the resources you have available.

### **Step One: Take Stock of Your Situation**

If you're living from paycheck to paycheck, and have no savings to tide you over till things get better, you will probably experience a lot of stress with the reduction of

income. Take some time to study your current financial resources. Once you know and understand your situation, you can now develop a plan for making the most of what you have. A little knowledge will go much further than imagining the worst or ignoring reality and neglecting your bills. Start by examining the following:

**Family Resources** - List the income of all earners in the household. How long can you depend on those incomes? Are there other family members who are potential income earners, if only for this period of financial instability?

**Potential Resources** - Calculate the current market value of each item you own - what you can sell it for, not what you paid for it. Look at everything you own with the idea that its market value might help you pay your bills for awhile.

**Family Financial Obligations** - Once you've listed your family's resources and potential resources, consider your expenses. Divide your expenses into fixed, variable and flexible. You can find these explanations in the previous lesson.

### **Step Two: Reorganize Family Spending**

A reduction or loss of income usually forces a family to alter spending patterns. While this is painful, the pain can be minimized if family members communicate openly, and if the family works out and follows a spending plan - together. It is important that the family members agree on which goods and services are a high priority, which are less important, and which can be postponed or replaced by less expensive substitutes until finances improve.

### **Step Three: Prioritize Your Spending**

Some expenses are more important than others. Putting your bills in a stack and paying them until the money runs out won't work. You may not have enough money to pay your expenses, but you must get the most out of what you do have. Set priorities for your spending to make sure you meet the health and welfare needs of your family members and minimize the legal and economic risks of not paying some bills. Obviously, food and shelter for your family should be the first priority with the income you have available. After these are taken care of, hard choices may need to be made on which bills you must pay first. Regardless of who you pay, contact all of your creditors before your bills are due, explain your situation, and offer to negotiate new repayment terms. If your creditor agrees to new repayment terms, uphold your responsibility by meeting the terms you agreed to. If any changes occur that affect your repayment plan, contact your creditors immediately.

### **Step Four: Negotiate Your Payments**

Most companies understand the hardship of losing income, and are willing to work to

satisfy the obligation. Call each of them, explain your situation, give them a plan, and chances are, they will be most agreeable. You may be able to refinance a mortgage to a better interest rate or extended term, develop a payment plan for utilities bills and insurance payments, change the types of coverages you have, etc. But most importantly, call these companies before they call you.

### **Conclusion**

Coping with the stress and hardships of a reduced income is not an easy task for you or your family. There are no easy answers or quick cures. Remember that you are the same person as before - but with reduced cash flow. You can maintain control of your situation during this period of financial change by reducing and prioritizing spending as much and as quickly as possible. This procedure will help you clarify your priorities, make decisions, implement your plan, minimize your anxiety, and strengthen and prepare you and your family for the future.

## Week 17

# Guidelines for Ethical Behavior



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## Cyber-Training for Auto Sales

Unethical conduct in business affects every industry and group including the retail auto industry. Most salespeople and dealerships are trustworthy and ethical; but the behavior of a few, over time, can create a problem for the industry overall.

Honesty is the fundamental guidepost of ethics. Ethics, however, can be defined several ways. The definition of ethics that best applies to the auto sales profession is a code of conduct that describes the salesperson's responsibilities to the dealer, the public and him/herself. Self-imposed ethical behavior usually is not public law. In fact, compared to a code of ethics, laws only set minimum standards of conduct. Ethics holds people to a higher standard of conduct.

**Law is a minimum standard of conduct.  
Ethics is conduct above reproach.**

Salespeople know their role is to generate the maximum sales and profit for their dealership. Some salespeople may be tempted to carry these efforts so far that they get into an ethical grey area. It's

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important to remember that the farther you go afield ethically, the less likely it is you're able to build loyal, satisfied customers.

To help you decide if an action you are considering is ethical, ask yourself the following questions:

- Is it a breach of public trust?
- Does it conflict with your mission or formal goals?
- Does it conflict with your dealership or personal code of ethics?
- Will it possibly result in the loss of your job?
- Are you allowing the potential for personal gain to override your professional concerns?
- Are you being coerced to do something against your best judgement?
- Do you risk compromising your professional responsibilities, or giving the appearance of?

### **Ethical Issue #1**

Tim is doing his final inspection on a car that he is going to deliver first thing tomorrow morning. He notices some scratches in the paint on the left side that will require that part to be touched-up. Tim called the customer and said, "Mr. Fredericks, you know that we want your car to be perfect when you take it home. I was just going over your car carefully, and I noticed a place where the paint could stand to be touched up. I'd like to take care of it for you right away, and you could pick your car up the day after tomorrow. Is that OK?" The customer agrees and Tim has the left side touched-up.

The customer arrives to take delivery two days later. As he is ready to open the door, Tim gestures toward the right side of the car and says, "How's that paint look?" The customer looks at the right side and says, "I can't even see it. It looks great."

Is there an ethical issue here? \_\_\_\_\_

What ethical considerations are involved?

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What action should the salesperson (Tim) take?

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### **Ethical Issue #2**

John has helped a customer settle on a truck, and price discussions have begun for real. The customer has previously said that she only want to pay about \$300 per month. To establish his negotiating position, John throws out a price slightly below retail. The customer asks, "How much would that be a month?" John says, "Only my Business Manager can say officially, but probably about \$400 a month." The customer gasps and says, "But I told you I could only afford \$300." John says, "Let's have my Business Manager run the numbers exactly."

The Business Manager comes back with \$349 per month, based on a 96-month protected payment contract including an extended service contract. John presents this number to the customer.

Is there an ethical issue here? \_\_\_\_\_

What ethical considerations are involved?

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What action should the salesperson (John) take?

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### **Ethical Issue #3**

Bob has been speaking to a customer about a particular car for only a few minutes when the customer asks how much it would cost. They go back and forth once, and the customer says, "OK, that sound good. How soon can I have it?" Bob is very happy because the price the customer agreed to is twice the gross he usually gets.

As they begin to complete the paperwork, the customer says, "Oh, I forgot about my trade-in." Bob says, "Let me get my manager to appraise it, so we know exactly what it's worth." Bob gets the car appraised. It is very nice and the appraisal is relatively high. Things have been going so smoothly that Bob considers holding back \$500 when he gives the price to the customer.

Is there an ethical issue here? \_\_\_\_\_

What ethical considerations are involved?

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What action should the salesperson (Bob) take?

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## Week 18

# Put Forth That Extra Effort



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## Cyber-Training for Auto Sales

Doing enough to just get by will get you more than ninety-five percent of the way to true greatness. If you're managing to just get by, the extra effort needed to reach the next level is not really that much by comparison. Even so, very few people ever bother to make that effort.

### **Attitude is the key**

The reason has more to do with attitude than with skill or ability. We often have this strange notion that effort is undesirable and to be avoided whenever possible. So many salespeople naturally put forth the minimum required effort, and constantly struggle to merely remain average. But give just a little bit more to the effort, and suddenly you stand out as an exceptional achiever.

### **Your closer to greatness than you might think**

If you're just getting by, you're practically there. It would be a shame not to go the rest of the way. You're closer to greatness than you might think. All it takes is the willingness to go just a little bit farther, to work a little bit smarter, to put in a little bit more

effort. A small, incremental extra effort can make a big, big difference. When you've already invested your effort, you might as well take full advantage of the valuable momentum you've created. Give a little extra and it will bring big rewards.

**Because it needs to be done**

The best reason to do something is, simply and honestly, because it needs to be done. What often leads to trouble is when things are done for the sake of appearances, or out of a sense of guilt, or for spite, or for a whole host of other reasons which really don't make any sense at all.

**Live by intention, not by reaction**

If you do, you'll get precisely where you desire to go. Do the right thing because it is the right thing to do. Forget about whether or not it will fit your image, or what other people will think. If it's the right thing to do, if it needs to be done, then do it. Have the courage to express your true values and beliefs not with words alone, but rather with the way you live your life. Do what you know is right. Do what you know needs to be done. Fulfill your own unique destiny. Act like the person you are. You're alive. You're full of possibilities. You can understand and you can think for yourself. Act like it, and fulfill the very special promise of your life.

## Week 19

# A License to Sell



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## Cyber-Training for Auto Sales

Your professional experience and expertise gives you a license to sell. Without product knowledge, competitive knowledge and customer knowledge you are unable to succeed in the highly competitive world of auto sales. Many salespeople fail to succeed because they are unable to put their knowledge and expertise to profitable use. But knowledge alone doesn't provide you with all the tools you need to succeed, but it does provide a solid foundation for success.

What additional tools do you need to take you to the top of your dealership?

### **Know What You Want to Achieve**

Everyone needs to have a vision of where they want to go. What's the top of your mountain? Define that and you've defined your personal vision.

### **Be Committed to Your Personal Goals**

Are you committed to getting to the top of your mountain? Are you willing to put the sweat and hard work you need to get there? If you're not prepared to commit to your vision, define a new one or find a new profession.

### **Have a Plan**

Everyone needs a plan. What are the steps you need to take to climb your mountain? These are your goals and objectives.

### **Prioritize Your Goals and Objectives**

Once you have defined your goals and objectives you'll need to prioritize them in order of importance to advancing you forward to the the achievement of your vision. If they don't move you closer to the top of the mountain, then toss them out.

### **Focus Your Time on the Highest Priorities**

Spend you time on the highest priorities. It's easy to get side tracked on the side issues that clutter our lives and take up the bulk of our time. Invest your time on the priorities that give you the highest return and move you closer to the top of your mountain.

### **Finally**

If you are fortunate to reach the top of your mountain, then what do you do? Find another mountain to climb. Redefine your vision and start all over again.

Combine these steps with a strong foundation of solid product, competitive and customer knowledge and you'll have a license to sell. Indeed, you'll find the customers will want to buy from you.

## Week 20

# Five Principles for Successful Closings



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## Cyber-Training for Auto Sales

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!

