



# **THE ART OF CREATING SALES OPPORTUNITIES**

**A Vehicle Salesperson's Guide to  
Developing Additional Business**

**by Mike Whitty**

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## **Disclaimer**

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

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*It Just Makes Sense!*

## INTRODUCTION

### Thought:

*“Success is dependent upon the glands – sweat glands.”*

— Zig Ziglar

### Thought:

*“Your ability to discipline yourself to set clear goals, and then to work toward them every day, will do more to guarantee your success than any other single factor.”*

— Brian Tracy

I was in a dealership working with each salesperson on an individual basis. There was one salesperson who had been with the dealership for around 14 years, selling an average of 14 sales per month. You would think that anyone who had been with one dealership for that long would not only be selling more, but most of the business would come from repeat and referral customers. So I asked the salesperson, "If I could give you some easy, low stress ways to increase your sales, would you at least consider them?" His response was, "Well, it all depends on how much more work I have to do!"

I begin with this story because so many salespeople look at their business exactly the same way. They have the skills necessary to achieve greatness, but just don't want to do the work. So they stay at a level of sales and income that may sustain them, but never allows them to reach that level of income where they can have all the things in life that money can buy.

### SELLING AS YOUR CAREER

Selling will always be one of the greatest occupations you can choose. In sales, you have the opportunity to make unlimited income, or you have the opportunity to make very little income.

Either one is up to you. But the one thing I've realized is that everyone has the potential to make more money. And in most instances, it won't necessarily take more skill, but it will definitely take more work. It's going to be the work above and beyond your current selling process that will take you from one level to the next. Once you understand this, you'll be on your way to developing a plan for how to make it happen.

## **YOUR BUSINESS PHILOSOPHY**

The first thing you need to do is to stop looking at yourself as a salesperson, and start looking at yourself as a businessperson. These are totally different ways of how you perceive yourself.

Psychologically, if you look at yourself as a salesperson, then you look at yourself as an employee of the dealership. And it's the dealership's responsibility to get you business by providing you with prospects. But if you look at yourself as a businessperson, it now becomes your responsibility to generate your own business. You're not likely to just sit back and wait for things to happen, you'll now take the initiative to make things happen. This will become the basis for developing your work ethic. Wouldn't it be great if you made most of your business from sales you created, and just used the dealership sales as cream on the coffee? How much money do you think you could make with this type of philosophy?

When you got hired into this business, they gave you a free desk, a free phone, a free telephone answering service, a free advertising budget, and a million dollars worth of inventory, without any investment on your part whatsoever. All they asked you to do is go out there and run it just like it was your own business. Well, that got to be the problem. Most salespeople didn't know how to run a business.

A typical salesperson will simply come into the dealership in the morning, take whatever the day has to give, and leave the dealership at the end of the day without having much say on whether the day was productive or not. And keep in mind, anytime I use the word "productive", I'm always talking about profit-generating. You can spend the entire day cleaning your desk, and think that your day was busy. But was it productive? Did you do anything today to generate profit? And for any successful businessperson, profit is the bottom line.

Since we're talking about profit, let's focus for a second on the money part of what you do. It used to be that if a salesperson took a job on a commission basis, it was because he/she was money motivated — the high risk yields high rewards philosophy. You have the opportunity to make a lot of money, or very little money. Someone once said that selling is the hardest highest paying job, and the easiest lowest paying job. The rule in the

automotive industry is, most salespeople get used to living on the money they make, instead of making the type of money they want to live on. If you're currently making \$35,000 per year, you get used to living on \$35,000 per year. You buy or rent a \$35,000 home, drive a \$35,000 per year vehicle, eat at \$35,000 per year restaurants, and go on \$35,000 per year vacations, if you can even afford to go on a vacation without worrying whether the electric bill is going to get paid that month. The fact is, there's so much more money to be made out there. And to get it, it's not going to necessarily take more skills, but it's definitely going to take more work. How many of you would be willing to do a little more work if you could make an extra \$1000 per month? Well, here's something I can assure you. If you make an extra \$1000 per month, you'll know how to spend it.

