



Joe Verde Sales & Management Training, Inc.

Developing Professionals In Sales & Management Since 1985



Selling Cars Today

“Ask Joe & Our Trainers”

Focus On Them - Not The Sale

If you want to sell more, you'll need to focus less on you and what you want – and instead, learn to focus more on your customers and what they want and need in a vehicle.



Then for an easy sale, just show them how and why you, your product and your dealership are best for them, and you'll sell even more.

Selling more cars is all about the customer and satisfying their wants and needs. Once you really understand that and make the change, everything you do from your greeting, to presenting, to selling, to closing, to winning more often in the negotiation, will be easier.

Understanding prospects better isn't much more difficult than looking at what's important to you, too, when you're buying something expensive. Your customers want to deal with a nice salesperson who knows their product and cares about helping them find the *right* vehicle for them. (It's easy most of the time because their primary buying motive is, “I want,” not, “I need.”)

Products are so close these days, the differences are minor to a buyer, and that means you can easily sell *your product*. Just start *asking questions* about what's important to them, and start *listening* to *understand* why *each* particular customer wants and needs their new vehicle.

When you make people happier with their purchase – you'll also be much happier with your income.



New JVTN® Course

GOAL SETTING

FREE Demo at JVTN.com

New Book by Joe

GOAL SETTING

FREE at JoeVerde.com/store

How To Sell More Cars...

‘Working The Deal’ The Negotiation Process

With most prospects, about 100 minutes after you've met them, you should be just about ready to head inside and start the paperwork. But your job isn't over just because you've gotten a commitment to purchase. You still have to work the deal, and it will be easy, or it'll be a nightmare – and that will be determined by everything in the sales process that you've done up to this point.

We all know ‘working the deal’ is critical. But most salespeople ignore the fact that since it comes at the very end of a sale, a successful negotiation *totally depends* on how effectively you followed all of *the other steps of selling*.

Other than a demonstration (no demo = no sale), no other step of the process has as much impact on actually making the sale as investigating – *gathering information* about the customer. Most salespeople just want to *cut to the chase* and skip this step and / or don't understand why it's critical or how to do it.

- Customers consistently tell us that 85% of the time SP skip this fact-finding step. That means working the deal can *only* focus on price, and you can't tie value to how they'll use it or to budget.

Why don't salespeople take the time to learn more about who, how and why?

- Don't care. A lot of salespeople just play the numbers in sales. You can be lazy, clueless, or both – but you can burn through enough people every month to still earn a sort of decent income.

- Salespeople often assume the customer is already pre-sold on a vehicle and ready to buy *just because* they come on the lot and say, “*I want to look at a new Mustang.*” So they skip investigating.

- Some don't get it. Some salespeople do work hard, and do have good intentions – but just don't understand why it's critical to know why each different customer *wants and needs* the vehicle.

So they talk price or talk about the product with no idea whether the features they're covering even matter to *this* customer, then they head straight to a price close and a tough negotiation.

Slow down. Even when people ask about price right off the bat, that has nothing to do with *who* the vehicle is for, *how* they'll use it or *why* they want it. When you focus on price instead of investigating so you can build value, your negotiations are guaranteed to be tougher, and you are guaranteed to miss more sales than you make.

To close more sales and win more negotiations, go through your courses and chapters on JVTN® about how to *ask questions*, how to *handle price*, about every customer's *Kitchen Table Budget* and about how to *investigate*.

If you develop those core skills to understand *how* customers come up with their price offers, even if you can't close or negotiate – because you're focusing on *them* and what *they* really want, more people will buy from you anyway.

Understanding *why* and *how* to investigate is your first step to turning more write-ups into deliveries.



JVTN® Training Chapter Counter: 7,823,928

Train Now: “Sales are missed by a few words – not a few dollars!”



Selling Cars Today

“Ask Joe & Our Trainers”



Q & A on setting yourself up to deliver more of your write ups.

“What do you say when...”

Whenever we're in class or on the phone with a customer, someone always asks us what we'd do in a particular sales situation. Here's a common example...“What should I say when a customer says, *can you beat the other deal I got?*”

Most salespeople are hoping for *the secret* – an easy to use ‘best response’, and they're hoping there's *one answer* that will work for every customer who asks that particular question or comes up with that particular objection.