## Week 21

# Move on to Success



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## Cyber-Training for Auto Sales

Do you condemn yourself for things you did (or failed to do) in the past? Everyone does this at some point. However, if you want to lead a successful and productive life, it is imperative that you let go of the past and not blame yourself for events which have already taken place, and which cannot be changed.

Ask yourself this question: "Has beating myself up about the past ever helped me or made me feel better?" If your answer is "no," make a commitment to stop this self-defeating behavior.

The successful salesperson takes this approach: Learn from past mistakes, and make adjustments in future behavior. The strategy of berating yourself for past conduct solves nothing and only serves to lower your self-esteem. You create a vicious cycle where negative experiences and negative feelings are reinforced, which leads to more negative outcomes and more negative feelings.

You are not going to change one bit of your past. It's gone. Learn from your past experiences and move on. You did the best you

could given your awareness and understanding of your options at the time. This doesn't mean that what you did in the past was OK. However, you gain nothing from self-condemnation, except feelings of misery and inadequacy.

If you have done something in the past which you can do something about, then take action. If you have been unkind to someone, offer a sincere apology. If you failed to fulfill a promise you made, take steps to immediately fulfill that promise. If you haven't run your business the way you know you should, accept the fact and get back to work.

If you insist on dwelling in the past, I suggest that you focus on your past successes. Visualizing and thinking about past successes is an excellent way to build confidence and self-esteem. What you think about is what you become. Therefore, when you concentrate on your successes, you help to create future successes.

When you find yourself starting to dwell on past negative experiences, immediately stop and remind yourself: "There is nothing I can do now which will change what happened. I learned a valuable lesson and will act in a more constructively next time."

Regardless of what you have done (or failed to do), the only sane approach is to accept it and move forward. The successful salesperson does not waste precious mental energy dwelling on past events which cannot be changed. Instead, he or she uses past mistakes as learning experiences and springboards to future successes.



## Week 22

# Learn Why Your Prospect Buys



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## Cyber-Training for Auto Sales

We've all heard and read that the essence of selling is to "find a need and fill it." Well, unless you have deep pockets or know exactly what the world needs, your sales needs will yield a better response if you follow this formula instead: **"Find a want and fill it."**

Most of us have enough food, shelter, clothing and transportation. We don't need much more. But we want more. We need food. But, we want fast foods, diet foods, and gourmet foods. Most of us don't need a six bedroom, 2½ bath home. But many of us may want one. We don't need expensive designer clothes, but we want them. We may need a car, but we want a Mercedes or BMW.

Most customers buy their wants, and justify it with their needs. Here are several things you can do to push your prospects' hot buttons and land more sales:

### **Tip the want scales in your favor**

Many salespeople will tell their prospects what features their car will have, and base their whole presentation on the price, as if

that's all their concerned about. The fact is, people don't buy the options, they buy what the options will do for them, such as provide them with safety, comfort, reliability, status, etc.

Dealerships will buy my training services for one reason - to make more money. By generating more revenue, they can fulfill their desire to create a better lifestyle for themselves, their families, and their employees. Do you know the bottom-line reason why your customers buy from you? To get the most from your sales efforts, you must first uncover what a prospect wants, than tailor your presentation to specifically communicate how your vehicle can fulfill their desires.

I was watching a computer salesperson present his product to this jeweler one day. As the jeweler walked up to the computer salesperson, he immediately launched into a rapid-fire monologue about the technological wizardry of a particular personal computer. The salesperson is on a roll as he watches his prospect listen patiently. About 20 minutes into his pitch, the jeweler timidly asked, "But can I use this computer to create letters and fliers?" That's all he wanted the computer to do. The salesperson failed to immediately uncover and address the real issues the jeweler was seeking. He overwhelmed the prospect with the wrong information, and wasted a lot of valuable time.

### **Create the payoff picture in the prospects mind**

Prospects seldom buy cars for rational reasons, they buy for emotional rewards. Your goal is to tap into their emotional yearnings to create or feed their desire. Your presentation should help your prospects see themselves enjoying the rewards that you will bring into their lives. If you're selling a car, don't sell the fact that the convertible top will raise and lower evenly so that the structure will last longer. Get your prospect to visualize the sun in their face, the wind in their hair, the feeling of freedom, the open road. These are the rewards they want from owning a convertible.

### **What's your promotable edge?**

In your presentation, perception is reality. Once your prospect is emotionally stimulated, he/she will use logic to rationalize the purchase. This is the time you must prove you, and your vehicle's superiority over the competitions. By communicating your vehicle's, your dealership's, and your unique advantage, you motivate your prospect to buy sooner, rather than later.

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## Week 23

# The Six Principles of Influence



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## Cyber-Training for Auto Sales

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.

## Week 24

# Are You Marketing to Your Customers as Efficiently as Possible?



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## Cyber-Training for Auto Sales

If you're not using email to communicate with your customers, then chances are you're not communicating with them.

The ideal marketing scenario: deliver a highly relevant message to each and every customer at exactly the moment they are ready to spend money on their car. Even better—do it economically. With approximately 80% of your customers using email on a daily basis, this scenario is closer than ever. Now you can deliver media-rich, highly targeted and personalized messages to your customers' inboxes.

Email marketing has exploded in recent months. In fact, commercial email will soon dwarf postal mail, doubling the volume of bulk mail delivered in 1998. Why are companies embracing this marketing channel so feverously? Because it is so much more cost-effective than other marketing channels.

### **Why is email messaging so effective?**

Four primary factors contribute to the success of email messaging:

**1) High response rates.** Click-through rates on messages to existing customers can top 30% for a highly targeted, personalized message. Even on prospecting messages, response rates range between 2 and 10%.

**2) Email is cheap.** According to one estimate, roughly 60 percent of the expenses of traditional mail is eliminated by email. While a traditional newsletter can cost \$0.50 per piece, emails costs virtually nothing.

**3) Immediate results.** 75% of all responses typically arrive within the first 48 hours of a communication. Traditional direct mail usually takes up to six weeks for all responses to arrive. The rapid response rate means businesses can send tests to small audiences, evaluate results, and refine their messages before mailing to their entire target market.

**4) There's power in flexibility.** Never before have salespeople had the ability to quickly, easily, and inexpensively tailor messages to prospects and customers—from special discounts for the most loyal customers to trade-in offers, maintenance reminders, service status messages, and more.

### **Dealerships Have A Unique Opportunity**

Email marketing doesn't hold the same promise for all retailers. In fact, as it grows more popular, its effectiveness will erode for many retailers. But dealerships are in a unique position to withstand that erosion.

Most consumer companies send out emails in the hopes that recipients are ready to buy. Dealers, on the other hand, have the opportunity to reach customers when they want and need information.

Throughout the vehicle ownership lifecycle, there are many touch points at which a customer must take action. Customers appreciate being reminded of these events because they are too easily forgotten. If you can identify the right touch points and reach out at the appropriate time, you will bring business to your door when customers are ready to buy.

### **How does a dealership start?**

Your first response to this article might be "But we don't have any emails!" Luckily, this response is rapidly being overcome.

**1) Begin collecting addresses now.** You'd be surprised at how quickly you can grow your email file—but if you don't start, you'll never get there! Take advantage of every customer interaction to obtain email addresses.

Some tips:

- Send out a postcard mailing that gives an incentive for customers to visit your website and provide contact information.
- Modify paper forms that request contact information to include a space to capture an email address.
- Train salespeople and service advisors on the importance of capturing an email address each time they take contact information.
- Run an in-house competition to see who can capture the most emails in your store.
- Make sure there is a standard place for inputting email addresses in your DMS or contact database.

**2) Don't delete data!** The old data that you thought was too expensive to store contains a wealth of useful marketing information. For example, a history of your customers' visits to your store can help you identify:

- who your best customers are
- when it is time for them to return to your store, or
- when it is time for a trade-in

**3) Crawl, walk, then run.** There are many messages you can begin sending even if you haven't amassed a large number of email addresses or historical data. These include messaging portal leads to maximize conversion or follow-up with new auto buyers.

Once you have a good base of emails, you can begin sending more targeted messages, such as:

- newsletters
- special promotions
- surveys
- trade-in offers
- referrals
- aftermarket sales

The basic message: don't fall any further behind the technology curve. Start now, and build sophistication over time.

Week 25

## 7 Laws of “Win-Win” Negotiations



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### Cyber-Training for Auto Sales

Every auto salesperson eventually finds himself or herself in a situation that requires at least a rudimentary understanding of negotiating skills.

Before you allow yourself to say stuff like, “I can’t control pricing” - think about delivery schedules, warranty extensions, terms or anything else you do have some control over. This could mean you control them either directly or indirectly.

Good salespeople are good negotiators. But so are good buyers.

Soon you’ll begin to understand these laws and the “process” of negotiations. The normal stress, pressure and friction that had been getting in your way will disappear. You’ll probably start having fun negotiating with other people.

**1. Negotiating is always a two-way street -** If you ignore this fact, you will ignore the needs of your prospect; they will sense that you are trying to get the better of them, and that belief will always work against you.

**2. Keep your emotions out of the process** - Anger or sentimentality can lead to fuzzy thinking, flawed decisions and eventual regrets. Regrets over being too aggressive (or not aggressive enough), giving in too much (or not enough), striking a bad deal (or even one where you feel that you had gained too much of an upper hand). In any of these cases, it can lead to something that could have been avoided with a cooler, calmer demeanor.

**3. Human emotion and “skill” level affects outcomes** - Knowing a few negotiation tactics is not enough. Some tactics may not work on some prospects. You may run across a prospect that has an effective counter, then you are at a loss or you may not recognize tactics being used on you. Make sure you take these counters and study them so you’ll be prepared if it happens again.

**4. You can always improve negotiation skills** - Negotiating is a learned activity. Constantly evaluate your performance and determine how you can improve.

**5. Practice** - Pay attention to what you are doing during negotiations. Plan them and re-evaluate your performance. Prepare for negotiations by practicing with another salesperson.