I want you to be able to buy all the things in life that money can buy. Someone once said, "Money isn't everything," but it was probably said by someone who didn't have any. One of the reasons you got into auto sales is because someone told you that if you got into auto sales, you'd have the opportunity to make unlimited income, sky's the limit. Well, where is all this unlimited income? It's out there. Somebody's making it. Your whole concept needs to be, "why shouldn't it be me, and how am I going to make it?"

If you really want to make more money — you can. But not everyone wants to make more. Some people can live very meagerly. As long as they can pay their bills, and have enough money left over for a movie once a month, and maybe a night out at a decent restaurant, they're happy. These individuals will not develop the work ethic to make more money. But if you're the type of salesperson that likes "things", this is the program for you.

Making more money means you need to become money motivated. You need to love the money, and all the things it can buy. In fact, you should be working to buy things, not just to pay bills. If you're working to pay bills, you're basically working a survival method for living. I don't want you to just survive. I know that money won't buy happiness, but believe me, money will buy you a lot of things that will make you happy. Ask yourself this question: Is there something that you want right now that you can't have because you don't have enough money? If there is, you can have it. And it's not going to take more skills, it's simply going to take more work.

I've focused the initial part of this presentation on money because let's face it, it's really hard to live in today's economy without it. But success isn't just determined by the amount of money you make. Someone once said that "Success isn't the destination, it's the quality of your journey." All of the things you'll do along the way to have a better life, a loving family, a strong mental attitude, will add to your definition of success. Anthony Robbins, a very successful and famous motivator and trainer said, "Success leaves clues." Successful people have left clues all over the place on how to become successful. We

don't have to reinvent the wheel. All we need to do is to find out what those clues are, and then do them. Well, that gets to be the problem. It's the doing them that many salespeople have an issue with. You've all heard the phrase, "knowledge is power." Well, knowledge isn't power, it's the utilization of knowledge that's power. You can know everything about everything, but if you never use it, then what good is it?

Someone also said, "Successful people do all of the things unsuccessful people don't want to do." If this truly is the case, which I believe it is, let's talk a little about what it takes to become successful.

If you're truly interested in moving forward in your career, here are a few things you need to do to get started. There are many more, so once you make the commitment for success, you'll think of others.

### **DON'T DWELL ON YOUR PAST**

Have you ever condemned yourself for things you've done, or failed to do in your past? I think most of us have. But if you want to be successful, you need to let go of your past, and stop dwelling on things you've already done, and things you can't change. Beating yourself up, hopefully hasn't made you feel any better, and probably hasn't moved you forward in your career. You need to learn from your past mistakes and make the necessary adjustments in your future behavior. You did the best you could given the knowledge and motivation you had. This doesn't mean that what you did was okay. It just means that it's in the past. If you're going to dwell on the past, it might be better for you to dwell on all of your successes. This will be an excellent way for you to start building your confidence and self-esteem. So, regardless of what you've done, the only sane approach is to accept it and move forward.

### **BECOME MORE CREATIVE AND IMAGINATIVE**

When you're in the dealership day-in and day-out, it becomes a natural tendency to become complacent. You tend to keep doing the same things over and over again in the same way. Realize that in your town, there are a lot of dealerships, selling the same types of vehicles, at the same price, with the same warranty. If this is the case, why should they buy from you? Somewhere along the line, you're going to have to start thinking of ways to set yourself apart from every other salesperson out there. If you don't, price will be the only issue. Remember, for your customer, price will always be a major issue. Your job as a salesperson is not to make price the only issue. Because when it becomes the only issue, you're going to lose a great majority of the time.

Have you ever lost a deal by \$100? We all have. As a creative businessperson, you need



to start asking yourself some serious questions, like, “On an expensive vehicle, why was that \$100 so important to the customer? Could it be that you didn’t do anything to get the customer to want to buy from you?” If this is the case, you need to start developing ways of doing business to get the prospect to buy from you — not from your dealership, and not your vehicle, but from you.

