

## How to Outsell Your Competition

Who is your competition? Is it the Dealership up the road, down the road or across the road? No, in fact it's *none of the above*. It's the salesperson in those stores....*that is where the rubber meets the road*.

If you have a better Attitude, Skill set and Habits than the salespeople in those stores, you will sell more vehicles. Not only will you increase your closing ratio and gross with the consumers who have already decided they want your product, you will most definitely increase your closing ratio and gross with the consumers who shop you.

### *Attitude*

Have you ever sold a vehicle to a walk-in customer who said *"I could have bought the same vehicle elsewhere (and sometime for less money) but I didn't like the way I was treated"*?

Well if you answered "yes", that was because the customer first and foremostly LIKED you.

One of the key fundamentals of selling is before you can "close" a sale you must open it! We need to learn to understand that the most important step of the sale in isolation is not the welcome, presentation, demonstration, or for that matter even the *close*. The most important step of the sale is the one you're on. Put simply, if you don't do a good job with the step you're on you will never get to the next step and ultimately sell the vehicle. This rationale revolves around my belief in the four phases a consumer must go through in their own mind before they will buy. Those phases being the consumer must like the salesperson before they will listen to them. The consumer must listen to the salesperson before they will believe them, and believe them before they will buy.

### *Skills*

**Fact:** The average Sales Consultant sends four out of every five buyers they meet elsewhere to buy their vehicle. Why? Because they prequalify everybody they speak to and they take short cuts with most opportunities to do business they have. Combine this with the facts that they talk price before product, use the least effective closing techniques and don't know how to deal with "NO!" and ... you've got a recipe for disaster!

*"If I could would you"* and *"what do I have to do to sell you a car today"* are alive and well. Unfortunately, they have become almost institutions in most salespeople's closing vocabularies. The only problem is...they're killing sales and massacring gross!

Most salespeople and Salesmanagers think their Dealership is in a unique situation, and that "*their customers are different!*". Since I conduct classes in many different parts of the Western world, I start every class the same way...*I ask questions.*

No matter where I am, at the beginning of the program, I'll ask..."*Except for the people who are too young or too old to drive, do most of the people in your community own a vehicle of some description?*".

The unanimous answer is always "Yes". So my next question is..."*Then since practically everybody in your community owns a vehicle, that makes almost everybody in your community a buyer, doesn't it?*" Again the answer is "Yes" – even though they can feel the catch coming.

So if almost everybody is a buyer, then whether we are talking about walk in floor traffic or the telephone, aren't the only two questions...

**When will they be getting their next vehicle? And Which Dealership will make the sale?**

When we meet a salesperson selling almost anything who says "*How can I help you?*" We nearly all respond in the same way...*I'm just looking.* However that reflex response is all that the average salesperson needs to hear to start winding down their enthusiasm for following the "*Basics*" to build a sale.

Since day one, as salespeople we have been conditioned to believe there are three groups of people we talk to about vehicles. We think we're speaking to a buyer, or else we're talking to a "*shopper*" or a "*tyre kicker*".

I use statistics in my classes because they paint a vivid and accurate picture of what's really happening, during the phases of the buying process.

- 78% of people who look at a vehicle...*end up buying one!*
- Yet 83% respond with "I'm just looking" when a salesperson greets them. That "just looking" (*reflex objection or conditioned response*) is triggered by the average salesperson's (10-12 units per month) greeting of "*How can I help you?*"
- Even though 83% of Buyers walk into a Dealership and said "*just looking*" – almost every one of them (85%), said they specifically came into the dealership to buy a vehicle.
- 88% of Buyers said the salesperson they spoke to didn't investigate to find their driving wants, needs and desires didn't *build any rapport* before they tried to sell them the vehicle. (Prequalifying again, because logically, if the salesperson *thought* they were a buyer, he or she would have involved the buyer in these steps).
- It's unfortunate the average salesperson doesn't know (*hasn't been taught*) "*How to*" build rapport quickly and collapse confrontation. *Reason...*71% of Buyers said they bought because they liked, trusted, respected and felt comfortable with their salesperson.

## *Habits*

Remember, a great month isn't made in a day...*its made daily!*

The central nucleus to all my training are the numerals "141"®. However, 141® is more than three numerals. It is the combination you've been looking for to unlock the door to success.

The definition of "141"® is *"To sell one car for every one day you're on the job"*.

My question to you than is this...*"What kind of shape would you be in if you sold one car for every one day you were at the store?"*. I'm in Sydney Australia and I'm sure I just heard you shout *"fantastic!"*