**6. Primary desire is to create Win-Win situations** - You don’t want to negotiate with someone who only wants to beat you up. If you both win, a future deal is possible, and the possibility for repeat and referral business.

**7. Be prepared to walk away** - In the absence of this law, it will be easy for you to concede too much. The bottom line here is this: If you’re not willing to walk away from the deal because you are not emotionally able to say “That’s ok, I’ll find another, more acceptable customer tomorrow,” you’ll lose. I guarantee it.

As an auto salesperson, the only time you get paid for your efforts is if you negotiate successfully. Concentrate on these skills as much as you do any other part of your selling process. You’ll find your sales and commissions increasing dramatically.

## Week 26

# Build Trust — Get Organized



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## Cyber-Training for Auto Sales

Building trust is critical to success in relationship-building and sales. There are many ways to build trust such as listening, asking probing questions, working to understand customer needs and providing excellent customer service.

Having worked with hundreds of salespeople, I have noticed an interesting aspect of trust building that many salespeople overlook or take for granted and that is being organized.

If you want to build trust, get organized.

Many auto salespeople do a poor job of meeting customer needs because they are not organized enough to follow-up, return phone calls and provide adequate customer service. They let things fall through the cracks, drop the ball on follow-up sales calls and do not make enough contact with prospects and customers to close the sale. This often happens due to poor organization.

There are three distinct parts of organization. Develop a method for each one and you are on your way to getting organized

and being more responsible with your prospects and customers.

### **1. The To-Do List**

This is simply a list of things that need to get done today. If you do not get it done, move it to the next day. Watch your priorities and write down your to-do list. Avoid the sticky-note method, set due dates and focus on your priorities.

### **2. Your Calendar**

Your calendar, or appointment book, is used to record things you do that are scheduled. Only use your calendar for scheduled events, not to track items on your to-do list. Your calendar's focus is time-oriented and helps you make the best use of your time.

### **3. Contact Database**

The third component of being organized is your database of contacts. This is used to record contact information and notes from your discussions. The most important function of the contact database is to set up a reminder for callbacks and follow-ups. More than any other tool, this database reminds you when you need to contact someone.

There are many excellent paper and electronic systems to help you get organized. Find one that works for you, or contact me and I will offer a few ideas. Organization will help you build trust and increase your sales.



## Week 27

# Negotiating Tactics of Customers



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## Cyber-Training for Auto Sales

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.

## Week 28

# How Much Do You Care?



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## Cyber-Training for Auto Sales

Nobody cares how much you know until they know how much you care. Why do so many salespeople forget, or worse yet, not realize this? The golden rule of sales is, "Sell how you want to be sold."

Nobody wants to be identified as a "salesperson." We all strive to be consultants. But when all we care about is selling our products, rather than finding solutions, we miss our objective and ultimately cost ourselves money. The single most important step in any sales process is building your business case.

If you are the elite auto salesperson that shows customers you care about them, rather than just telling them, unfortunately for our industry but fortunately for your pocketbook, you are far ahead of the game. It is amazing the power of those words that so few sales reps actually ask prospects: "What's important to you and your dealership?"

Think about your own buying habits. Sure, we all want to receive the best price, but we also want to believe our needs are being met. It's only when these needs are not met

that we focus on the cheapest product. Remember your last large purchase - a car, a house, perhaps a computer. The odds are it was not the lowest price around. As much as you hate to admit it and insist you received the absolute greatest price, you know had you looked a little further you probably could have found it for less.

But you were happy with your decision. It satisfied your needs and desires and most importantly, it was YOUR decision, no matter how good or bad the salesperson might have been. You bought on your emotions. We all do. News flash: prospects are no different. They do not want to be part of a closed sale. They want to be part of a door opening, a long-term business relationship, and a true partnership. This only happens when they express their emotions.

Remember, if you say it or I say it — as brilliant as it may be — it is not necessarily believed. But if our prospects say it then it's true. When they say it, they are revealing their emotions, and when emotions are revealed hot buttons are revealed in the process. So what do we say to get them to reveal their emotions? I suggest you ask at least five questions and let the prospect answer them fully and passionately.

**Question #1:**

"Before we get started, I was wondering if you could help me out a little bit. Every customer and prospect of mine is different with different needs. I do not want to waste my time or yours. They are both valuable. So what I really want to find out is what's important to you about purchasing your next vehicle. In order to do that, I am going to ask you some questions. Does that sound fair?"

Often salespeople go to the extreme in questioning where they come across as prosecutors interrogating defendants. By laying the foundation and "method behind the madness" prospects are put at great ease. Who could fault a salesperson for catering to a prospect's individual needs? Also, putting yourself on the same level as prospects from the onset is imperative. The best reps I know value their own time, as much, if not more than their prospects.'

**Question #2:**

"I have some idea what you do for a living, but please tell me a little bit more about your business in your own words."

Everybody claims they ask this question, but asking it and really listening for the response are two different things. Salespeople hear the answer, but unless they acknowledge it and tie it back throughout the conversation, they are only hearing it.

**Question #3:**

"What do you think has been the key to your business' success?"

How many people do you think actually hear a salesperson ask them this one? You know what else? Few prospects would dare attribute their success to being the cheapest price. After all, they pride themselves on being the business consultant/salespeople of the century, just like we do. That means when it is your turn to talk, should the same prospects say all they care about is price for your product, you remind them that is not what they said is their biggest selling point. This is a great way to build an alliance.

**Question #4:**

"Who ultimately is the decision-maker if we do earn your business? Is that you?"

It's not just enough to have them explain how decisions are made. This is where you need to be confident and lay it all on the line. Contrary to some views, prospects do not outright lie to you when it comes to authority matters. They will not say they have the authority to sign when they do not and vice versa. But you will only get a true answer if you ask it directly.

**Question #5:**

"As I said previously, all my prospects are unique with unique needs. I have a lot of information I could review with you, but I don't want to waste either of our valuable time. So I just have one more question for you: For us to earn your business, what is important to you about your next vehicle purchase?"

People do not always buy from people they like, but I know of very few business owners who buy from someone they don't. Building a business case is in many ways is just a portion of the appointment. But it can often be the difference between getting that trip to Maui and being put on probation for lack of performance. If you play your cards right and build the business case properly, your "presentation" might be almost non-existent. But it won't matter. A sale is not just about showing people you care but why you care and what it means to them. After all, don't you?

## Week 29

# How to Avoid the Four Fatal Sales Mistakes



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## Cyber-Training for Auto Sales

There are many things salespeople can do to derail the selling process. At this week's meeting discuss the following five mistakes and fixes.

**1. They pre-qualify.** When you play 'guess who the buyers are' you are wrong more often than not. Judging a prospect based on the car they drive up in, their dress or appearance is both arrogant and ignorant. If you think you can tell who can or can't buy based on these factors, let me take the pressure off you: you're not that good!

**Fix:** Treat people like a qualified buyer until they prove otherwise. Give them the same respect you expect when you shop. Even if they can't or don't make the purchase, when you treat them well you'll build goodwill, reinforce good habits and gain a valuable referral source for future sales.

**2. They don't control their attitude.** Sales experts estimate that 80% of sales success is rooted in maintaining the right selling attitude. Obviously, attitudes come under siege every day from a range of sources. And while you can't control what happens to you, you can control your response.

**Fix:** Focus on what you can control. Don't let negative five-minute encounters ruin an entire day. Associate with positive influences in your business, not whiners, complainers or other victims looking for a scapegoat. Set and review goals that give you a long-term perspective. Realize that everyone has bad days and falls into ruts, but by maintaining the right outlook, you can shorten the severity and duration of these setbacks.

**3. They take shortcuts.** When you rush through the sales process or skip key steps you are engaging in self-sabotage. No one does you in; you simply break your own momentum. If you rush through building rapport, investigating needs, provide a sloppy presentation or demonstration in a rush to get to the 'close', the close you find yourself in will be tougher, take longer and thus be less profitable—if you're able to make the sale at all.

**Fix:** Develop and stick to sales disciplines. Realize that the two times you are most susceptible to skipping steps is when you are on a roll or in a rut. Be aware that your sales process sets the stage for the close and that everything you do throughout the process makes or breaks your closing efforts.

**4. They don't practice.** In today's marketplace, buyers have extensive access to information and are more highly educated than before. Keeping up with them is a full time job, much less gaining an edge. Any serious professional in any field, continually hones his craft. They learn more about their product, the competition and the art of selling. They practice. They don't just show up on game day and run out onto the field. When you stop learning you will plateau. Your income then levels off or declines and you are relegated to irrelevance in sales. You can't raise your income level higher on the outside than you grow on the inside.

**Fix:** Start working as hard on yourself as you do on your job. Buy books, tapes or cd's related to your profession. Read industry journals and become an expert in your field. People are willing to pay more for genuine expertise. During your commute, turn off the radio and listen to your tapes on selling and attitude. It's like warming up before the big game. When the whistle blows, you're sharp and can get the prize while those around you are still rubbing their eyes.

Become more aware of these four fatal sales errors. You will get off track from time to time, but that's not the point. The point is to develop the discipline to stay on track more often than not and to identify and quickly correct digressions.

## Week 30

# Is It the Goal or the Process That Will Move You Forward?



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## Cyber-Training for Auto Sales

Are you hitting your numbers? How many follow-up calls did you make today? How much volume did you book this month? How many leads did you work this week?

These questions are relentlessly driven into our heads and for good reason. Like many sales professionals, there's often pressure to reach quota or a certain level of acceptable performance. While having a monthly sales goal keeps your eye on the prize and your focus on the end result, it may actually do more harm than good.

I often hear salespeople say, "Results aren't showing up fast enough." At the end of each selling month, frustration and stress/overwhelm run rampant as salespeople scramble to do their best to close sales and meet their numbers.

