

What is a Sales Process?

By Mark A. Walsh

A sales process is a series of steps that lead a buyer to and through the buying process.

Most Dealerships have a “system” of how to lead a Buyer from an initial contact right through the sales process.

If you don't have an outline written down, I'm sure your Sales Consultant have a series of steps set out in their brain.

If your sales people didn't they probably wouldn't be able to make the sale. However, whether your Sales Consultants have been trained in a process or not, they have learnt their own sales process through experience.

In sales, there is absolutely no connection between experience and how successful a Sales Consultant becomes. If a Dealership has a Sales Consultant selling 20 vehicles a month that has been in the business 10 years, then he or she didn't learn to do it just through experience...somebody taught them “How to sell”.

Just about every person any Dealership ever employed (with the right wiring) had the potential to succeed... if they had just been given the education, training and tools they needed to succeed. If the experience fallacy was valid, then every Sales Consultant your Dealership has now will keep selling more vehicles each month as they gain more experience. But in real life, that doesn't happen either, now does it?

Closing is a good example. Most Sales Consultant have learned only two closing questions through experience...*“If I could would you?”* or *“What do I have to do to earn your business now?”* Unfortunately, both of these ‘closes’ cost you gross every single solitary time your Sales Consultants use them (incidentally there are 64 ways to close the sale). That means a Sales Consultant

only armed with two closing questions will miss four sales for every one they make. They just don't have enough information about how to close and they won't learn additional closing techniques unless someone teaches them.

One of the main reasons Sales Consultants aren't more effective is because their job is not clearly defined and the Manager/trainer hasn't clearly defined exactly “how” they wanted the job done and then trained the Sales Consultant “How” to do it.

At best, most Sales Consultant get a short job description (meet and greet, qualify, present, demonstrate, close). In most instances it's incomplete. Even if they are told that their job is to present and demonstrate the vehicle, they are still left up to their own devices to decide who will get a presentation and what to say.

Each step of the sale needs to be visualised and then written down how you require it to be executed. Telling the Sales Consultant where to go on a demonstration drive...is a procedure. Demonstrate is the job, where and how is the procedure.

Presenting a proposal to the Buyer is the job. How you want it written up is a procedure. Following up a “sold” customer is the job, how, when and what to say is a procedure.

Once Managers know “How to” define the sales process and then define how they require the process to be executed, everyone will start selling more vehicles and making more money. *It's that simple!*