Here’s a good example: Have you ever gone into a restaurant and given a waitperson a 25% or 30% tip? Why did you do it? You didn’t have to. You could have given this person a 15% tip and been done with it. But you know what? You couldn’t. You may have even opened up your wallet and tried to give a 15% tip, but you couldn’t. Because this person did something to you, made you feel a certain way, made the experience a certain way, and you had to reward this person in the only way you knew how, by tipping. And believe me, you’re not tipping the food because if you were tipping the food, you’d go back and tip the cook. You’re tipping the service. Now, let me ask you another question. Have you ever gone into a restaurant and not wanted to give a waitperson any tip? What was the difference between the two?

Now, the question you need to ask yourself is how are you going to get the 25% or 30% tip from your customers? Is it going to be by doing the same old things every other salesperson is doing? Or are you going to have to do something different, more exciting, more memorable to get the customer to reward you for your efforts. You can accomplish this by being a little more creative, and a little more imaginative in the way you do your business.

## **DEVELOP STRONG WORK HABITS**

I’ve always been a believer in the adage, “The harder you work, the luckier you get.” I feel that if you consistently apply your craft, keep your mind focused on your goals and dreams, and approach your job in a business-like manner, the very least that’s going to happen is you’re going to get lucky and sell something. Have you ever had a day when the morning was really slow, and you didn’t see a prospect till late in the afternoon, your motivation and enthusiasm are down, and you really don’t feel like waiting on that prospect? This is what happens when you don’t stay busy. In order to keep that motivation and enthusiasm high, you need to, what I call, “Keep those juices flowing.” When you do this, you’re ready to sell no matter what time of the day it is. This enthusiasm comes from having solid work habits.

Another example I like to use is, if it rains all day today, and no prospects will be coming through the door, what will you be doing today? Will you be leaning against a vehicle on the showroom floor, looking out the window, waiting for that one magical person to walk through the door, that one person who’s going to change your whole day? Or will you have a plan for generating business? Develop strong, consistent work habits, and you’ll have more business than you can handle.

## **SET REALISTIC GOALS AND A PLAN FOR ACHIEVING YOUR GOALS**

Somebody once said, "If you don't know where you're going, any road will take you there." One of the reasons I've succeeded was that I had clearly defined goals, and a business plan for achieving those goals. When times became desperate, it was the belief in that solid plan that kept me going. The most recent statistic is that 70% of all businesses will fail in the first year of startup. Now, why do you think that happens? I don't think it's because of lack of skills, because why would anyone invest their hard earned money into a business if they didn't have any skills? I think it's because most people won't even write a simple business plan. And without a plan, how can they assure themselves success? It's like building a house. You'd never tell the contractor, "Take some wood, take some nails, put something together, and at the end of the month, we'll see what it looks like." But isn't that the way most salespeople approach a typical month? You need that blueprint in order to develop a strong foundation. It's the same with your business. Once you build a strong foundation, your business will likely flourish for many years to come.

So, with these in mind, let's take a look at some of the ways you can develop some solid work habits, and separate yourself from every other salesperson in your dealership, and your selling area.



*It Just Makes Sense!*

## Prepare to Seize the Day

### Thought:

*"When you arise in the morning think of what a privilege it is to be alive, to think, to enjoy, to love ..."*

— Marcus Aurelius

### Thought:

*"Make the choice to embrace this day. Do not let your TODAY be stolen by the ghost of yesterday or the "To-Do" list of tomorrow! It's inspiring to see all the wonderfully amazing things that can happen in a day in which you participate."*

— Steve Maraboli

Bobby Knight, famous Indiana basketball coach said, "Don't give me a player who'll give me 100% on the court. Give me one that will give me 100% in the preparation. Then I know he'll give me 100% on the court."

Every successful athlete knows that mental and physical preparation is the key to playing at the highest level. The same is true for vehicle salespeople. The difference between a salesperson who comes to work and takes whatever the day has to give, and one who is resigned to make the day productive and profitable, is the difference between one who makes \$30,000 per year, and one who makes significantly higher.