If selling is a transference of feelings, imagine the feeling that you're transferring to your prospects? The stress of having to close more sales and the anxiety you're feeling inadvertently puts undue pressure on every prospect you speak with, fostering an unhealthy relationship from the start.



The irony is, this constant push to reach sales numbers keeps you hooked on the goal, diverting your efforts away from refining the selling process needed to generate more business. The quandary then becomes, "I'm too busy to work on my process. I have numbers to meet!"

Consider this paradox; the result is the process. In other words, what if you shifted most of your attention away from your goal or the end result and onto the process?

After all, what's the point of eating a bowl of chocolate ice cream; to get to the end or to savor every bite? How about the goal of a self-care or an exercise regimen? Unless you're in it to compete professionally, it's to maintain a level of health, vitality and personal satisfaction.

The same holds true for measuring productivity, maintaining your peace of mind and experiencing a sense of achievement at the end of each day.

After all, you don't do the result; you execute the process, which produces the result as a natural byproduct of your efforts. That's the paradox. By honoring the process, you can enjoy the benefit of knowing that you will attain your goals, since it's the process that will get you what you want. (Imagine building a house without a blueprint!)

To generate better results, you're either changing what you do or changing how you think. To continually exceed your sales goals and better manage your mindset, change your thinking to become process driven rather than result driven.

Ask yourself, "Do I have a (sales, prospecting, follow up, time management, customer service) process in place that I can trust?" When you look at your daily schedule, does it outline the specific and measurable tasks and activities you need to engage in that will move you towards your goal?

Chances are, salespeople who are solely focused on the end result don't have a process they have faith in. As such, they concentrate more on trying to control the outcome; pushing for what they want rather than managing their process. After all, you can't trust and manage the process if you don't have a process in place to do so!

Exceeding your monthly sales quota will be the result of the cumulative efforts you make, and the activities you engage in every day. When you're mindful of the process, you now have the opportunity to recognize and celebrate your accomplishments on a daily basis (even the little ones) rather than pushing for or waiting until the "End." (And when does that happen?)

## Week 31

# The Assumptive Close



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## Cyber-Training for Auto Sales

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.

## Week 32

# Why Should I Buy From You?



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## Cyber-Training for Auto Sales

Here's one of the great truths of selling — if prospects can't tell the difference between your product or service and your competitor's product or service, they'll make their buying decision on price.

Now, this isn't the only reason for the price objection coming up but it's a major one. It's absolutely amazing how many salespeople don't or can't differentiate their company, product, or service from their major competitor. Want proof?

### **Stump the Salesperson**

Try this test the next time you're considering a purchase. Ask the salesperson, "Why should I buy from you?" Don't be surprised if the person breaks into a foreign language that sounds something like this, "Um, uh, I, we, oh, let me see, ah, we, well um..."

Most salespeople simply aren't equipped to answer this fundamental question. And if they don't know why you should buy from them, how can they expect you to know?

When I asked that question of a salesperson some time ago, I got the jaw-dropping response, "Because I need the business." Now there's a reason for someone to buy!

## **Effective Sales Tools**

There are a couple of sales tools you should be equipped with in order to avoid getting caught with your mental pants down. The first of these is a Unique Selling Proposition Tool, often called an elevator pitch because you should be able to tell it to someone in the time it takes for a ten-floor elevator ride (with no stops between floors!).

The second tool is a Competitive Advantage Tool. This tool is used to differentiate you and your company from each of your major competitors.

Let's take a closer look at these two tools.

### **The Unique Selling Proposition Tool**

The USP is a short paragraph that gives your prospect a compelling reason to do business with you. The USP should mention things you do or offer that your competitors can't or don't. Here's an example of a USP for my company:

"Salesperson, Inc. brings over 15 years of real-life, practical selling experience into vehicle dealerships. We offer one of the broadest ranges of sales training programs available in the United States and Canada today. Our experience allows us to customize or tailor our programs to meet our client's specific needs. We train sales professionals to make a difference to themselves, the sales profession, and to their organization's bottom line by combining selling skills training with business skills."

This USP is simply meant to differentiate ourselves from our competitors.

Now remember, your USP should be a statement that you can support, and must promise only what you can deliver or fulfill.

### **The Competitive Advantage Tool**

The Competitive Advantage Tool, on the other hand, is less general in nature and usually designed to contrast you and your services with those of a particular competitor or class of competitor. For example, let's assume you're up against a competitor who's a lot larger than you and your prospect mentions their name to you. You might say:

"They have a good reputation. One thing that makes us different is our size. Because we're smaller than they are, we tend to be more agile and can more easily adjust and accommodate the needs of our clients."

On the other hand, let's assume you're up against a much smaller competitor. You might say:

"They have a good reputation. One thing that makes us different is our size. Because we're much larger than they are, we have the ability to get the job done without straining our resources."

### **It's Magic**

The magic of the Competitive Advantage Tool is that it gives the prospect a reason to buy from you. Keep in mind that you don't have to be better than your competitor, just different.

Remember, if prospects can't tell the difference between you and your competition, they'll make their buying decision based on price.

### **Build Your Own**

Smart salespeople make a list of their competitors and then come up with one or two differences or things they do better than each of them. They commit the list to memory so when a prospect asks, "Why should I buy from you?" they don't stammer around like a lovesick teenager asking someone out on a first date.

Avoid generalizations when you're developing your Competitive Advantage Tool. Only use things like we provide good service or... we have everything in inventory for fast delivery or... we have the lowest prices, etc, if it's true and your competitor can't say the same things. The competition probably also feels they have good service and great prices.

### **Empty Toolbox**

A salesperson without a Competitive Advantage and Unique Sales Proposition Tool is like a carpenter without a hammer and saw, or an auto mechanic without a set of wrenches — not well equipped and certainly not as effective as he or she could be. So don't get caught with an empty sales toolbox. Develop your Tools today.

The right tools in the right hands can make a real difference and these simple concepts can help you do that.

## Week 33

# The Power of Email



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## Cyber-Training for Auto Sales

A large number of auto salespeople underestimate the impact of email. Imagine, trying to contact thousands of people with one message in a matter of seconds. While most dealerships have fax machines, this method of communicating is not effective at the consumer level. Email, however, opens up the lines of communication with all of your prospects and customers.

Imagine being able to contact all of your past and current customers with a customer appreciation message and special offer via email. Imagine being able to build your service department traffic with a special e-mail campaign targeting your best service department prospects. How about targeting prospects who are interested in buying a new car or truck?

Today, email is not being leveraged to its full potential. At best, it is being used only to respond to customer inquiries. Unfortunately, even that is being implemented marginally. A recent research study discovered that "19% of dealers never responded to shoppers' inquiries at all."

The biggest attraction of email marketing is

the cost. Compared with the traditional channels of marketing, using the Internet and e-mail to communicate your message with your prospects and customers is extremely cost effective.

### **Start Building a Database of Email Addresses Now**

The first step to creating a marketing program via the Internet is to start collecting the e-mail addresses of your customers and prospects. They are your best potential source of future revenue. The number of consumers who have email addresses will pleasantly surprise you. Email is not limited to the stereotypical young, computer savvy individual.

You need to create various methods of collecting email addresses. Once you start to create a database of email addresses you can develop different campaigns to communicate with both your prospects and your customers. Look into the future. Five years from now you will have the email addresses of virtually every person who has ever visited your dealership. Imagine the power of that database. The marketing potential is endless and the cost is next to nothing! You don't need to spend thousands of dollars for mailing lists. It's all right there in your own database! You couldn't buy a more valuable database if you tried.

Don't wait — start collecting those email addresses now!!



## Week 34

# Understanding Your Online Customer's Expectations



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## Cyber-Training for Auto Sales

Since more dealerships are assigning salespeople to handle third-party and website leads, it's time to begin placing emphasis on this crucial area of sales.

When a customer walks into your showroom looking to buy a car or truck, a salesperson will assist him or her to the best of their ability in the hopes of making a sale. You would never want to see customers waiting for hours, let alone days, before they received attention. Likewise, you wouldn't want a salesperson to approach customers with anything less than the professionalism and knowledge required for making a sale.

### **Walk-in customer vs. Internet customer**

Customers who "visit" a dealership using e-mail are no less valuable than the customers on your showroom floor. The average consumer jumped on the net craze years ago and gradually worked the digital world into many aspects of their lives, including auto shopping. The question is, have dealers, salespeople and managers kept up?

The rule of thumb for salespeople managing online customers is to approach them with

the same kind of professionalism, courtesy, and promptness that you would use to approach any walk-in customer. When you sit down in front of your computer and open your inbox, you need to put yourself in the same frame of mind as you would when you see a customer walk through the dealership doors.

### **Where we stand today**

A recent study evaluated hundreds of dealerships nationwide for their online responsiveness. By “responsiveness” we mean the dealer’s ability to demonstrate the critical elements of timeliness, response quality, and professionalism in their replies to online customers. While the idea of using the same sales philosophy to handle both walk-in sales and Internet sales may seem rather intuitive and perhaps even downright obvious, the results of the study showed that the responsiveness of many dealers tested was not up to par with customer expectations.

### **Some obstacles your customers may encounter**

Here are some of the problems and obstacles we encountered while gathering information from thousands of dealership web sites:

#### **Fickle forms**

Yes, fickle contact forms were the blight of many dealership sites. It was not uncommon to find web forms in perfect working order one day then non-functional the next. Having working forms is significant considering that nearly 40% of the requests were submitted through web forms and 62% of these requests registered a dealership response. Compare this to 60% of the request being submitted via e-mail with only a 55% response rate. Customers want to make contact, so even if the form isn’t working, most customers won’t be discouraged, and will try again with your e-mail. However, common sense tells you that the more complex your form, the more frustrated the online shopper will be if it fails to submit. An occasional check on the contact forms on your website is highly recommended. Also, it never hurts to give an e-mail address, or three.

#### **E-mail quandary**

Many times dealerships would not list their e-mail addresses in the most obvious places. In some cases dealerships listed e-mail addresses that didn’t work or belonged to employees who were no longer with the dealership. One fix for this problem is to issue e-mail accounts to employees, which guarantees that you will always control your Internet leads, even after an employee moves on.

