

2011

The Difference between Unacceptable and Extraordinary

Sales Guild

Get the Edge UK

25/02/11

WELCOME TO YOUR SALES MEETING

Like many of you when we began our careers in the car business, we were thirsty for knowledge. We searched for books to read, training to attend but found none that addressed the uniqueness of the vehicles sales selling process. Little did we realise at the time that most of the knowledge we would gain would come from the advice and experience of the fellow sales people we worked with.

Much like urban legends or folk stories, the knowledge we gained was passed down from an earlier generation

Welcome to the land of the dinosaurs!

With each pearl of wisdom, came a new revelation either how to do it, or how not to do it! depending who you were talking to, it's only years later that we realise some of the advice was just plain stupid.

So year after year the quest for how to sell cars the right way continued, each time we thought we had finally learnt everything there was to learn about selling cars we discovered something new.

Then the penny dropped, selling cars is different to any other profession, it is not a job that you learn to perform and then proceed to do. It is a never ending process of learning and re-inventing yourself to face today's and future challenges as and when they materialise. It is about human interaction and relationships, sometimes at their best but frequently at their worst.

Our goal therefore in putting this material together is to encourage, inspire, guide and coach each and every one of you to continue that quest to achieve more from this amazing career we are in

Welcome to our industry, the Motor Trade

Jon Davies & Steve Robinson

Get the Edge UK

1 Print the workbook

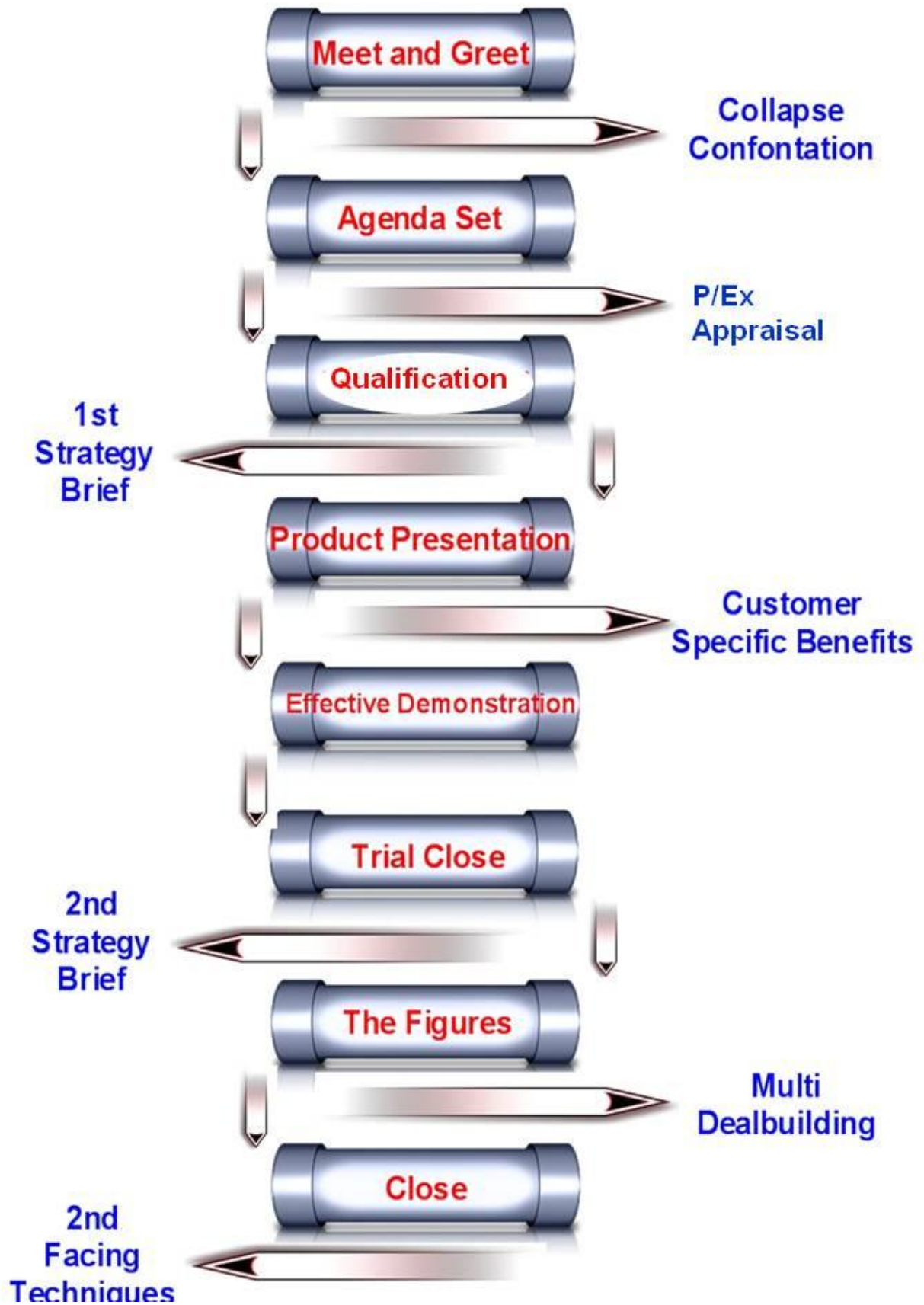
2 Watch the Presentation

3 Listen to the MP3

In this Module

The difference between unacceptable and extraordinary

The Sales Process



Why have a Process?