One salesperson asked if I could write a complete script, from start to finish, that would literally guarantee a sale, even with a tough customer. My answer was ‘absolutely’ – but with a catch. The script would only work if the customer stuck to their responses in that exact script, too. As soon as they respond differently, I'd need to re-adjust my script, too. And it's *responding* correctly that takes a ton of ‘core’ skills.

Deciding on the best response depends on several factors:

- Where are you at in the sale? What's been said up to now?
- How much control do you have? Did you focus on price?
- How much rapport did you build? Did you investigate?
- How much do you know about them & their buying motives?

You have to understand there's no single best answer for any situation. For example; you get an objection, and respond. If it doesn't work, that's OK as long as you've learned *other* responses you can use at that point, too. It's when you don't have enough *other* ways to respond that it costs you sales.

You have to learn a lot of other things to do next.

80% of all sales are made after the 5th time you've tried to close and gotten a “No” in some form or another. That means you have to try again, and again, and again, and again, and again (6th time) to have a chance to make most sales. And you can't just keep saying, “Will you do it? Will you do it? Will you do it? Will you do it? Will you do it? Will you do it?”

Remember, too, that making the sale after the 5th attempt is the *average*. If you learn more and better ways to respond than an average salesperson, you can get it done in 4 or 3 or even just one effective closing and objection handling process.

UNDERSTAND: Becoming a high achiever *does not* depend on you selling the hottest product, in the perfect dealership, in perfect weather, in a great economy, in the best auto mall. Everybody where you live drives a vehicle, and will buy another one soon. As a family, they'll own about 36 vehicles. If you want to earn six-figures, the only thing you have to do is to make a real commitment to develop *all* of your skills.

A full toolbox is critical in sales.

Every good technician requires a lot of *different* tools, and every good salesperson's toolbox is full of different *selling tools, too*, so they have options to choose from, for any particular question or objection that comes up. The key to closing and handling objections is being able to respond *effectively*.

For instance, a tech can't fix every problem on a car with a 1/2" wrench - just the 1/2" nuts and bolts. Since every job is different, they'll have an adjustable wrench, a pair of pliers, a box-end wrench, a socket, or even a hammer when nothing else will work to get the job done.

Since most salespeople don't have the right selling tools – questions, closes, responses to turn objections into closing opportunities and don't know how to handle price – too many salespeople only rely on that hammer. It's just hammer, hammer, hammer the customer with price closes.

Since even price closes will eventually lead to a sale *some* of the time, they start to think *every customer is tough*, and *price is the only way to make a sale*. But price closing is about as effective as standing on the lot wearing an order pad around your neck. Sure, someone will eventually come along and fill it out without the salesperson ever opening their mouth. But price closing or wearing an order pad around your neck are definitely not the most effective methods of selling.

It's easier to close if you know why they want to buy!

Stop arguing about this price stuff so you can listen. Yes, we all know price is what they ask about literally every time. We also know it's #16 on their list of buying motives, but you can't even hear the other 15 buying motives any more because you're so tuned to PRICE FM on your headset.

Instead of explaining again and again why you have to talk price, take our new PRICE course on JVTN® and we'll *explain everything* about *how and why* customers ask about price immediately, and explain *why* and show you *how* you can totally put price aside almost every time. No tricks, no confrontation, just understand and learn how to deal with price *on the lot, when you're closing and in the negotiation*.

Think logically instead of emotionally for a second. Sure, price is important, nobody could ever argue that it wasn't. Because we aren't taught to handle price though, most salespeople don't understand that while it's important, *it's never more important than the other things they want and need on their vehicle*.

I held a split class in Denver (half one day, half the next) and a salesperson who clearly wasn't buying into this price stuff day 1, came back on day 2, stood up in class and said...

“I had no intention of coming back today. In fact, I talked to a hard price shopper after class that I would have normally blown off the lot. But instead, I did everything you said to do *just so I could prove you were wrong about price*. It worked exactly like you said it would and I made the highest commission I've ever made, so I will shut up and listen today.”

Train Now: “Sales are missed by a few words – not a few dollars!”



Selling Cars Today

“Ask Joe & Our Trainers”

So what's most important to the customer?

Who knows! That's why following the Basics is critical if you're going to sell a lot of vehicles each month. When I recorded the Fast Start Selling Series for RVs, I reminded RV salespeople that even if someone is only looking for a single bike trailer to tow behind their RV, that very few people have the same motive for buying that particular trailer.