Another good safeguard is to occasionally check your e-mail accounts with a quick test message. This practice is no different than making sure your phone lines are working. These virtual channels of communication may not be an enormous source of business just yet, but there’s no reason why they shouldn’t be maintained if you’re going to make them available to your online customers.

**What is a response?**

The auto-responder is a great tool that salespeople can use to their benefit, but by no means does it replace a written response from a real individual. For example, I came across autoresponders promising a prompt reply by a knowledgeable salesperson, only to never hear from the dealership again. That's like putting a big neon sign outside your dealership blinking "Always OPEN" then locking all the doors.

**Prompt responses are just the beginning**

According to both industry pundits and the Internet sales experts, it's best to respond to customers within an hour, at worst a day. I met several dealers that told me they are great at "the Internet thing" and had numbers to back it. But when we checked their data, there was a sizeable discrepancy between what the dealers were saying and what they were actually practicing. Although a good number of the tests deployed did receive a response within 1 hour and an additional number took up to three hours, the disappointing finding was that most very few of the test messages received responses after one day. And perhaps the most alarming discovery was that the majority were never responded to at all!

**And the answer is . . . call me**

Admittedly, speaking directly with a customer is easier than typing out a response letter. Often times, we would find that dealers would resort to asking the customer to call back or swing by the dealership to get the answers to their questions, especially when it came to challenging questions. To the customer however, this translates as a delay in getting to the point of sale, and it leaves them open to complete answers from other online dealerships. After all smart customers will always shop around.

In some instances, salespeople wouldn't even provide answers to simple questions about hours and location, but would immediately prompt the customer to call, even if the customer specified on the contact form, or in their e-mail that they wish to receive a reply by e-mail.

This is a significant misstep on the part of the dealership. If full service and complete answers are not available to your online customers through e-mail, you are minimizing the value and functionality of that e-mail address or web form. Even worse, you're essentially disregarding the customer's expressed preference for communicating via e-mail.

**Final thoughts**

This article paints a picture of dealerships that have invested in their Internet staff and online business, only to be hindered by mistakes that are easily preventable.

The business of selling cars and trucks online definitely involves a good deal of work, not only in the way customers are handled, but also in maintaining and developing your online storefront. While the responsibilities of the showroom salesperson and the Internet

salesperson differ slightly, their roles are the same: nurture the relationship between the customer and the dealership. Seizing online sales opportunities with a little more finesse and diligence will mean the difference between attracting online window-shoppers and Internet auto buyers.

## Week 35

# 21 Ways to Keep Your Customers for Life



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## Cyber-Training for Auto Sales

In today's fast-changing and competitive environment, excellent customer service is essential for success. Follow these tips to retain customers through enhanced customer service. "The strategies for keeping customers for life can be honed down to some basic steps that any salesperson can use. Time magazine said the No. 1 marketing strategy now and in the future will be directly related to the quality of that organization's customer service," says customer service expert Arnold Sanow. Following are 25 tips to keep your customers loyal:

1. Reward your customers by sending them a gift, or doing something a little special.
2. If your customer has a business, use your customers' services and buy their products. If you want to increase loyalty, there is no better way.
3. Send thank-you cards. You can send them either handwritten or computer generated, and send them promptly. Peter Drucker attributed much of his success to the fact that he sent out 12 thank-you cards every day.

4. Return phone calls promptly. Since so many people don't return calls, you automatically look good when you do.
5. Do what you say you are going to do.
6. Do things when you say you're going to do them.
7. Underpromise and overdeliver.
8. Be accessible. Make sure you are available and willing to help customers whenever there is a problem.
9. Be credible. If you can't establish that trust right away, customers may start to look at your competitors.
10. Appearance counts. Perception is reality, and the reality is that people do judge a book by its cover.
11. Show empathy. Remember the best customers are your current ones. Stay in touch and continue to service their wants and needs.
12. Have a "Goof Kit." If you make a mistake, it's not enough to say, "I'm sorry."
13. If your customer has a business, promote their products and services. By getting business for your clients, you ensure you will have a customer for life.
14. Do things for the customer's convenience not yours. Make it as easy as possible for your customers to do business with you. The easier you can make it for your customer to do business with you, the more business you will have. Determine all the ways you can eliminate the hassle factor.
15. Be a resource. No matter what your customer needs, try to find it for them — even if it has nothing to do with your business.
16. Shower customers with kindness.
17. Speak your customers' language. If you use jargon your customers can't understand, they won't use you.
18. Have a great attitude.

19. Give your customer what they want, when they want it and how they want it.

20. Give back to your customers. If you run a special price or parts offer for first-time customers, ensure your current customers are offered the same opportunity.

21. Don't show an attitude of indifference to your customers. In a recent study on why people give up on a company, 68 percent quit because of an attitude of indifference toward the customers by the owner, manager or employees — 68 percent!

**Conclusion:**

"Customer service is more than just smile training — it's about treating people the way they wanted to be treated. It's also about giving the client what they want, when they want it and how they want it. It really comes down to the fact that good communication and human relation skills equals good customer relations."

## Week 36

# Are You Successful on the Telephone?



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## Cyber-Training for Auto Sales

Although your prospect or customer can't see you when you are speaking on the telephone, your voice and message convey more about you than you probably realize. Here are some suggestions for creating a favorable image during your phone conversations:

### **When making a call:**

#### **1. Sit upright or stand while you're speaking**

If you are slouching, it comes across in your voice. When your posture is good, you project more confidence and strength.

#### **2. Smile**

The warmth is reflected in your voice. You sound friendlier than if you have a frown or neutral expression. You also feel better physically.

#### **3. Be positive and upbeat**

Make someone glad that he or she spoke with you. Everybody wants to hear an uplifting voice. Nobody wants to hear, or is impressed by a depressed tone.



### **When leaving a message:**

When leaving a message on an answering machine or voice mail, follow the previous suggestions, and:

- State your name, address and telephone number very clearly, and spell every word, except the most obvious ones (such as John, Mary, street, etc.) It's a good idea to repeat your phone number at the end.
  
- Let the other party know the best time to call you back over the next day or so.

You'd be surprised how many people mumble their name and phone number when leaving a message. Make it easy for people to contact you. With a clear voice and positive manner, people will look forward to returning your call and speaking with you. They'll also get the sense that you are competent and paying attention to detail.

So, the next time you pick up the phone, consider what's on the line. Make a dynamic impression, and it will go a long way to helping you get the results you desire.

## Week 37

# How Well Do You Know Your Competition?



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## Cyber-Training for Auto Sales

One thing that everyone in auto sales knows for sure is this: You will always have some sort of competition for the business that you are seeking. That competition could be inertia, a lack of awareness, or a competitor who is vying for the business that you are attempting to win. There is little doubt that the most effective salespeople are those who are extremely competitive and interested in forging ahead and being successful against whatever competition it is that they face.

Clearly, everyone knows that it is never good business to “bad mouth” your competition under any terms. By the same token, it is important for auto salespeople to understand that there are some fundamental things that you need to know about your competition in order for you to put yourself in a position to be successful.

In order to help you better understand the things that you need to know about your competition, let’s take a look at the following 6 tips or ideas that can help you more fully understand and be in a position to defeat the competitors you have for your accounts. Here they are:

**1. What is your competitor's marketing philosophy?**

You need to know whether they have positioned themselves as high quality, timely delivery, low price, or strong customer service provider. There is little doubt that the marketing premise of your competitor is something that you are going to have to contend with and understand in order to be successful in your battle for the account

**2. What is your competitor's unique selling proposition?**

What do they sell as their differential advantage? What is their position as it relates to differentiating themselves from everyone else in the marketplace? Although this may appear to be tied to the marketing strategy, it is really part of a sales strategy in that a selling proposition is one that allows salespeople to differentiate themselves from other salespeople in the marketplace. You need to know what your competitors' philosophy is so that you can successfully counter it.

**3. Who are the sales representatives against whom you are selling?**

What are their strengths, weaknesses and relationship to the customer? How long have they been selling or attempting to sell in your area? Being unable to get this information will cause nothing but long-term aggravation for you as you get outsold by salespeople who are out-maneuvering you for your business.

**4. What must you do to differentiate you and your product from your competitor?**

Although this is a fundamental question, it is one that needs to be addressed. For example, many cars are perceived as being equal in the customer's eyes. It is your job to ensure that your product or service is never perceived that way.

**5. How can you allow an apple never to be compared to an apple?**

The bottom line here is that you must never allow your products or services to be compared directly to your competitor's product or service. You must always find ways to differentiate what you have so that your vehicles or service department is not perceived as being like everyone else.

**6. What will it take for you to win the business against the competition?**

Perhaps this particular point is one that encapsulates all of the previous nine. There is no doubt that only one will win your prospect's business and you need to develop your specific strategy that will allow you to be seen as the preferred salesperson and dealership in the mind of your particular prospect or customer.

Yes, knowing your competition is absolutely critical. But knowing your competition is only part of it. You also need to know your own organization, your own personal strengths and weaknesses, your ability to deliver whatever it is that you promise, and your ability to address the specific problems, needs or irritations that your prospect may have. It is also essential to understand that you have to position all of these not only to the prospect, but you have to position them in opposition to and separated from your toughest competitor.

## Week 38

# “I Have to Talk It Over With My ....”



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## Cyber-Training for Auto Sales

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 product 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 RV 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.

## Week 39

# There Are No New Objections



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## Cyber-Training for Auto Sales

“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.

## Week 40

# Three Principles That Lead to Sales Success and Wealth



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## Cyber-Training for Auto Sales

Many people get into auto sales to “make money.” There could not be a worse reason to enter the profession of selling. The best way to amass a lot of money in sales is to **earn it.**

**NOTE:** I did not say *make money*. In sales you don’t make money — you earn it. The biggest reason salespeople fail is the philosophy — “I’m in sales to make money.” “I’m in sales because that’s where the money is.”

