

THE No. 1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL

AutoSuccess

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NUMBERS?

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SUCCESS



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SALES BASICS THAT NEVER GO OUT OF STYLE

I was fortunate enough to work in a top-100 new car dealership from the very first day of green-pea training. I was a salesperson, sales manager, team leader, desk man and department head. Whatever you wanted to call me this month, I didn't care. But I did care, and cared *deeply*, about two objectives — hitting forecast, and building a team who could do it every month.

I wasn't the only one on this team. Far from it. But what I learned about process only made it easier to see that without structure, basics, discipline and leadership, sales teams fail and turn over constantly.

As leaders and sales managers, we spend an awful lot of time making sure the phones ring, the ads are spot on, Website prices are lower than everyone else's, and Ups continue to walk through the door.

While advertising and marketing is the first mechanism for the sales process, it's only one of many. Your sales basics in the sales and Internet departments, have as big an impact as all your promotions combined. Unfortunately, they are often the most overlooked.

If salespeople aren't following basic sales process, either the process isn't complete or clear, or they're short-cutting and managers are continuing to tolerate it.

Let's start with salesperson basics, known to many as the steps to the sale. Here's an example of one:

1. Meet and greet
2. Wants/needs analysis
3. Presentation
4. Demonstration
5. Trial close
6. Write-up
7. Negotiation or trade evaluation
8. Close
9. Delivery
10. Follow-up

Not your exact steps? Chances are they might not be the same as those of other managers, salespeople, or the Internet department either. Address the following:

1. **Agree upon your sales steps.** Get your sales managers together and ask: "What are our dealership's sales steps?" Once you've decided — and written it out — take the next step.
2. **Put some teeth into it.** Make sure your sales team knows the sales steps, and more importantly, that you will not tolerate shortcuts when structuring a deal. When you prove that your system makes them more deals, they'll quickly fall into line and become believers.
3. **Circle your wagons.** Once your newly disciplined structure is entrenched, don't let up, and don't let other managers slip into old, non-productive ways. Solid work and performance habits require

consistent execution of the basics. Use your CRM, business planners and your Internet statistics to pinpoint individuals' strengths and weaknesses. Here, you'll be able to spot challenges that vary from salesperson to salesperson. It may be the demo to write-up point, or transition from the write-up to the close.

4. **Inspect expectations.** At the end of each month, conduct 15-minute meetings with each salesperson. Strategize ways to help them overcome problems through role playing, additional training, etc. Then regroup each month to see how they're trending. Here is a formula for dialing in your sales teams basics:

Your Monthly Totals		Your Monthly Statistics			
Quota (ask above) Given	33 (+)	Total Customer Contact	51 (=)	Quota (ask above) Ratio	65%
Write-Ups/Proposals Presented	24 (+)	Total Customer Contact	51 (=)	Write-Ups/Proposals Ratio	47%
Managers Sales/T.O.	40 (+)	Total Customer Contact	51 (=)	Managers Sales/T.O. Ratio	78%
Sale Units	15 (+)	Total Customer Contact	51 (=)	Closing Ratio	29%
Revenue	\$4200 (+)	Sale Units	15 (=)	Revenue Per Sale Average	\$280

Start with these basic steps, and make them part of your monthly game plan. It's a powerful reminder that sales basics and inspection processes never go out of style, and are the least expensive, most powerful way to achieve results.



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