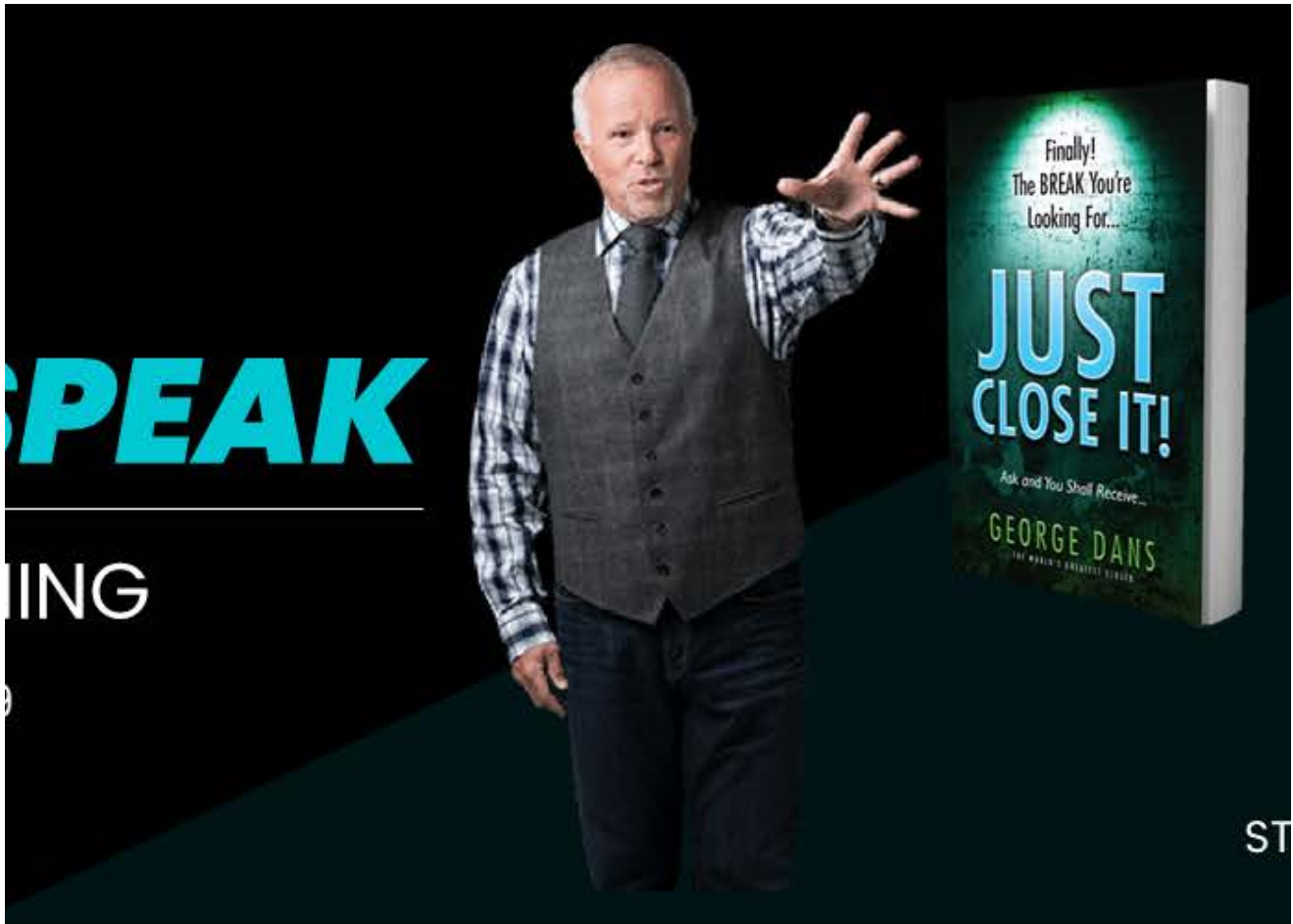

TODAY'S NEWS

Rebirth Of A Salesman Formerly MIA! Coming Back!



It's been awhile since I have written an article and after being back in retail and out training again, I have seen something that is missing. I keep hearing it from my clients. So, I didn't make this up... What happened to my salesman? Huh! They forgot to sell! What do you mean? They became order takers due to the shortage of inventory and all the other world crap that went on. Can't they just stay there? Seems like a nice safe place. No! Why not? Customers are regaining control once again and now they have fallen back to their old buying ways. It's ridiculous that they come in and want the best price, most for their trade, wacky low payments, and even want us to drop

The goal is to get them to the dealership then sell them. Time to put the order taking salesperson on lay away... Develop your team and you will sell more and gross more

the price and they are asking for discounts. Ok, ok, I get it. So what's your plan to get them back to selling, closing, presenting, going on demos, asking for all the money down, over coming objections, prospecting, follow up and networking and building their business back up so you can sell more?

We keep telling them to go back to the basics, ya know that kind of stuff. Great, how is that working out for you? We finally got some Megaphones so we can scream as loud as we can, you guys need to start selling again! We know you mastered the skill of being an order taker. Can you believe our guys!

Have you even watched AGT with Simon, which is America's Got Talent? Maybe we need to change that to DGT, Dealers Got Talent!. You see it's time to go back to the basics. But... no but's

Do you have a written sales process? Does your team follow it almost all the time? Do you work deals without demos? Do you work deals with out commitments? What kind of sales training system do you have in place? Do you even do professional sales training?

Most dealers would never expect an untrained technician to work on vehicles would they? Think of the comebacks you would get to enjoy!

This is my 29th year in this business, you can get back to the basics, by training your team to get through the basics with real world professional selling skills. What would happen if we did train? Your sales go up, gross goes up, CSI goes up, you get more trade in's now. Finance makes improved back end, service goes up, CP goes up, your bottom line goes up at the end of the day.

This is still a people's business. People buy people, people reject people. If 71% of the people bought because they liked the salesperson who is a trained professional then when they don't buy it's because they don't like the salesperson, isn't that number 71%? Training will help stop that. You can't hold gross with good luck... NOPE..

Text 775-379 -8949 to bring me to your dealership - Zoom and iMobile



Tips = To Insure Performance

Salesperson...If you fail to train, you are training your dealership to fail. Our guys don't like training so.. who wags the tail there? Hire a professional trainer to do what they do best. Develop people so you can build a team of sales quota busting salespeople who will get your bottomline wishing it would go on as diet, cause it became fat....