

SALES

2010

Ten Ways to Increase Sales Now



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The Ultimate Sales Tool Kit

Ten Ways to Increase Sales Now

1. Increase sales the answers hidden in the Log

Go back to the sales log from 6 months ago and re-visit every enquiry, it's amazing how many people are still in the market or have come back into it. When you get busy, you get busy!

2. Increase sales by utilising your best customers

Identify those customer from the last three months or further back, where you both enjoyed the sales experience. You enjoyed selling the car and the customer enjoyed buying it from you. Get in touch, ask for their help. Mention you are on a mission to sell 100 cars in 100 days, offer to pay them double referral monies in this last three month period if they can recommend anyone who may have the slightest need of a new car. When you get busy, you get busy!

3. Increase sales by focusing on finance

Identify people who purchased in the last three months of the year, 2 and 3 years ago. Call them and say due to an amazing run on used car sales you are incredibly short of used car stock and would they consider selling their car back to you. Explain that due to low rate finance deals it may be possible to take them from their car and put them into a new one keeping their payments the same. Most people will prefer to drive a new car over a two year one, especially when the payments are the same. When you get busy, you get busy!

4. Increase sales by introducing yourself

Walk the high street and commit your self to giving out ten of your business card per day for the next 90 days to people who do not know you. It's surprising how may opportunities are out there in front of our eyes that we miss, day by day. Simply introduce yourself to people in other small business's, shops, factories. These people buy from somewhere, make it you. When you get busy, you get busy!



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5. Increase sales by re-vitalising

Create a top ten hit list of your current unsold working customers, sit down with the Sales Manager and identify what the one thing is that is preventing them from dealing, really re-focus, re-visit and re-vitalise each relationship to see if you can do business once and for all. When you get busy, you get busy!

6. Increase sales by Focusing

Focus like a laser beam on every area of your sales process, Ask better questions when qualifying, listen intently to the answers. Focus on giving a better presentation, focus on the objections. If you are currently performing at 7 out of 10, raise your game by focusing on all areas of your role. Challenge yourself to become better, sharper and smarter in all aspects of your job. When you get busy, you get busy!

7. Increase sales by doubling test drives

Make a commitment to double your test drive ratio by really pushing test drives with your customer's. We all know this is an integral part of the sales process, It leads us to a trial close and obligation on a customers behalf. Make a point of doubling your test drive ratio. When you get busy, you get busy!

8. Increase sales by making more appointments

Challenge yourself to convert every incoming call into an appointment. Don't be unprepared, un-enthusiastic or under skilled. Raise your phone skills to the next level by focusing on improving your ability to make an appointment with each and every customer over the next 90 days. Follow a good tight script, just like the best of the best use and button up those call - Download a good script here

9. Increase sales by utilising a third party

The best of the best in our industry see involving a third party in the sales process as integral part of their process to sell more cars. The do not see getting their manager involved as a slur on their abilities. Two heads are always better than one. Involve your sales manager in the



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sales process, early often and always. If you work for the invisible man let us know at jon@gettheedgeuk.co.uk and will call them to encourage them to come out from behind their desks and to get stuck in at the sharp end. When you get busy, you get busy!

10. Increase sales by controlling your attitude

I have met hundreds of sales people who self-sabotage their own success by allowing the minds to wander into the swap of negativity. The will be the one who laugh off some of the ideas in this list, who will say, that won't work, waste of time and all the other things they say to justify their poor performance.

Your attitude is the one thing you can control and the one thing that you should use to it's best advantage to separate you from the competition. Over the next 90 days, focus on controlling your attitude and emotions so as to keep your mental game sharp.

and lastly

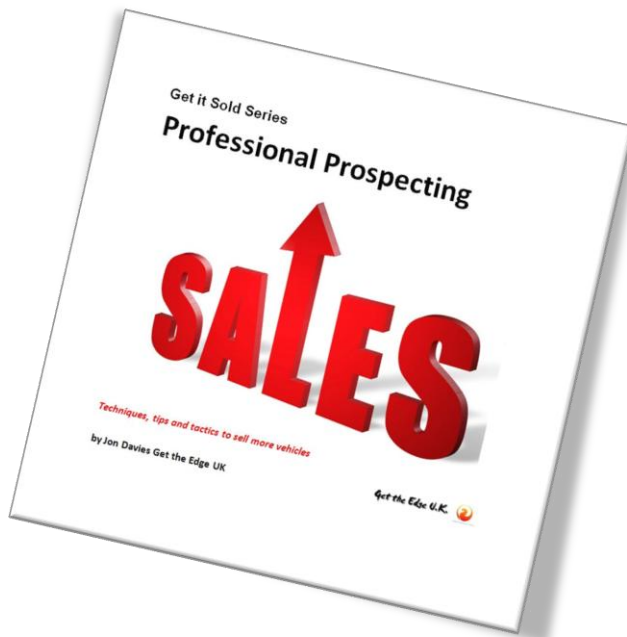
Remember

When you get busy, you get busy!



The Ultimate Sales Tool Kit

Two Great Books
To help improve your income and grow your sales



*Each filled with
dynamic ideas,
techniques, tactics
and tips, to grow,
your results to new
levels in 2011*

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People, Performance, Profit

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