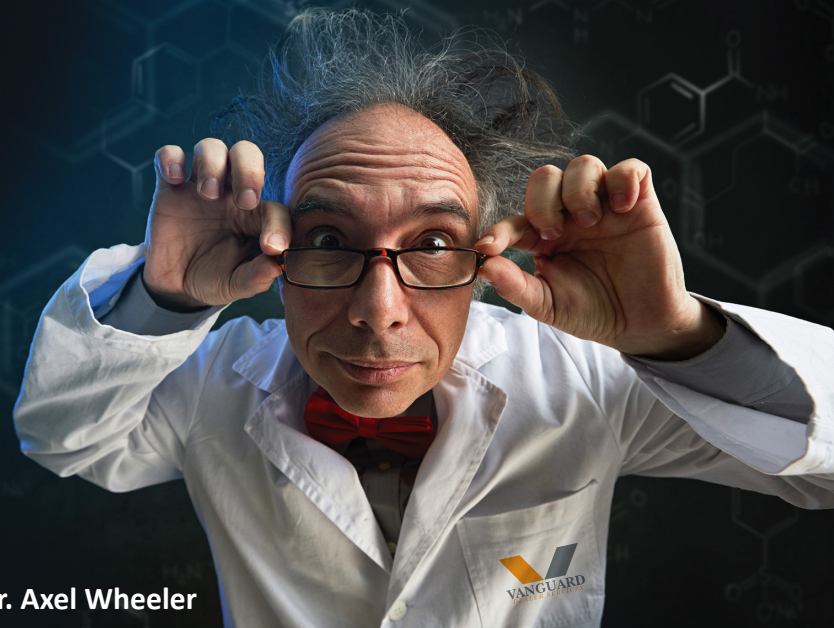


Rethink Sales

Success Mindset

I've been feeling a little down and sour on my career choice. Can you shed some light on re-energizing and re-focusing so I enjoy the automotive business again?



Dr. Axel Wheeler

YOU'VE GOT A BAD CASE OF "BECAUSE YOU'RE IN THE BUSINESS" GOING ON HERE. IT'S GOING TO TAKE A COUPLE OF EASY THERAPY TREATMENTS, BUT YOU'LL BE FINE.

Because you're in the business...

You think all people care about is price.

Price is #4 on the list behind sales consultant, vehicle selection, and dealership regarding what consumers care about.

You think that being transparent in negotiations puts you at a disadvantage.

Knowledge is power. The more transparent we are, the more likely a consumer is to find us credible and worthy of their business.

You think buying vehicle protection products isn't necessary.

Because you work in a dealership, you probably get a discount on parts and labor. However, consumers do not. And repair orders tell us that parts are significantly higher than labor on most repair orders. A minimal investment in purchasing a service contract vs. the potential of a costly repair for your customers can represent big savings down the road.

Find out More...

You think the internet is your enemy and full of bad information.

News flash! The internet is the #1 source of information that people turn to when beginning to search for, and ultimately deciding, where to purchase their next vehicle. Embrace the internet and work diligently to ensure you have the best billboard on the information superhighway.

You think people are liars.

Buyers are not liars, they just feel set up with the old, out of date, closed-end questions they are asked during negotiations. Change your wordage and get more accurate responses from customers.

You think about your position as a layover between other careers.

Stop dreaming of an easy, 'don't have to invest any effort' career.

They simply don't exist! Invest in your training and your career will take off like a rocket!

You think everyone knows about the latest technology features, and there is no need to properly demonstrate them in a feature, advantage, benefit format.

There has never been a better time to be in the auto business, with the manufacturer's race to technology. Today's vehicles are marvels in electronics and computerization. Simply telling customers about a feature is not enough, we must involve them in the presentation to get them to see a feature as a must have.

You think following up diligently with customers doesn't have enough immediate ROI.

Recent NADA surveys tell us that more than 65% of prospects that are contacted immediately will return to the showroom floor. Talk about high return on investment!

You think you don't have to keep up on your selling skills.

Customers today are as good at buying as we are at selling. We need to constantly be polishing our presentations and objection handling skills to keep pace with modern consumers.

You think every customer is grading you on first impressions.

They are 100% of the time! First impressions are everything.

Are we simply asking the customer if we can help them or are we on a mission to make a great first impression by extending our hand to the prospect and offering a welcome: "Welcome to the dealership. My name is _____. What is your name? _____, are you here to see anyone in particular? Are you here to buy a new vehicle or a used one?"

Greet customers with purpose!



We're not done yet...

You think selling cars is about fate, not skill.

It's really easy to start thinking that selling cars is about luck, and sometimes we do get lucky. It's not luck of the draw, it's a culmination of our preparation and enthusiasm with each customer that makes the difference. NADA surveys thousands of car sales professionals each year on a variety of topics, but one question is of particular interest: 'What is your biggest fear?' Surprisingly, it's not the fear of rejection. It is the fear of wasting time. Seem strange? A salesperson who is prepared and fully invested in their selling career will always prevail over the unprepared and appear lucky.



You need to start by experiencing the JOY of helping people get what they want again.

Zig Ziglar said it best.
"I never started making so much money as when I stopped trying to get what I wanted and started helping people get what they want."