As a sales professional, everyone wants to earn a bunch of money. Each of us for different reasons — but we all need (want) money to achieve our goals and dreams. How do you get the money? By living and executing the three principles of sales wealth building.

1. You earn money by building a strong self-belief system.
2. You earn money by being better than the rest.
3. You earn money by having answers that others don’t.

Here’s a brief overview of each principle.

**Building belief is...**

Having the confidence that you can do whatever you set your mind to do. Knowing *why* you want to earn a substantial income, and living the dream by having the confidence to take action. How are you building that belief now?

**Being better than the rest is...**

Doing whatever it takes to excel at auto sales. Getting up one hour earlier. Always taking the last up of the day. Striving to be the best at everything, and not be willing to settle for second place. There is no prize for second place in sales.

**Learning new answers is...**

Exposing yourself to success information that you don't now have — but need to be the best. Seminars, books, tapes — a plan of life-long learning. There is only one way to get answers. *By learning them*. It seems simple — just not easy. Some people have to go through failure to get them. Some have a steady diet of exposing themselves to new information every day. The key is *learning something new every day*.

How are you getting those answers now? Have you put yourself in a position to get the knowledge you need — to earn the money you want to achieve your dreams?

The biggest reason people don't succeed is that they don't expose themselves to existing information. Therefore, they don't believe in themselves enough (lack the confidence) to succeed.

It's not so important that you **want** to succeed — it's critical you know **why** you want to succeed — and what has **prevented** you from achieving your success to date? What **belief system and game plan** do you need to put in place to gain that success?

**Warning:** If you read the last paragraph and blamed everyone and everything but yourself, you are doomed. Take responsibility for the failure — and do something about it (I'll guarantee you that when you succeed you'll take the responsibility).

It's easy to lose self-belief, if the one you've got in place is weak due to poor knowledge and lack of determination. It's easy to fail at auto sales if you have never told yourself (sold yourself) the real reason you want sales success in the first place. Not earning money for moneys sake — but the real reason you want the money, and what you'll do with it once you get it.

For example, you may want money for a specific college that you want your child to attend, it may be to put money down on a new home, develop financial security, or just simply to buy a new big screen TV. Whatever it is — uncover it, write it down, post it up (if possible), carry it with you, read it twice a day — and then you will begin to live it.

Combine your "why" with the desire and dedication to be the best, and presto — sales success.

## Week 41

# I Want to Be a Success!



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## Cyber-Training for Auto Sales

What does it take to become a sales success? Why do some people make it to the top. Or, more to reality — why do some people who have the top talent, wallow in mediocrity? Big questions.

While the answers to questions of what it takes to “make it” are subjective, there are some common characteristics and principles that are attributed to those who have achieved success.

There are repeated patterns and actions of successful people. That’s not surprising. Even less surprising is, that as you read these actions, there won’t be any revelations. The difference is, that successful people execute the attributes every day — and you don’t.

What eight attributes do high achievers have in common? And more important, are you a master of each of these characteristics?

### **1. Self-belief**

They have the mental posture for success — believing they are capable of achieving it. This belief must extend to their product and

their dealership. A strong belief system seems obvious — but few people possess it. Too many salespeople look outside (for the money they can make) rather than look inside (for the money they can earn).

## **2. Take advantage of opportunity**

First that they recognize it. (Often it shows up disguised in the form of adversity) Second that they act on it. Opportunity is elusive. It exists all over the place, but very few can see it. Some people fear it because it involves change, most don't believe they are capable of achievement.

## **3. Have the right associations**

Hang around the right people. Other successful people. Network where their best customers and prospects go. Join the right associations. Make the right friends. Stay away from poison people — the one's who can't seem to get anywhere. Have a mentor or three.

## **4. Expose yourself to what's new**

If you're not learning every day — your competition is. New information is essential to success (unless you're like most salespeople who already know everything — lucky you).

## **5. Have the answers your prospects and customers need**

The more you can solve problems, the easier path you will have to sales success. Prospects don't want facts, they want answers. In order to have those answers, you must have superior knowledge about what you do — and explain it in terms of how your prospect uses what you can offer.

## **6. Take responsibility**

We all blame others to a degree for our lack of success. Blame is tied to success in reverse proportion. The lower your degree of blame — the higher degree of success you'll achieve. Get the job done yourself no matter what. Petty blame is rampant and the biggest waste of time

## **7. Willing to risk**

This is the most crucial factor. *No risk, no reward* is the biggest understatement in the business world. It should be stated — *no risk, no nothing*. It is a vital part of #1, #2 & #3. Risk is the basis of success. If you want to succeed, you'd better be willing to risk whatever it takes, as long as it's honest, legal and ethical, to get there.

## **8. Have a positive attitude**

Surprisingly this is not a common characteristic. By the time many make it to the top, they have developed irreversible cynicism. But positive attitude makes achieving success much easier — and more fun.

See, I told you — no revelations. OK, so if these characteristics seem so simple, how come they're so difficult to master. Answer — your lack of personal self-discipline and a dedica-

tion to life-long learning.

I am consistently amazed and disappointed at the small number of people willing to execute the simple daily self-disciplines needed to reach higher levels of success. They know it will bring them the success they dream about, yet they fail to execute.

In auto sales, the person who will emerge victorious most of the time, is the person who wants it the most. The victory we call success goes to the best prepared, self-believing, right-associated, self-taught, responsible person, who sees the opportunity and is willing to take a risk to seize it — sometimes a big risk. Is that you?

## Week 42

# Your Best New Prospects are Your Current Customers



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## Cyber-Training for Auto Sales

Looking for new prospects? Who isn't! It may interest you to know that you have hundreds of HOT prospects you're not paying attention to... your present customers.

Consider these 10 assets already in your favor:

1. They know you.
2. They like you.
3. You have established rapport.
4. Confidence and trust have been built.
5. You have a history of satisfaction.
6. They respect you.
7. They use (and like) your car and service department.
8. They will return your call.
9. They will be more receptive to your presentation and product offering.
10. They don't have to be sold – they will buy.

Here are some ideas to get your present customers to buy more – now:

### **Sell them something new**

People love to buy new things. Your enthusiasm will set the tone. Create excitement

about how your new model car will be exactly what will serve them better. Sell sizzle, sell an appointment for them to come in and see it – then let them buy.

### **Sell them additional products and services**

Customers always need and want new items for their car. Enhancements and upgrades have kept the computer software industry profitable since its inception. Up selling has built fortunes – just ask any fast food business. (The question, “Do you want cheese on that?” sells more than one billion pieces of cheese annually.) If you keep track of what you sold your customer, it will be easy for you to recommend new and improved items to make their vehicle experience more enjoyable.

### **Send them a monthly newsletter**

There is no better way to keep your name in front of your customers and prospects, and provide them with useful information that they will much appreciate.

### **Get them to give you one referral every quarter**

This is the true report card on how well you are doing and how well your vehicle is performing, as well as a report card on your ability to gain enough buyer confidence that they will refer you to a friend or relative.

### **Give them one referral every quarter**

If you know your customer and their business as well as you should, this idea will be a slam dunk. If you get them business, they will find new ways and new people to do the same for you.

**NOTE:** No matter whether you make a sale or not, continuing to be in front of your customer builds relationship and goodwill.

If you can't call on your present customer, or if you come up with some lame excuse like, “I've sold them everything I can sell them.” What this really means is:

- You have failed to establish enough rapport with the customer.
- You have probably not followed up well (or at all) after the sale.
- Your customer had some problem and you're reluctant to call and open a can of worms.
- You're in need of more sales and creativity training.

and the big one...

- You have not developed a proper relationship with the customer.

Most salespeople think that unless they are calling a customer to sell something that it's a wasted call. Nothing could be further from the truth. I'm amazed at the salespeople who make a sale, and move on to the next prospect. I challenge you to carefully (and honestly)



look at your customer list. I'll bet there are hundreds of opportunities to sell something.

Personally, I would rather have 100 existing customers to do business with than a thousand prospects.

## Week 43

# What to Say on Repeated Follow-Up Calls



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## Cyber-Training for Auto Sales

Few things are as annoying as being repeatedly called by prospecting auto salespeople “just to touch base.” So what do you say when you’re run out of ideas?

As you scrolled through your follow-up files today, perhaps you ran across one or two prospects that you’ve called repeatedly and continue getting put off. You feel there is some real potential to sell this person a car and don’t want to give up. But yet, it’s grueling to come up with something more creative than, “Well, here I am again.”

Or perhaps you have customers that buy from you now, and your job description as a salesperson says you need to call them regularly, perhaps monthly. What you do NOT want to say on these regular calls is:

“Well, I was just checking in with you to see how it’s going.”

“Wanted to touch base with you today.”

“Thought I’d give you a courtesy call.”

“Wondering if you needed anything?”

So what’s wrong with those? These approaches are reactive, provide nothing of

value, can be viewed as nuisance calls, and leave you open to being treated as a simple salesperson who can be manipulated into a price war. I've always felt that these are some of the toughest calls to place. Because, it requires creative thinking and lots of sales pros don't want to think that hard. Except the best sales pros. I bet you're in that group.

Lazy sales reps, or those or don't know any better, are content calling to "just touch base," or to "see if there's any way we can put a deal together."

Calls to regular customers, and to prospects you're clinging onto should always contain something of value ... something that lets the customer feel you are contributing something useful by calling. Keep in mind that your regular customers are someone else's prospects. If they feel they are being taken for granted by a sales rep who simply calls and says, "Will you go ahead and purchase the car from me?" they might eventually fall for the wooing of a competitor who is creative enough to dangle something attractive in front of them.

Also keep in mind your prospects may be considering buying from someone else, and won't budge unless they see some value in what you have. So, what to do?

Here are just a few ideas to spice up these calls to position you as a value-added resource, and not just an auto salesperson.