The following are simple habits you can do to Seize Your Day:

### **Wake Up Early and Get to Work Early**

There is nothing more frustrating for a Sales Manager then to see his staff rushing into the dealership at the last minute or coming to work late. The first responsibility that every employee has is to come to work on-time, or better yet, early. There's plenty you



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## MANAGING YOUR TIME FOR INCREASED PRODUCTIVITY

### Thought:

*"A good plan, violently executed now, is better than a perfect plan next week."*

— George Patton

### Thought:

*"Planning is bringing the future into the present so that you can do something about it now."*

— Alan Lakein

It's no secret that if you're going to commit more hours to your day, you're going to need to become better organized.

There is no mystery about managing your time. You have 24 hours each day and 168 hours each week to eat, sleep, work, play, relax and exercise.

There is nothing magical about getting the most from these hours; it just takes a little planning. But time management will require some self-discipline and control until the behavioral changes are internalized, and time management becomes an everyday habit.

In order to make the most of your time, you'll need to be able to strike the right balance between your organizational tasks and your progress tasks. So, what's the difference? An organizational task is one which will not necessarily move you forward in your career, but will help your days and weeks run smoother. An example of an organizational task would be cleaning your desk.

On the other hand, a progress task is one which you believe will help you reach a position which is fundamentally better than you're in right now. An example of a progress task would be making a follow-up call. If you get bogged down with the maintenance tasks, you won't find time for the



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## NETWORKING FOR BUSINESS

### Thought:

*“The richest people in the world look for and build networks, everyone else looks for work.”*

— Robert Kiyosaki

### Thought:

*“The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person’s needs ahead of their own.”*

— Bob Burg

I was listening to an audio taping of a sales meeting performed by A. L. Edwards. If you’re not familiar with Mr. Edwards, he virtually invented the “term life insurance business”, and ran his company like a multi-level marketing business. Mr. Edwards was giving a seminar to a group of insurance salespeople, and the specific topic I remember was on prospecting for business. He was telling the group how all of his salespeople kept telling him how they hated prospecting, that it was hard, and that it was unproductive.

So he gave this example. He said *“I’ll show you how easy prospecting can be”*. He took a group of salespeople out to a busy corner in the local downtown, and he asked the first person who passed him by, *“You’re not interested in buying any term insurance, are you?”* Then the next one, *“You’re not interested in buying any term insurance, are you?”* And then the next one, *“You’re not interested in buying any term insurance, are you?”* Well, you can guess what eventually happened. One of the people he asked said, *“Well, you know what? As a matter of fact, I am interested in buying some term insurance!”*

What if you were to try this with your vehicles. Go up to a busy corner and ask everyone who passes by, *“You’re not interested in buying a vehicle today, are*



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## THE BUSINESS CARD PROGRAM

### Thought:

*"The best way to get everything in life that you want, is by helping enough other people get what they want."*

— Zig Ziglar

### Thought:

*"I don't want to live in the kind of world where we don't look out for each other. Not just the people that are close to us, but anybody who needs a helping hand. I can't change the way anybody else thinks, or what they choose to do, but I can do my bit."*

— Charles de Lint

Keep in mind that following-up with your customer is not only to see how their vehicle is doing. It is primarily to develop future business. I mean, how many times can you call your customer and ask how their vehicle is doing before they begin thinking that something will likely go wrong with it. Because of this, salespeople don't follow-up with their customers because they don't have anything else to talk about. On the other hand, if they don't follow-up with their customers, how will they be able to develop the type of repeat and referral business that will propel them to that next level of sales and financial success?

Salespeople need to remember that the best way to build a strong repeat and referral business, and by strong I mean that over 70% of your total sales volume comes from repeats and referrals as compared to fresh-ups, is by building strong relationships with your customers. Zig Ziglar said, "The best way to get everything in life that you want, is by helping enough other people get what they want." Hence, The Business Card Program.

**The Laws of Reciprocation** state, "If I do something for you, you become obligated to do something for me." If I buy my friend a round of drinks, he becomes socially obligated to buy the next round.



