

The 'Born' Salesperson

I'm sure you've heard it said or maybe even used the phrase yourself – He or she is a 'born' salesperson.

Pinch yourself, did the sandman get to you when you were sleeping? Believe me, there is NO such person.

If you don't agree, test it! Grab a copy of your local newspaper and turn to the Hatched, Matched and Dispatched (Births, Marriages & Deaths) columns. Get your magnifying glass and go through the Births section with a fine tooth comb. Study every single solitary birth with an eagle eye. Now answer me this, did you read in any of those announcements "Today was born a salesperson"? No you didn't. O thou of little faith! Sorry but I couldn't help using this month's article to bury a myth once and for all.

Reality is there are individuals who have a greater propensity for success in Automotive Sales than others. Invariably, these individuals have a high "EQ", yes "EQ", not IQ. 'EQ' is one's Emotional Intelligence.

Emotional Intelligence in selling is the ability to sense, understand and effectively apply the power and acumen of emotions to the selling situation.

In my Management classes, I refer affectionately to salespeople with a high EQ as 'freaks'. No matter what they did, they would be good at it. Whether they were the butcher, the baker or the candlestick maker, you name it, in any job that

involved people and selling they would stand out.

If you have one of these freaks on your team, they probably cause you endless headaches, always stack the cards in their favour and are the biggest prima donna under the sun! However, they sell you lots of cars so you put up with them.

Now for the remainder of your sales force. Unlike the 'freak' who learned to be successful through intuition, these mere mortals can only learn through instruction. From a commercial reality stand point this is serious stuff. I'm taking an educated guess that most of your sales team fall into the mere mortal category. Given that this is the case "the critical mass" are probably under performing.

In my humble opinion, this is where your 'latent' (existing but dormant) potential lies. Let's test it together!

Would you agree with me that each and every salesperson on your team could and would sell just one extra vehicle each and every week 'if' they followed the basics with every OTB (Opportunity to do Business)?

I believe I heard you say with a distinct element of frustration "Well heck yeah!". Saying is one thing doing is something completely different – I agree.

Use the following three (3)-step action plan to realise the potential I know you and your people are currently sitting on:

1. Realign your Sales process with Today's market.

Don't put good eggs under a dead chicken. Putting good people under an antiquated process is madness. A process is the set of clearly defined procedures used to obtain results. If we consistently use the right process we'll consistently get the right result. That's why McDonald's consistently outperforms the competition. They have better processes. Whenever you get a result in your sales department that you don't like, review your process for what you need to change. Improve your PROCESS, and you will improve your RESULTS.

The simply reality is Today's consumers are more sophisticated, better educated and more demanding than ever before. Many Dealerships are still using the outdated "Road to the Sale" concept. This road was conceived before radial tires! Time, and more importantly your consumers have evolved. Stephen Covey, the author of the sensational book "The Seven Habits of Highly Effective People" says "The definition of insanity is repeating the same behaviour expecting a different result!" So if the horse you are riding has died – dismount!

2. No Train – No Gain!

If you have 'realistic' expectations of achieving real and sustainable sales growth on-going training is critical. Effective training gets people better and better people get better results...its

that's simple! Repetition and reinforcement are the keys. The skills learned are internalised through coaching, action and implementation

Without the right information on 'How to' sell effectively in Today's market, your salespeople can only play the hand they're holding. In other words, he or she doesn't get better in front of a customer! In front of a customer is where your salesperson puts their cards together. It will either be four aces or fold and lose another sale.

3. Maintain a pressure to perform.

Stop the excuses and start the results! Whenever the bar is raised or change is implemented many people will give it lip service...hoping it fades away. You must stick to your guns and maintain pressure to perform long enough so that everyone knows the 'good old days' are gone forever and that you mean business. Stick with the program. Give your salespeople effective tools. Teach them 'How to' use them and then hold your salespeople accountable to do what you hired them to do...SELL!