### **Begin with "YOU"**

A good way to begin these calls is by saying something like,

"I was thinking of you,"

"I heard some interesting information, and you immediately came to mind," and,

"When this news came out, I thought about you..."

### **Industry news**

Perhaps you have some news about their vehicle or the manufacturer they might not be aware of. Or, maybe they are aware of it, and you have something to help them take advantage of it. For example:

"Ms. Prospect, you probably are familiar with the regulations regarding the towing of a vehicle. I have some new information from the manufacturer, and I'd like to ask you a few questions to see if this information would be of help to you."

### **New policies or changes at your company**

If you found a new bank that would enable you to do business with people who didn't qualify in the past, call them again. For example, if your minimum requirement for financ-

ing was a C-tier, and you found a bank that would finance prospects who were slightly lower, this would make a good follow-up call.

### **New regime at your company**

This can be effective for those accounts you haven't been able to break because of legitimate, real objections they had. If, for example, you have a new Sales Manager in place, you can call your prospects to see if they'd consider renegotiating under the new regime.

### **New capability**

If you have products or services that deliver results you weren't able to before, that is always a good reason to call. Just be sure you are positioning them in terms of results to the customer. Not, "Hey, we have a new product and we think it is great."

### **New you**

Maybe you fell to pieces and self-destructed on a previous call. Since then you've acquired more skills and confidence. Maybe you've come up with new ideas, or a new strategy. And here's the best way I know for you personally to come up with great value-added reasons for calling:

### **Action step**

Have a brainstorming session with your fellow salespeople. Invite Service, Parts, Finance,... anyone who knows your products and services. Make it a game or competition. The goal is to fill in the blank:

"The reason I'm calling is \_\_\_\_."

The main rule is that what goes in the blank must be perceived by the prospect or customer as something that they would view as valuable and interesting to them. Believe me, I've done this with clients in training sessions and we come up with 20, 30 or more great ideas to use. So get creative, get working, and you'll find yourself converting more of those prospects collecting dust in your follow-up file, and you'll provide more value and sell more to existing customers.

## Week 44

# The Price vs Value Issue



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## Cyber-Training for Auto Sales

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.

Week 45

## Testimonials — Letting Your Customers Sell You



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### Cyber-Training for Auto Sales

Many times in the sales process the prospect asks himself, “Can I trust this person? Can I believe what he is saying? Is he telling me the whole truth?” These questions in the prospect’s mind can cause fears that can stand in the way of a successful sale. These fears should be anticipated and the solutions to them prepared. They should be quieted before they become a problem and kill an otherwise good sales approach and presentation.

Testimonials are an excellent way to quiet those fears. Many times a person will believe what a total stranger will say about you even though they won’t believe what you say about yourself or your vehicles.

A letter of testimony written on the customer’s letterhead, in my opinion, is best if it follows these guidelines: Ask your customer to answer the following questions in writing and you will have a letter of testimony that is powerful, persuasive and will get the job done for you.

1. Why did you do business with me, or my dealership, or with my vehicle or service?

2. Specifically, what benefits did you gain? Or how did I help you? Or what did we do for you?

3. Would you recommend me or my dealership or my products to other individuals?

4. May I have anyone call you to verify the truth of this letter? Very few people ever call, and you don't want your customer bombarded with calls - or do you? People love to give advice and be asked their opinions. I've had clients call me and tell me who called them and what was said. If you are going to use a testimonial letter from a customer, make sure you are servicing this customer well (that is if you want a favorable report).

When I get testimonial letters, I always underline the key ideas or phrases. Most people don't take the time to read the whole letter. Your eyes immediately focus on the underlined words and sentences.



## Week 46

# What is the Reality of Selling?



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## Cyber-Training for Auto Sales

There is no easy, best, fast way to make a sale. There are a million ways to make a sale — but it's not with a method or system — there are elements that get you there.

Here are 12 strategies that will help you get to the alternative for an easy, best, fast way to make a sale — a way to earn the sale.

**1. As in life, you start with a philosophy.**

Mine is...I give value first, I help other people, I do my best at what I love to do, I establish long-term relationships with everyone, and I have fun (and I do that every day). What's yours? Do you have one? Your core philosophy is what drives you into the sale, and leads the prospect to an understanding of why you're there.

**2. The most important word in selling is YOU.**

Prospects don't buy products and services first — they buy salespeople. The first sale that's made is "YOU." Are your prospects buying you?

**3. Know "why you're selling".**

Your "why" supports and strengthens your belief system. When "why" is clear, every-

thing is clear. Before you can affect others, you must get real with yourself. Do you know why you are selling?

**4. The sale is in your head.**

The mindset by which you approach the sale will determine its outcome more than any other element of the selling process. Do you think “yes, in can make this sale” every time you present to your prospects?

**5. Develop a belief system that can't be penetrated.**

Believe in your dealership, your products and yourself, or you won't sell anything. Do you believe in yourself?

**6. Develop a selfish attitude about being the best.**

Do you know who the most important person in the world is — it's you. Unless you're the best you can be for yourself, you'll never be the best you can be to serve others. Are you always striving to be your best?

**7. Reward yourself for doing a good job.**

Provide your own gifts and toys. Give yourself whatever you want. Most of us don't get what we want for Christmas unless we tell someone what we want — or if you're like me — go buy it yourself. What gifts have you given yourself?

**8. Know “what you sell” in terms of the customer — not in terms of you.**

People don't care what you do or what you have to say unless they perceive it will help them. The way you explain your dealership and your product to your prospect determines the buying interest you create — say it in terms of benefits to your prospect not your dealership. Are you selling your product, or are they buying your product?

**9. Sell it as if you were selling it to your children.**

Give your prospects advice about your product - help them learn about it, and the advantages of using it. Be more of a consultant than a salesperson. Make them feel like you care more about them as a customer than you do about them as a sale.

**10. People buy for their reasons not yours.**

Find out theirs first. Establishing their “why” is the basis of determining their true need(s). When you're presenting, is more that 50% about them?

**11. Ask the wrong questions — get the wrong answers.**

The way you qualify your prospect will determine how you will sell them. Refine your questions every week, until their power is evident by the increase in your sales.

**12 Transition from a salesperson to a resource.**

Become a valuable resource to your prospect. The more value you bring, the more you will sell. To become valuable, you must give your prospect value first. Make the prospect

perceive greater value than price, quality and service. If two salespeople offer the same vehicle at the same price, and give the same service, the one with the greater perceived value wins. How much value do you bring to your prospects and customers?

Selling is a never-ending learning process. There is no one-way-to-sell. If you seek to master the science of selling, you must master the elements one-by-one. Learn one a day and in five years you will be the master of more than 1,000 elements — and still take Sundays off.

Week 47

## How to Master the Art of Selling on the Telephone



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### Cyber-Training for Auto Sales

Think about the differences between when you sell to someone face-to-face versus doing it over the phone. There are some very clear differences, aren't there?

For example, it's obvious you can't physically see someone who is on the other end of a phone conversation. It is impossible to go through a physical product presentation. Plus it's extremely difficult to size up a prospect's physical surroundings without being there.

These are limitations. There is no denying that. But here are a few things to help you in spite of these phone selling limitations.

#### **Tone**

The real, essential key to telephone conversation lies in one simple secret. And here it is: Tone. The tone of someone's voice is a real tell-all secret as to how well you're doing. But it all starts with your tone. You need to be especially attentive to the tone that you use and then be finely tuned into the tonal response of your prospect. I'll explain more about that later.

**Background Noise**

Listen for background noise on the other end of the line. This simple, little secret can provide you real insight into how much attention your prospect is really paying to you and your message. Do you hear conversations? How about the telltale sound of a computer starting up or shutting down?

**Ask Permission**

Always ask for permission to conduct a relatively lengthy phone conversation. Saying things like, "Do you have a few minutes so we might talk?" can go a long way toward guaranteeing a more responsive listener on the other end.

**Send a Letter**

When sending a prospect correspondence that will serve as a source of linkage for a later conversation, always be sure to enclose a letter that includes as its last sentence, something like this:

*"In the absence of hearing from you in the next \_\_\_\_\_ days, I trust that you will be receptive to accepting my phone call shortly after that \_\_\_ day period."*

If you don't hear from your prospect, place your call and assume that they are expecting your call.

Never forget that all sales presentations are a two-way street. It is extremely easy to dominate the conversation on the phone because you have no way to judge the non-verbal response of prospects. However, by engaging them and allowing them to respond, and by conversing and playing an active role in the sales process, you will be able to judge their energy level, interest, excitement and involvement with you, your offer and your opportunity.

All of this leads us back to tone. Tone simply means the pace, intensity, pleasure or dissatisfaction or level of engagement that your prospect displays. But remember - again, it all starts with your personal tone and not theirs. That means things like your use of pausing, speed of delivery, speed of response, articulation and how receptive the person is on the other end of the line.

People will respond to you in the same manner and in the same tone that you give them.

**What about phone scripts?**

The real problem is that most salespeople aren't skilled script readers. The result? A stilted, one-way, constricted communication that does not communicate a sense of warmth, engagement, involvement, caring, interest or mutual trust. So, what is my advice to you? Don't read off the scripts! Master an understanding of the principles related to why someone would buy your product and become a two-way communicator. Not a pre-recorded version of a canned, insensitive, one-way presentation!

Here are 20 of the most successful techniques and strategies you can use to turbo charge your telephone abilities:

### **1. Set goals**

Establish goals for the amount of calls you need to make, and then determine the percentage of appointments you set. Try and make your calls at a certain time and stay true to yourself by stopping the calls when you decided you would.

### **2. Block Your Time**

Make or return phone calls at precisely the exact time you committed to. Don't even be 2-3 minutes late! Have a game plan for when you sell on the phone and stick to it.

### **3. Pre-plan the phone call**

and make notes of the specific items you want to cover.