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## MULTIPLYING YOUR SALES THROUGH REFERRALS

### Thought:

*“In the business of referrals, trust is the most important reason a recommendation is made and, conversely, lack of trust the single greatest reason referrals don’t happen.”*

— John Jantsch

### Thought:

*“The best time to collect referrals from customers is at the point when they realize and acknowledge a good job was done.”*

— William Wiseman

There is a natural instinct among people to share positive experiences with others. We see a great new movie, and we recommend it to our friends. We discover an excellent new product or a new store, and we tell others about our positive experience. We meet a salesperson that exemplifies the type of person we want to deal with, and we tell our friends.

### There are three main reasons why this happens:

First, we want our friends to benefit from our positive experiences because it feels so good to help others.

Next, we enjoy being smart enough to find the best, so we want others to know how clever we are.

And finally, recommending a product, service, or salesperson is an intrinsic part of our democratic society. We want the best companies and products to succeed by patronizing them and encouraging others to do the same.

As long as you continually exceed customer satisfaction, you will always get referrals. But you will get many more referrals if you ask for them. And you will turn more of those referrals into customers by using some of the methods I’ll talk about today. I had to learn this the hard way. After a year and a



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## FOLLOWING-UP TO DEVELOP FUTURE BUSINESS

### Thought:

*“It never ceases to amaze me how few business people make the time to follow-up after they have made initial contact with a prospect or customer.”*

— Kelley Robertson

### Thought:

*“Follow-up positions you away from the competition so you can generate more business from your existing customers.”*

— Adrienne Zoble

No one will deny that following-up with customers and unsold prospects is the single most important task any businessperson needs to do in order to achieve that next level of sales and financial success. But it is, without a doubt, the most neglected part of the whole sales process. How many potential sales will slip away because a salesperson does a poor job of follow-up?

More importantly, how many existing customers are lost because the typical salesperson has no program for staying in touch to develop stronger relationships, which ultimately will earn more repeat and referral business?

There is nothing I hate more than when someone says they’ll call me back, and never does. Or I need some important information, and never get it. Or I give someone a referral, and they don’t report back to me on how it went. Or I buy something, and no one calls to see if everything’s ok.

You can probably guess that all of these has happened to me, and on more than one occasion. But I do have one story of excellent follow-up that keeps me happy.

I started going to a dentist about 20 years ago on the





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## THE BIO STRATEGY

### Thought:

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

— Mary Kay Ash

### Thought:

*"The only place where success comes before work is in the dictionary"*

— Vince Lombardi

From what I've experienced, approximately 60% to 70% of your customers will likely be be-backs. This means that a customer will come into your dealership, you'll show them a vehicle, give them a price, then they'll leave your dealership and either think about it, talk it over with their spouse, or shop around. If your customer leaves the dealership without purchasing from you, the first question you should ask yourself is, "What makes me different from every other salesperson out there?" Because if you're not going to do anything different from anyone else, then why should they buy from you?

It's not going to be because of your vehicle because everyone has great vehicles. It's not going to be because of your dealership because they'll likely buy close to home or work. It's not going to be because of your warranties because everyone has great warranties. And more importantly, it's not going to be because of your price because no matter what price you give them, everyone can beat it. You need to remember that price will always be a major issue. Your job is to not make price the "only" issue. Because if price is the only issue, you're going to lose a great majority of the time.

You need to find a way to get your customer to buy from you once they leave. The Bio will help you accomplish this.



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## THE INFORMATION SHEET

### Thought:

*"It is a very sad thing that nowadays there is so little useless information."*

— Oscar Wilde

### Thought:

*"Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it."*

— Samuel Johnson

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## THE NEWSLETTER

### Thought:

*"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."*

— Tony Robbins

### Thought:

*"Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it."*

— Robert Frost

It's easy to underestimate the value of a newsletter. But a newsletter allows you to connect with your customers on an ongoing basis while selling your products through a subtle message.

Print newsletters require time and effort. These are the newsletters you send through the mail, offer at trade shows, hand out at other events, etc.

Your print newsletter can be in black and white or in full color. It really depends on your budget, personal preference and even the frequency of your publication.

E-newsletters are the easiest, quickest and cheapest newsletters to produce. Each issue is produced electronically and you can send them to all of your subscribers through Email.