Some want it to tow their bike *across country*. Some want it to follow them around *in the desert*. Some want to take it through the *mountains and streams* out in the middle of nowhere. Three different ways to use it, three different concerns/benefits. Across country: focus on tires, axles and long distance dependability. Desert: tires, can it handle the dirt and dust that will mix with the grease in those bearings and turn them into liquid sandpaper? Mountains and streams: tires, suspension, just how waterproof are those bearings and what kind of paint and rust proofing is on this trailer?

Selling a car depends on satisfying a customer's *specific* needs, too. That's why when I'm with a customer the first 20 minutes, I've spent 90% of that time asking questions to understand what I need to focus on in my presentation. Who's it for, why do they want it, how will they use it, how long will they keep it, how many miles and what kind of driving will they do. I need to know all of this so I can present and *correctly respond* when I start getting those tougher questions and objections.

You investigate so you know what to cover in your presentation (features, advantages and benefits). You also investigate so you can justify price (value to them) when a question or objection comes up later about why this is so expensive and justify why each expensive option matters *to them*. If I know enough about them and how they'll be using it, coming up with an *effective response* is really easy. But if you don't know anything except what they said they want to pay, you're dead in the water on making the sale or holding any gross profit.

You investigate to control the sale!

Most salespeople pucker and lose control during the sales process. For example...if after an hour the customer says “*We're going to shop around before we buy anything*”...most salespeople get nervous and immediately jump to “price” to slow the customer down. In the end, they usually lose the sale.

If you've done a good job, if you've made the customer like you by building rapport, if you've listened to them and they told you *how much they hated shopping for cars the last time, because of all the run-around they said they got from bad salespeople* – instead of dropping price like a rock, try...

“You guys are such kidders, did y'all have so much fun shopping and getting all those crazy figures last time that you really want to go through that again? *Seriously now*, let's put all this shopping behind you and get you outta here so you can start enjoying your new truck, how were we going to register it, in your name or to the company?”

Next they'll either answer your closing question or respond with something like [*Of course we like the truck, and we like you, but this is a lot of money and we're on a limited income.*]

(Rephrase) Respond ... “Bob, sounds like you and Betty are just like me and everybody else, it sounds like you're on a budget, am I right?” [*Yeah, we are.*]

(Isolate) “I know the vehicle has everything you guys wanted on it and it's the perfect color to match the team's uniforms, so *other than* fitting this into your budget, is there any other reason we can't wrap this up and get you guys out of here so you can head out to the game tonight in your new red SUV?” [*No, I guess if it fit our budget, we'd take it.*]

(Wrap it up.) “Let me get some information on both vehicles real quick – Bob, what's the exact mileage on your new truck, I need it for registration?” [*25.2*] (Now complete all ‘Wrap it up’ steps and Close with)... “Can I get you guys a cup of coffee or something cold to drink while we wrap this up and take care of the paperwork?” [*I'll take coffee and Betty wants a soda.*]

Was that too easy to be true? No, it was easy because you knew enough about your customers to respond logically and emotionally to their objections. It was easy because you knew how to change their objection from ‘shop price’ to ‘we're on a budget’, you knew how to isolate that *budget* objection, and pull it all together with an effective closing question that works.

Would those same responses work if you haven't done your job up to this point? No, you couldn't even have asked those questions if you hadn't learned more about *who, how* and *why*.

You certainly can't make the first statement, “You're such a kiddier, sure you want to shop,” if you haven't built rapport, and you sure can't handle even the easiest price questions you get every day if you don't learn how to Clarify (understand), Rephrase (change) their objections, Isolate (eliminate any others) and then Close on the very objection they give you.

It's a fact – when you write people up, most have objection(s) of some kind, and most objections will be on *price*. To negotiate successfully, you want to focus on the easiest objection to overcome, and that's always *budget*. Once you've converted their price objections into budget objections, then you just have to show them how and why it will fit into their budget.

So keep it simple: Make a friend, find out who, how and why, build value, close on value, and then convert price objections to budget so you can set up a *budget-focused* negotiation.

Once you do those three things, working the deal will be so easy, that after the first few deals you'll go home thinking you *really got lucky today*. It doesn't take luck – it takes skills.