Sales is rocket science.

And just as rocket science is built from a foundation of physical and mathematical laws and principles, sales can be distilled to its very simple laws and principles.

While selling “systems” and “approaches” serve several purposes (they help differentiate products and personalities either for the good or the bad as well as assist in articulating a message so it’s easily remembered) the simple laws and principles underlying them all have remained relatively unchanged since the beginning of time.

The bottom line for a customer when considering is that they have six decisions to make:

1. Want or Need – Emotional Fulfilment
2. Brand – Reason for a Dynamic Feature Presentation
3. Source – Why Should a Prospect Buy From Our Dealership?
4. Sales Professional – Why Should a Customer Buy From You?
5. Time – Why Should the Customer Buy Now?
6. Price – The Last Decision Made

So our structured sales process needs to allow us to help the customer make those decisions

A structured Sales Process:

- Allows a relationship to develop
- which in turn builds mutual trust and respect
- that relaxes a customer
- and allows them to buy
- which creates more sales
- that gives us more profit
- which grows our business
- which allows us to look after our customers better
- which demonstrates we care

and keep our customer coming back to buy from us again..... and so the cycle repeats itself

In other words "a structured sales process sells more cars and makes more profit"

The sales process

Assuming you've identified the **features & benefits** of your product/ service – and you've identified and defined **your target market** – the sales process begins...

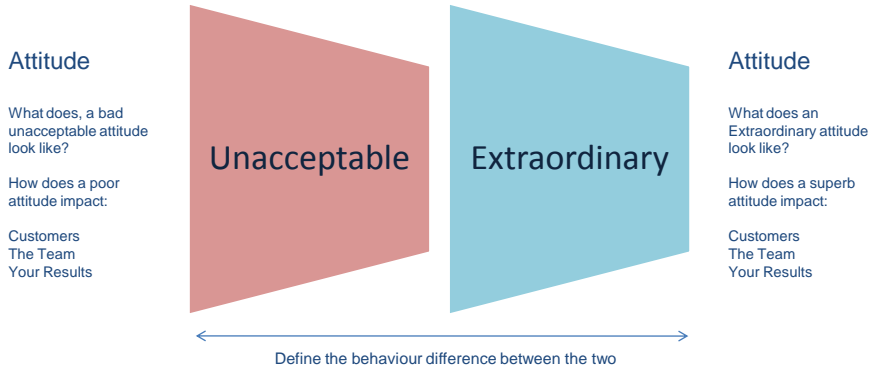
1. Prospect to find a customer
2. Create appointments
3. Get to know your customer
4. Analyse their needs and wants, through good qualification
5. Present your solutions
6. Demonstrate the product so they can fall in love with it
7. Test the water by trial closing
8. Present all their financial options
9. Help the customer overcome their own objections
10. Deliver a high level of service and stay in touch

Throughout the sales process, **you** the salesperson should be **continually...**

- positively expectant
- enthusiastic
- asking questions that uncover their lifestyle and wants
- listening
- qualifying the opportunity
- discovering hot buttons (what's in it for them)
- building rapport and establishing a good working relationship
- establishing trust
- developing credibility
- developing a valuable relationship
- addressing objections
- planning next action steps
- providing them with all the information they need to make a well informed decision
- asking for referrals
- seeking additional opportunities to serve & sell
- evaluating responses & results (positive/ negative)
- affirming decisions (minimizing buyer's remorse)

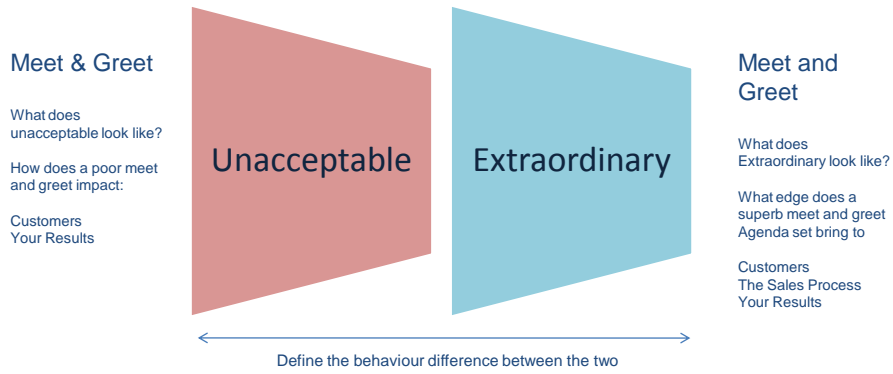
EASY WHEN YOU KNOW HOW!