No matter which type of newsletter you choose to produce, you must make it worth your customer's and prospect's time to read your publication. This means you have to leave out the sales hype and put in useful information for your customers.

The value of having a newsletter can only be measured in future sales. People will come to trust you. They'll even begin to look forward to your newsletter arriving at their home or in their inbox.



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## GAINING THAT COMPETITIVE ADVANTAGE

### Thought:

*“What does it mean to be the best? It means you have to be better than the number two guy. But what gratification is there in that? He's a loser—that's why he's number two.”*

— Jarod Kintz

### Thought:

*“Anytime you find someone more successful than you are, especially when you're both engaged in the same business - you know they're doing something that you aren't.”*

— Malcolm X

To my estimation, approximately 70% of your customers are going to be be-backs. This means that 7 out of every 10 of your customers are going to come into the dealership, see your product, get a price, and then they'll leave the dealership and either shop around, talk it over with their spouse or significant other, and then come back and buy it from you.

So, if your prospect leaves the dealership without purchasing from you, the very first question you need to ask yourself is, “What makes me different from every other salesperson out there?” Because let's face it. If you're not going to do anything different, why should they buy from you?” It's not going to be because of your dealership, because they'll likely buy from any dealership. It's not going to be because of your vehicle because everyone has nice vehicles. And more importantly, it's not going to be because of your price, because no matter what price you give them, everyone can beat. So why should they buy from you. Somewhere along the line, you need to give them something else to compare against. Let's face it, price will always be a major issue. Your job as a salesperson is not to make price the only issue. Because if you make price the only issue, you're going to lose a great majority of the time.

Here's a good example. Have you ever gone into a



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## DEVELOPING YOUR AFTERMARKET BUSINESS

### Thought:

*“If you are not taking care of your customer, your competitor will.”*

— Bob Hooley

### Thought:

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

— W. Clement Stone

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

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

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

### SET YOUR GOALS AND CREATE YOUR PLAN

It’s not enough to just want to sell aftermarket products, you need to set goals for how many aftermarket products you want to sell, and then track these numbers every week. Don’t just leave this additional income to “pot-luck.” Instead, have your goals, and a plan-of-attack on how to reach these goals, and



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## PHONE-UPS ARE BIG BUSINESS

### Thought:

*“There was a time when nails were high-tech. There was a time when people had to be told how to use a telephone. Technology is just a tool. People use tools to improve their lives.”*

— Tom Clancy

### Thought:

*“The telephone, which interrupts the most serious conversations and cuts short the most weighty observations, has a romance of its own.”*

— Virginia Woolf

Your ability to handle phone-ups professionally will be the determining factor for gaining additional sales per month. Individuals calling for information on the phone should be handled just like a prospect walking through the door. How you deal with their questions and concerns will be the determining factor for getting an appointment.

The phones should be a very important area for salespeople to gain additional sales aside from showroom customers. The problem is, a typical salesperson does not like the phone. Salespeople like the face-to-face contact of a showroom customer because they feel more confident and in-control by having the person there in front of them. And psychologically, when they walk into the dealership, they feel the customer is ready to buy a vehicle, so they will actively pursue the sale.

When a customer calls on the phone, this takes salespeople out of their comfort zones. They can't see or interact with the customer, they don't know if the customer is ready to buy, and they don't study or practice the skills necessary to convert a phone-up into an appointment. So, they ultimately just give information.

Psychologically, the salesperson feels the phone-up



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## THE IMPORTANCE OF TESTIMONIALS

### Thought:

*“92% of respondents reported that a positive recommendation from a friend, family member, or someone they trust is the biggest influence on whether they buy a product or service.”*

— Paul M. Rand

### Thought:

*“While it may be true that the best advertising is word-of-mouth, never lose sight of the fact it also can be the worst advertising.”*

— Jef Richards

I’ve tried to stay away from talking about selling skills, since this is basically a work ethic program, but this is an important “after the sale” process that could conceivably help you close more sales. Follow this philosophy:

You’re sitting at your desk negotiating with your customer, and now you need to take the customer’s offer to your Sales Manager for approval. You have been side-by-side with your customer throughout every step of the selling process, and now you have to leave them to their own accord, not knowing what they’re talking about. This is the first time you are giving total control to your customer since you can’t be there to direct what they say or do. This is where testimonials may help.

