

AutoSalesTraining

The Road to Success

Supplement included:

Ten Step Road to the Sale



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The Road to Success:

Introduction

Welcome and Congratulations.

By purchasing this program you've taken a bold step forward. You've made the decision to better yourself, to be the best, to become successful. You are determined and focused. You are hungry for knowledge. You realize that learning is the first step to take along the road to success.

And you have found an excellent resource in Auto Sales Training.

Roger Newbold, a thirty-year veteran of sales and management founded Auto Sales Training Group in 1995. Throughout his career, Roger prospered, and found the kind of success that seemed to elude his colleagues. Roger credits his success to a simple philosophy: find a system that works and stick to it. Through many years of hard work and dedication, he did exactly that. And the program you are about to hear is the outline for success that he has drawn.

This presentation is designed to prepare you and give you the necessary knowledge you'll need to succeed in the automobile sales business. It has been carefully prepared, and much time has been taken to ensure the information you are about to receive is precisely what you will need to know when you present yourself to your future employer at the dealership of your choice. This information, however, while proven effective, will only help you if you are committed to certain principles that form the foundation upon which a successful automobile sales career is built.

First, you must be goal-oriented and determined to succeed. And second, you must be honest, honest with yourself, your employer, and most of all, with your customers. Although what you are about to learn will bring you amazing results; there is no magic or trickery to be learned here. We'll give you practical guidance on how to conduct yourself through a methodical series of steps that we call "The Road to the Sale".

"The Road to the Sale" is a step-by-step process from meeting the customer to delivering the vehicle. It begins with you making a positive first impression upon a new customer, and ends...well, it never really ends. That first impression will be the beginning of a new relationship with the customer that lasts many years, many cars, and develops into a network of new customers - referrals that all stem from that first with whom you established trust and showed sincere interest in satisfying.

So let's begin with you forgetting any preconceptions you may have about car sales today - they're all false. You see, your success in this profession will hinge on what you may consider an unlikely quality, but one that you must cultivate and protect your *integrity*. *Integrity* means many things, so let's consider Webster's definitions and we'll interpret them in the context of your new career in automobile sales.

According to Webster, *Integrity* has 3 meanings:

Soundness,
Completeness
Incorruptibility

Consider *soundness* or, to put it another way, flawlessness. Why is this concept of quality so important to your success? Well, who succeeds that is not focused on quality? Do you take pride in yourself? Your appearance is important to you? You want people to like you? And what about the things you surround yourself with? Is quality important when choosing your possessions? Your friends? Well ask yourself, what are some of the factors that help you measure quality rather in a person or a thing. How about reliability and trust? (Probably trust more than anything). Well, remember establishing trust is one of your primary objectives when making an impression upon a customer. If they trust you, if you are a quality person, they will buy from you. And, obviously, the quality they perceive extends far beyond just you. Your dealership, it's appearance and reputation, it's service department, it's employees, and of course it's cars are all going to contribute to a customer's overall perception of quality. So impress them. Protect and promote quality in everything you do.

The next definition of *integrity*, according to Webster is *completeness*. Where sales is concerned, *integrity* means *completeness* because *completeness* describes something that is whole and finished - a system is faithfully executed, a promise is kept - no detail is overlooked, a goal is achieved - a customer is satisfied, a profit is earned. These things happen, they are complete because the salesperson has *integrity*, and where this aspect of *integrity* is concerned, success is an inevitably.

And finally, the most obvious and important meaning of *integrity*: *incorruptibility*. Simply said: honesty. There is no place in the business of earning trust for dishonesty. And contrary to what you may think, you don't have to lie to sell. Truth is a much more effective tool. Especially in awkward situations, when a lie may seem easier to tell. But remember this, the truth can do more to establish trust in five seconds than a year's worth of lying and covering up will ever do. And it gives you added confidence to know that what you are saying is undeniable, unshakable, and easy to stand behind. If you are one who is compelled to lie in order to influence others; you are destined to fail in this business. Never underestimate the value of honesty or a customer's ability to

see through a lie. So as you prepare for this exciting and rewarding career, we want you to remember your *integrity* is your greatest asset. It compels you to achieve success in several ways: by demanding quality in yourself and the work you do; by ensuring commitment to the completed goal and all the elements that make it possible; and finally, by keeping you honest, honest to yourself, to your employer, and to your customers - The trust it earns you is money in the bank.

*"Integrity is your greatest asset.
The trust it earns you is money in the bank."*

The Road to Success

The Ultimate Objective of a Successful Salesperson

A Successful Salesperson Always...

1. Sells himself
2. Sells the product
3. Sells the dealership

Remember:

All dealers pay the same price for the same new vehicle - equipped the same way. There is only one thing your customer won't find at the other dealership...you! The salesperson that develops trust, confidence, and rapport with the customer, gets the sale!!!

Car buyers today are better educated, better informed, and more sophisticated than they were in the years past. You only have seconds to establish that you are more professional, more knowledgeable, more concerned than any automobile salesperson they have previously met. To accomplish this, you must know what you are going to do before you greet your customer. You need a game plan.

The problem with today's automobile salesperson is, they have no idea what they are going to do before they greet their customer. This lack of planning often leads to desperate stabs at getting the sale where the salesperson that is unprepared ends up making to the customer promises the dealership cannot keep. This salesperson is never in control; in fact, he is clearly out of control and this is no way to do business.

We as salespeople must know what we are going to do ahead of time. We must practice it and be prepared to gain control immediately and maintain control. If we are to create a want for ourselves and for the vehicles we sell.

The end result should be making a customer feel as relaxed and comfortable as a referral. ...This is just a brief sample of the valuable insights you get with our training program. Purchase yours today!