

The Silver Bullet

I would love to have a dollar for every time a salesperson has asked me “*What’s the best close?*”. Alas, my answer always seems to be a source of disappointment. I suspect the motivation for the question in most instances is the search for the mystical “Silver bullet.” Which in fact is nothing more than a fanciful notion and will always end in the same fate as a search for the pot of gold at the end of the rainbow.

The cold hard reality of life at the coalface of Automotive Sales is this: The only magical means to close more sales is to... *Become brilliant at the basics.*

For those of you that have attended one of my classes, I’m sure you will recall my “141” war cry. What is ‘141’? 141 simply means your mission as an Automotive Sales Professional is to sell one car for every one day you’re on the job! The car business is a numbers game, always has and always will be. Go figure, by selling one car for every one day you’re on at the store... at the end of the month, you’re in great shape!

It’s the same rationale as eating an apple a day. An apple a day keeps the doctor away right? A car deal a day keeps bad sales away. Now eating an apple a day is easy to do. Problem is it’s also easy not to do. Then, through neglect, we get sick and try and eat seven apples on Sunday to catch up. Guess what? It doesn’t work!

My definition of failure is the accumulation of neglect. If we neglect to treat every prospect as a buyer, if we neglect to follow the basics with every opportunity to do business we have, we fail. We fail to close as many sales as we could and should, then by the end of the month; we have failed to reach our target. None of us in this business fail in a day... we fail daily.

So from today, follow my tips on the basics with every opportunity to do business that comes your way and re-write the record books!

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Initial Contact

When a prospective Buyer comes in contact with a Salesperson, the usual stance is one of defense. Statements like *"I'm not buying today"* or *"We're just looking"* are common place. Remember, these statements are just that... statements - not objections. The most effective way to handle these statements is to simply agree with them. The objective we want to achieve with our initial contact is to create a positive and professional impression. Nothing more, nothing less and nothing else. Remember, you will catch more flies with a spoon full of honey than with a barrel full of vinegar.

Investigate

The objective of this step is simple. Establish the Buyer's *"salt."* Finding the Buyer's *salt* simply means determining what makes the Buyer thirsty for the vehicle. In other words, what is their dominant buying motive.

The investigation step is not about qualifying. Technically, the word 'qualify' when referring to sales means *'does the person standing in front of you have the desire and ability to purchase.'*

In reality, every person you speak to has the desire or they wouldn't be standing there. Plus, statistically, only 22% are lacking in ability for one reason or another. If you think you can read who is or who isn't going to buy just by looking at them, take my advice and quit right now. Get out of Sales and go into business as a psychic!

The real key to selling without prostituting price is asking quality questions to investigate what the buyer is wishing to achieve with the purchase of his or her new vehicle. It's called 'reflective listening'. Ask them what they want and then tell them what they want to hear.

Presentation

The vehicle presentation is where we 'tell' the Buyer what the vehicle will do for them when they own it. This is where we use the information we obtained during the investigation to 'reflect' back to the Buyer what it is they wanted to hear. Your objective throughout your presentation is to 'show and tell' the Buyer what they want to see and hear. Remember, you can lead a horse to water, but you can't make them drink... unless you 'salt' their oats before they leave home!

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Demonstration

Fact: The more demo's you do the more deals you will close!

Why: 99% of Buyers said they wanted to drive the vehicle before they would buy it. Remember as I stated earlier, the car business is a numbers game. The demonstration is the highest emotional point in the sales process. This is where the Buyer assumes mental ownership of the vehicle.

The demonstration drive is the most opportune time to ask trial closing questions. For example, when "Bob" (*the buyer*) is driving back to the Dealership, ask him, "Say Bob, where will you be taking your first trip in your new vehicle?" Bob will reply "Oh, we are going to see Grandma." You'll say "What's Grandma's name?" Bob will reply "Grandma."

Then ask a destination question, "Where does Grandma live?" Bob's response will be "In the woods." Now you know exactly who Bob is going to visit. Most importantly, what has Bob just told you? He has just told you he has taken 'mental' ownership of the vehicle and sees himself driving it.

Closing

Closing is where we extend an invitation to own the vehicle and secure an agreement to purchase now. Too many Salespeople believe the vehicle is sold in the office. It's not! The vehicle is "sold" during the presentation and demonstration. If you take shortcuts with the investigation, presentation and demonstration, you're shooting yourself in the foot. Then during the agreement to purchase process, the Buyer will shoot you in the head!

So there you have it... the basics. Become brilliant at them and you will have that **Silver Bullet** you've always been searching for.