As you’re leaving the customer you can simply say,

*“Mr. Customer, while I take this offer to my Sales Manager to see how we can make it fit into your budget, take a few moments and look over some of the testimonials offered by my current clientele so you can see how I take care of my customers, and I’ll be right back.”*

This keeps their focus on positive comments from your customers which may help you get the sale.



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## RUNNING YOUR BUSINESS “BY THE NUMBERS”

### Thought:

*“When you have mastered numbers, you will in fact no longer be reading numbers, any more than you read words when reading books. You will be reading meanings.”*

—Web Du Bois

### Thought:

*“Without mathematics, there's nothing you can do. Everything around you is mathematics. Everything around you is numbers.”*

— Shakuntala Devi

If you want to "run your business like a business" you need to determine whether you think of yourself as a "salesperson" or a "businessperson". The difference is, if you look at yourself as a salesperson, you typically look at yourself as an employee of the dealership, and it's the dealership's responsibility to get you business. But once you start looking at yourself as a businessperson, now you have to do two things that many salespeople don't want to do; that is to become responsible and accountable to develop your own business.

If you have any selling skills at all, the dealership will provide you with a certain number of sales just by coming to work in the morning. But how many sales that is, and whether that amount, along with the commissions derived from those sales will provide you the type of lifestyle you desire, will determine how many more sales you'll need to achieve your goal. How you will get those sales becomes the big question.

If you look at yourself as a "salesperson", you're probably running your business by "Pot-Luck" which basically means, "whatever happens, happens". You'll hope that the weather gets better, or the manufacturer offers some huge rebates, or the dealership increases their advertising budget, or your management is bad. You'll be hoping while you're





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## EMAIL MARKETING

### Thought:

*“You don’t have to create the most interesting thing ever, just the most interesting thing at the moment.”*

— Lee Clow’s Beard

### Thought:

*“90% of marketing doesn’t work because it doesn’t get done.”*

— Neil Bradman

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 feverishly? 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%.



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## SELLING IN A DOWN MARKET

### Thought:

“Obstacles are necessary for success because in selling, as in all careers of importance, victory comes only after many struggles and countless defeats.”

— **Og Mandino**

### Thought:

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

— **Benjamin Jowett**

The current business environment is as tough as I can ever remember. Major lending institutions are tightening underwriting, laying off staff, or ceasing operations all together. There are parts of the country that are in absolute economic purgatory, stuck in a quagmire of doom and gloom. Strong dealers who were highly profitable only twelve short months ago are closing their doors at an alarming rate. Reading the latest news publications only serves to further reinforce the end of our business as we know it. Or does it?

One of my good friends likes to say that things are never as good as they seem when they are good, and never as bad as they seem when they are bad. While this is absolutely true, it doesn’t necessarily help those who are facing the toughest battles of their lives. How then do you not only survive, but thrive in this perfect storm?

### **Decide NOT to Participate!**

Decide NOT to buy into all the negative news and figure out a way to dominate your market. Let’s face it; all of your competitors are in desperation mode, looking to cut expenses and headcount thinking that shrinking expenses will lessen the blow to their bottom line. Sound business practices? Not in a million years, and here’s why...



*It Just Makes Sense!*

## MANAGING YOUR MONEY

### Thought:

*“Life is a game. Money is how we keep score.”*

— Ted Turner

### Thought:

*“It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things that money can't buy.”*

— George Lorimer

I wanted to finish this program with a chapter on money management, even though it really doesn't fit with the original concept dealing with work habits. But the fact for any vehicle salesperson is, 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. And anyone who works on a commission basis will find that if you don't make, and manage the type of money to sustain an above average lifestyle, your chances of succeeding in vehicle sales will diminish.

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.

Once you determine how much money you need, the following section will take you through a step-by-step plan on how to manage your money once you earn it.