

DMT gives \$110K to Children's Wish

WINNIPEG, MAN. – DMT Development Systems Group has made the largest corporate donation in the history of the Children's Wish Foundation's Manitoba and Nunavut chapter.

The \$110,104 contribution marks the third year in a row the company has given to the worthy charity.

"We have been working with DMT since 2014, when they came out of nowhere only to surprise us with a record breaking donation. They did it again in 2015 and now again in 2016," said Maria Toscano of the Children's Wish Foundation.

"Achieving a donation of this magnitude three years in a row is astonishing and a true testament to the character of their people."

The donation will help Children's Wish Foundation, which receives no government funding, fulfill a number of local wishes for children living with high-risk, life threatening illnesses.

The funds are a result of DMT's internal giving program known as Payroll for the Needy. The program selects one charity per year as part of the company's philosophy of giving back to the community.

Driven by voluntary employee pledges, staff contributions are matched dollar for dollar by DMT. In the 14 years the organization has been running the program, it has achieved a 100 per cent participation rate among its staff.

DMT chief Glen Demetriooff said the success of the campaign lies entirely within the hearts of the staff.

"The unbelievable level of generosity and caring they display is a testament to their character and leaves me feeling incredibly proud to be part of their team. We've heard them loud and clear: Children's Wish Foundation is a cause they are excited to support," said.

"I hope the mere fact that a group of 200 people are able to make such a large impact on the lives of others serves as inspiration for others to come together and rally behind a cause as worthy as Children's Wish Foundation."



With cheque from left to right, Allie Clear and Maria Toscano of Children's Wish Foundation, Sharon and Glen Demetriooff of DMT Development Systems Group Inc., along a group of DMT's more than 200 employees.

Adapting to sales trends

TAKE OUR TEST TO DETERMINE WHERE YOUR SALES PHILOSOPHY SITS. USE YOUR ANSWERS TO THESE QUESTIONS AS A GUIDE TO HELP SHAPE THE DIRECTION OF YOUR BUSINESS AND ITS PROCESSES



Duane Marino
SALES
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Virtually everyone will agree we have seen some major shifts with the Canadian automotive buyer in the past few years.

So, how modern is your process and training? Has it adapted to keep up?

Better answers start with asking better questions. I have listed below a series of questions I have asked in hundreds of workshops from coast to coast. Most attendees feel these are true in every market that I have travelled to in the last 12 months.

Review the questions – heck, photocopy the page or cut it out of this magazine – and start a discussion about the direction of your business, philosophy and processes.

Ask yourself if your current processes, sales language and dealership philosophy mirror, sync and leverage these trends. If not, perhaps you are trying to impose your will and the idea of how you think things are supposed to be, or maybe used to be, on your customers and staff?

There are dozens of brands, hundreds of models and countless choices in the used-car market. With everything online it's getting more difficult to have constant price or product advantages.

☐ True ☐ False

Most buyers use the Internet to research price or product information, sometimes even in front of us on their smartphones. People sometimes know more about the car (or think they do) than us.

☐ True ☐ False

We are often told and trained to slow down the sale, but today our fastest transactions are often our most profitable.

☐ True ☐ False

Very few buy online and most that do are long-distance deals.

☐ True ☐ False

The Internet gives us access to new markets, especially used cars.

☐ True ☐ False

Many people buy something different than they originally requested.

☐ True ☐ False

Many people buy because they connected with the salesperson on some level.

☐ True ☐ False

We have a lower quantity but higher quality of walk-in traffic in the last 10 to 15 years.

☐ True ☐ False

Customers usually shop less physically, more virtually and often show up ready to buy.

☐ True ☐ False

When value exceeds price people buy, so value is a perception and price is a reality.

☐ True ☐ False

Buyers need to know the price so they can justify the value.

☐ True ☐ False

We can waste hours avoiding price and build value on the wrong car the buyer can't afford so building value on the wrong car makes no sense.

☐ True ☐ False

We average roughly 20 to 25 walk-ins per month.

☐ True ☐ False

Of those walk-ins, most are ready to buy.

☐ True ☐ False

Of those walk-ins who are ready to buy, we close fewer than 50 per cent right now.

☐ True ☐ False

Everyone's attention spans are shorter and our expectations for simple information are higher.

☐ True ☐ False

As a buyer, slowing me down and avoiding my price questions wouldn't work on me.

☐ True ☐ False

There is a difference between our walk-in closing ratio and our repeat and referral closing ratio.

☐ True ☐ False

Appointments from any source generally buy even more often than walk-ins.

☐ True ☐ False

Most of our customers can't remember our names after one year.

☐ True ☐ False

People can't send me more business if they can't remember me.

☐ True ☐ False

Most salespeople spend most of their shift waiting for ups.

☐ True ☐ False

My sales team should spend more time pursuing and attracting business.

☐ True ☐ False

Most people have an email address and a cellphone and have at least some presence on social media, be it LinkedIn, Facebook, etc.

☐ True ☐ False

We could ask for that information – email, cellphone, social media connections – and use these more often.

☐ True ☐ False

Remember change is certain, progress is not. **CAW**

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