Since you're reading this, there's a 75% chance your dealership already has JVTN®, so make a commitment to take the courses I talked about earlier. We're trying to summarize what we cover in two different 2-day classes on selling, closing and negotiating, and there's always way more than I can cover in here in just a few pages.



Train Now: “Sales are missed by a few words – not a few dollars!”



Selling Cars Today

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It's about “Good Luck” & “Bad Luck”

There's good stress – which is good luck for your sales and your career. And then there's bad stress, or distress – which is bad luck for your sales and your career. The good news is – you get to pick your stress.

The reason you go to work is to *sell*. The reason you go to work to sell is to *make money*. The reason you go to work to sell to make money is to be *successful* and/or provide a quality life for yourself and your family.
☐ True ☐ False

With good intentions, some of you have let this get out of hand, though. Some of you are spending double shifts hoping a customer will show up so you can sell a car and make some money. That may sound great for the *gung-ho wanna be superstar*. But in real life, it doesn't pan out and that's when problems start.

Why? Because there are two kinds of stress, the good kind and the bad kind. In the beginning, sleeping on a cot in Parts 'til the doors open again tomorrow may seem like the way to get to the top in sales. And in the beginning, the stress is great because instead of slowing you down, it actually pumps you up.

But with 95% of the people in sales, the hours start to take their toll. After 60 days, or 90 days or 2 years of bustin' your buns, you physically and mentally start to wear down.

Then comes a bad day, week or month and everything starts to fall apart.

Last month you were sitting on top of the world - this month you're whipped and now all of a sudden nothing seems to go right for you at the dealership or at home and you start to wear down.

Why? Because somewhere along the line the good stress became *distress*. Your adrenaline supply gets overused and your system backs up. Then the problems start, and in the long run you lose because you burn out and can't handle it anymore. You get tired, cranky with your managers and customers, the other salespeople start to ride you about not being such a hot-shot now and you blow out one day in a blast of anger or frustration.

If it gets this far and you quit, now you lose your consistent income. You lose the deals you had working. You lose the customer base you were building. And if you're not careful, you can lose your self-confidence. All from trying to skip steps to get to the top, instead of taking the solid, deliberate steps to succeed in sales.

Don't misunderstand – I'm sure not suggesting you don't put in the effort it takes to become more successful, or that you don't go to work to work hard or that you don't put your *all* into your profession. I'm just reminding you that if you're serious about long-term success, instead of burying yourself in long, unproductive hours, it's time to set priorities and set some goals.

I am 100% for success and becoming a professional and you couldn't have picked a better profession. And if you take becoming a professional step-by-step and learn all you can about selling, learn all you can about your product and learn all you can about people, you can easily earn \$75,000, \$100,000, or \$300,000 a year working decent hours.

Most salespeople lack clear goals and the skills they need, so they put in a ton of extra hours and still miss most sales. *If that's you, it usually happens because...*

- You're not very *organized* and it takes you two shifts to accomplish what you could do in a single shift.
- You've gotten into the habit of just *hanging around* and wait for an “up” instead of working your full shift doing something to sell a vehicle.
- You haven't learned enough about selling or haven't applied what you learned, which means you have to talk to a lot more people to close a sale.
- You don't *follow-up* every prospect on the lot or lead you get. You think follow-up is a waste of time. (Shake yourself and wake up: 78% buy!)
- You don't follow-up long enough. One *unprepared* phone call to an unsold prospect probably won't get them back on the lot for another shot at a sale.
- You don't follow-up to develop repeat business. One quick note about perfect CSI Scores to the people you've sold won't build you a solid customer base.
- You fell for all that stuff the 6-car guy told you about lookers and shoppers so you prequalify everyone first.
- You skip the demo and other steps because you think *only a few people* are really buying a car, especially when they say, “We're just looking.”
- You think people are *buying price* and spend your presentation trying to get them excited about the price, the rebate or the rates instead of about the product and what it will do for them.

Time out! Would you like a “distress” free job in sales 90 days from now?

Get to class so we can teach you to sell, then go to work to ‘work’, train on JVTN® every day, treat everybody like a buyer, focus on value, close on budget, follow-up to retain your customers and you will be *distress free* in just 90 days.

A choice! Since you have to work tomorrow either way...why not turn pro so you can make some real money in sales?

Selling Cars Today

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