### **4. Telephone during "up" time**

Best times are 9 AM to Noon; 2 PM to 4 PM; never on Monday mornings, since this is when many dealerships have their sales meetings, or Friday afternoons, when some people want to leave early and are running around hectically trying to get things done.

### **5. Predetermine ways to maximize the value of every call**

Before you speak to a prospect, have a game plan for all possibilities... if plan "A" doesn't work, you should be able to roll to plan "B" and "C" if necessary.

### **6. Know what you want to say**

Write a script only as an outline; don't waste your time trying to memorize a "script". Instead place your accent on INCREASING your prospect's business by providing answers and solutions to their biggest concerns.

### **7. Sound and Feel Confident**

You've got something valuable to offer. Be articulate, pleasant and confident. After all, your prospect is looking for ways to buy that next vehicle.

### **8. Call the prospect by name**

Speak conversationally, identify the prospect's headaches and match them with solutions you have to offer. Stress the benefits of your product. And never put down your competitors.

### **9. Take notes**

of the phone conversation so there is a permanent record of what was discussed.

### **10. Listen!**

This week is not good? Next week better? Scheduling problems? If not now, when?

**11. Stay focused on the desired outcome**

Whatever the goal of this call, try not to drag on the conversation too long - you must respect and value the prospect's time. And when you get the prospect to come into your dealership, make sure the time you spend with them is productive.

**12. Try to close an "appointment" on the phone**

Don't try to sell your product over the phone, but always try to make an appointment. Remember that selling is a process and not an event.

**13. Be persistent without being obnoxious**

Listen to your prospect, learn to discern when you may be over staying your welcome and quickly wrap up your call without appearing too pushy or overly aggressive.

**14. Create a compelling message that gets return calls**

When you leave a message on their answering machines or voice mail, give them a good reason why they should want to return your call. But remember, many people do not return calls, so even if your message is compelling, make sure you keep following-up with this prospect if they don't return your call.

**15. Dealing with a tough customer**

Respond, don't react. Use empathy. Disengage quickly, firmly, politely. Learn to use common objections as buying signals.

**16. Handling Rejection**

Rejection is not personal. It is just a part of sales. Your ability to roll with the punches is the mark of a professional.

**17. Have a follow-up strategy**

for each phone call you make. Use a contact manager to help you keep track.

**18. Conclude by recapping**

the main points of the conversation and confirm your appointment.

**19. End each call on a positive note**

as people are most likely to remember the last thing you say.

**20. Send a "Thank you" note**

expressing your gratitude for the time taken and interest shown by the prospect. If they're coming into the dealership tomorrow, a note may not be possible. But if the appointment is over three days from now, this will be a nice touch.

Whether you're calling to gain appointments or following-up on a previous sale, these tips will help you get better results. There is little doubt that selling requires not only face-to-face, one-on-one skills, but it also requires the ability to sell over the phone to people you can't even see!

## Week 48

# What Exactly is a Close?



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## Cyber-Training for Auto Sales

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. And you have also put the "law of value" into action, which increases their level of interest in you and your product.



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 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.

## Week 49

# Why They Won't Buy, What They Want!! The Secret Revealed



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## Cyber-Training for Auto Sales

What are your biggest barriers to a sale?  
What are the biggest objections to your sales?

Don't tell me — let me tell you:

1. Your price is too high.
2. Can't get financing approval
3. I need to talk it over with my spouse
4. We're shopping around for the lowest price
5. Prospect won't return my phone calls
6. We can get it cheaper someplace else
7. We don't have the money for a downpayment
8. We can get it cheaper on the internet
9. They won't tell you the real reason

Is that enough of them? Did yours make the list? More than one of them? Every salesperson has barriers to a sale and you are no exception. The question is how do you deal with them?

Traditional sales training says, when an "objection" occurs, you have to "overcome" it to make the sale. That may not be true. A salesperson spending time trying to change a prospect's belief is banging his

head against the wall. Hard. The answer is to look at objections from a different perspective. The customer's perspective. The only one that matters.

"Overcoming objections" went out with typewriters and 8-track tapes. Think about it — you want to make a sale. OK. But, what does the customer want? What will the customer "buy?" Or better stated, what will entice the customer to buy. If the customer wants more value for the dollar as well as features, how does that fit into your presentation?

Let's forget you for a few moments. What do you think the customer wants? Remember, I said forget about you. If you get right down to it, unless the customer has an imminent need for your vehicle, they're probably going to be concentrating on what's important to them - things that matter from their perspective.

There's an aha! No, there's THE aha!

OK — so let's examine the things your customer wants, needs and works for (hint: it ain't your product)

The customer — EVERY customer and prospect wants:

1. Value for their dollar
2. No problems
3. Outstanding service after the sale
4. A salesperson to handle their immediate concerns
5. A smooth sales process
6. No mistakes
7. Fun atmosphere

Customers spend 99.9 percent of their time on their own issues. The average salesperson spends very little time on the issues of the customer. See where the gap is? How are you blending real customer needs into the products and services you offer?

If they object to your price (the biggest objection in the book), and you are able to show them how your vehicle is more value for their dollar, your price issues diminish.

Here's a game plan:

1. Identify which issues are the burning ones from the customer's perspective.
2. START your presentation addressing customer issues, not selling your product.
3. Create dialog that gets the customer to agree that you will help and they will buy as a result of it.
4. Walk away with the sale.

Now, it's not that simple. BUT it's an answer you are not addressing. And it's an answer that will lead you to more sales and less objections. Customers will NEVER object to more

value. Customers will NEVER object to answers to their major issues. Customers will NEVER object to owning a quality product.

Every salesperson thinks the customer wants a lower price. Well, if you are not meeting the customer's needs, not addressing his wants, not helping them, you are correct — price is all that's left. So,

- Revamp your thinking.
- Revamp your research.
- Revamp your questions.
- Revamp your presentation.

And the result will be less objections. The secret is not to overcome objections, the secret is to eliminate them.

## Week 50

# Negotiating the Price You Deserve



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## Cyber-Training for Auto Sales

**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.



**Week 51**

## **Sales is Not Only a Numbers Game**



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### **Cyber-Training for Auto Sales**

For years, sales managers and sales trainers have been saying that sales is a 'numbers' game. I can recall my first sales manager telling me over 25 years ago, "If you will see enough people, you will make enough sales." First of all what's enough sales? Second of all, how many is enough people? Thirdly, is this the best approach to take to prospect for new business? When I wrote my first book, it was the result of trying to figure out what was the best approach. After years of doing what I was told and wasting lots of time and failing in the process I had an interesting revelation. This is why I hate clichés and managers and sales trainers who quote them only because that is what they have heard for years.

Back to my discovery. If you see enough 'qualified' people you will make enough sales. It isn't just the number of folks, it is focusing on prospects who qualify for the vehicle they're looking for. Now with this concept I am not suggesting that you should see fewer prospects. I am only suggesting that to just focus on the numbers alone will guarantee failure - sooner or later. Why? The more people you see, the more you will

tend to see who are poor prospects, thus, more rejection. The average auto salesperson can't handle the amount of rejection that comes with this philosophy. This is why so many people become discouraged and fail or quit.

Think about it for yourself for just a minute. You see 25 prospects a week. You close 1/5 that means you spent whatever amount of wasted time on 20 prospects you didn't sell.

What if you took the time you spent with the 20 prospects you didn't sell and spent it with more good prospects - prospects you cultivated because of your excellent follow-up, repeat and referral techniques. See where I am going with this? Maybe your closing ratio could be 1 out of 3; or even 1 out of 2.

Why are so many managers and trainers still teaching this concept? I am not sure, but I can guess it is because they don't know how to teach more effective prospecting, so they want you to make up for poor prospecting or networking skills. Now, here is a real winner for success. Do both. See the number of prospects that come into your dealership and make sure you concentrate on developing more repeat and referral business by developing your follow-up, prospecting and networking skills. But again, this means salespeople need to stay at the same dealership for a long time, and utilize their time in productive work, not just busy work.

There are many other clichés (myths) that just don't cut it anymore. Actually they never did, but who was going to question them? A new salesperson? A failing salesperson?

I'll leave you with a couple to think about.

Myth: People buy from people they like.

Truth: People buy from people they trust.

Myth: People will buy because of your enthusiasm.

Truth: People will buy because of their enthusiasm.

Myth: People buy what they need.

Truth: People buy what they want.

Are you buying in to any of the above? Can you add some other myths/clichés you have heard that just don't make sense in the real world of selling?

Week 52

## Getting More Referrals



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### Cyber-Training for Auto Sales

Are you comfortable asking for referrals? Only the very best salespeople succeed with referrals. Well wait a minute, if getting referrals is a key element of increased business amongst the most successful salespeople, how do they get referrals in the first place?

**Which comes first, outstanding service, or the rewards of providing it.**

To earn referrals you need to build obligation. If a customer or prospect is reluctant to refer you to friends, relatives and colleagues, it is because they are not certain that recommending you will not win them any points. In other words, you haven't yet done enough to earn the favor. We measure ourselves on the profit of a single sale when our eyes should be on its potential to increase our business by gaining new customers.

**The Laws of Reciprocation**

The Laws of Reciprocation states, "if I do something for you, you become obligated to doing something for me. If my friend and I are sitting at a bar, and I buy him a round of drinks, he becomes obligated to

buy me the next round. It's not something that's written in stone, it's just a social obligation. What do you need to do with your customers to make them obligated to you?

**So what actions will astonish and delight customers?**

Simple follow-up courtesy; taking an interest when they can't afford your vehicle; asking "how can I improve the customers experience"; being as responsive after a sale as you were before it; showing you care. All these things build obligation. When you have made enough deposits, customers become willing, even enthusiastic, to recommend others to you. A good referral is more than a lead. When your customers call their contacts and make personal, enthusiastic introductions, half your job is already accomplished.

Your goal as an auto salesperson should be to achieve 60% - 70% repeat and referral business. It's the easiest, and most profitable way to do your job. You should have a program developed so that your success in this area within the next 5 years is virtually assured.



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