

Where do we go from here?

Selling More Today!

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What a weird market! The new weird is the new normal for sure. Honestly I am getting sick and tired of people wishing it was better, I wish they were better. I wish I could find more traffic. I wish you would prospect more. I wish we could find better salespeople. I wish you would train them to be better then maybe you wouldn't have to bank on wishes. I wish we had more traffic. I wish the salespeople made 40 contacts a day right?

I wish my manager would make them call. I wish your managers would start managing their daily activities instead of hoping it gets busy. I wish we had more appointments, I wish you would not let your salespeople take any walk-in traffic unless they had an appointment.

We always hope that the appointment shows up. I would stop playing the hope game. Hope isn't a good strategy to bank on. Why don't you have your managers call and confirm every appointment?

I wish my salespeople had an appointment every day. Have them make 40 contacts a day and get to work, some old guy told me that, people should just go to work to work.

Today, you tell someone to work and they think it's abuse... What ever happened to coming to work and having your day planned out so it doesn't plan you out? Gone. I wish it would come back. It won't.

This is my 30th year in the crazy business. I have seen it all. Nothing shocks me. It's become very boring and redundant though. You see all the Baloney on how to sell more... Let me make up the list:

1. We need better people
2. We need more leads

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3. More appointments
4. Digital is weak up grade it
5. More Balloons and get yellow ones, they will sell us more
6. Build a bigger dealership
7. Buy one more and we will double our sales
8. Get on Indeed.. Indeed we need more people
9. Find me a damn leader...
10. Go to another conference - make sure the food is good
11. Why won't they follow up
12. I pay my managers too much
13. Oh Smitty had been here forever, leave him alone, he sells 6-7 a month
14. I just wish

The list is crazy right? I wish I wish I wish ... What if you turned your wishes into requirements? George, you are crazy? No kidding, you have to be. I am now 30 years in the business and I got in for a cup of coffee. Damn it.

Find 3-4 requirements and make your people do them? But.. Not allowed. You see there is a difference between a wish and requirement. The last training company I worked for was fun, exciting and all that. We were required to wear a certain look 100% of the time. I did. I never challenged it or changed it. So why is that that most dealerships don't have requirements? Without them, you manage chaos, feelings, and an up and down place. Why?

Your managers allow it. Mr or Mrs Dealer think about this. You have 3-4 managers or more who are making well over 700-900 k a year and if you have several salespeople selling less then 10-12 a month, that's a lot of money to develop a below average sales force. Um... Um... You can figure out the rest.

Wishes love Luck and that's not an effective way to operate your dealership. There is an amazing plan and structure to sell and grow that bottom line. But.. Not allowed. The problem with most business's is that the ego get's in the way. Think of this, with all the

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money you have, can you pull out your own tooth? Can you perform your own surgery? Can you remove an engine and replace it?

Move that ego aside... and bring in experts to help you eliminate your wish list....

George Dans

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