Best Practice Attitude



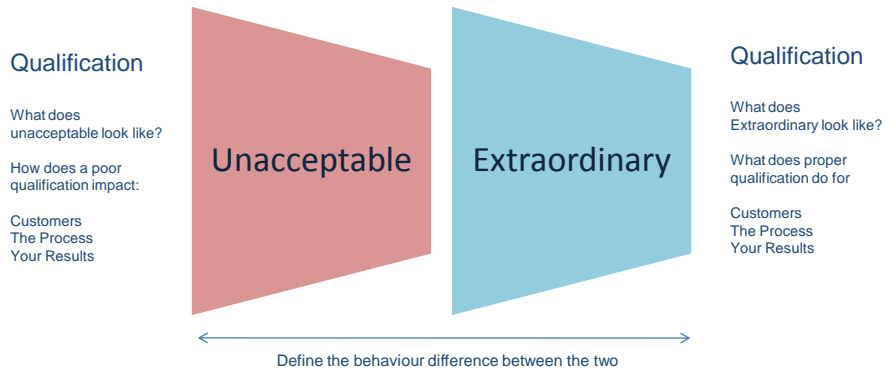
Unacceptable	Extraordinary

Best Practice Meet and Greet



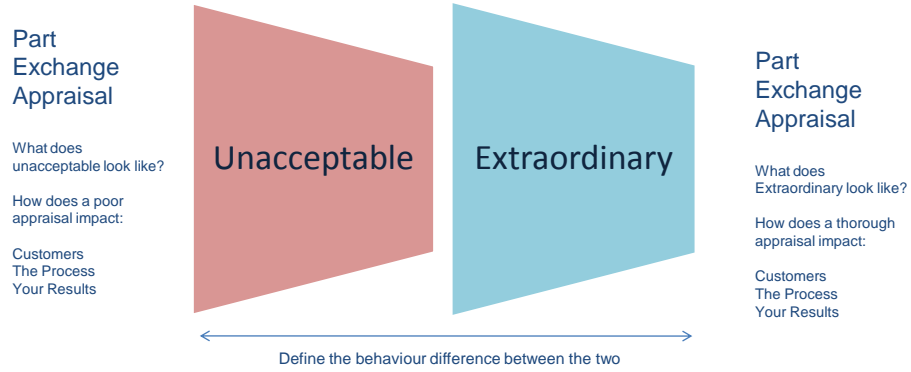
Unacceptable	Extraordinary

Best Practice Qualification



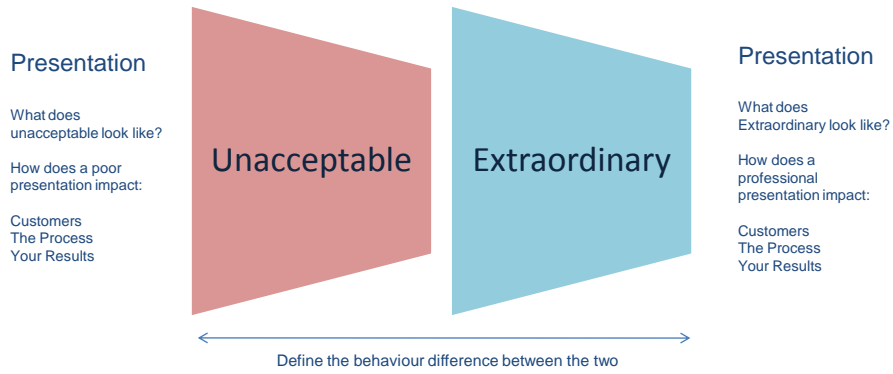
Unacceptable	Extraordinary

Best Practice Part Exchange



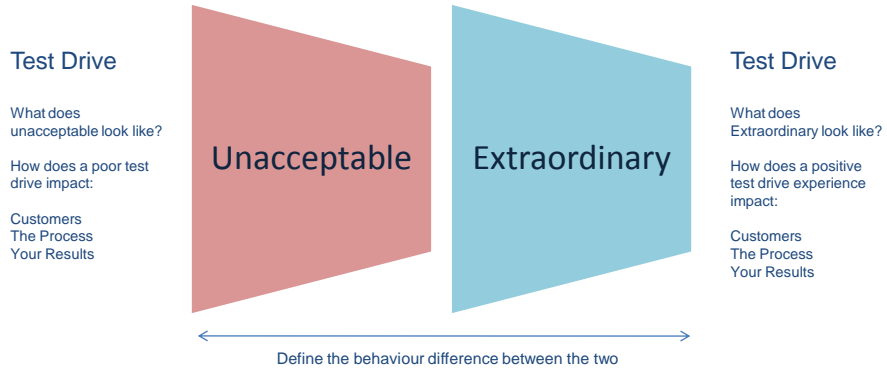
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Best Practice Presentation



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Best Practice Test Drive



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Get the Edge U.K.
'Ideas, tactics, strategies and tips to win in selling'



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