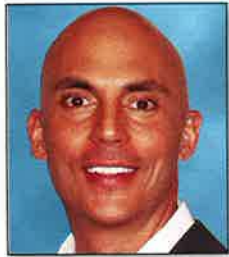


Sales Floor:



Decisions, decisions, decisions!

Your decisions, or lack thereof, determine your destiny.

By Duane Marino

Each and every day we are faced with hundreds of minor decisions (should I follow-up this lead today or tomorrow? When is the best time to ask for the sale? How do I approach my manager about a customer situation?) and dozens of major decisions (Will I accept this new business or personal opportunity and perhaps reject another? What is the best way for me to convey my frustration to

“Procrastination is the real enemy of success.”

my co-worker about some destructive habit? Should I adopt a new selling skill or is the way I am currently doing things more productive?).

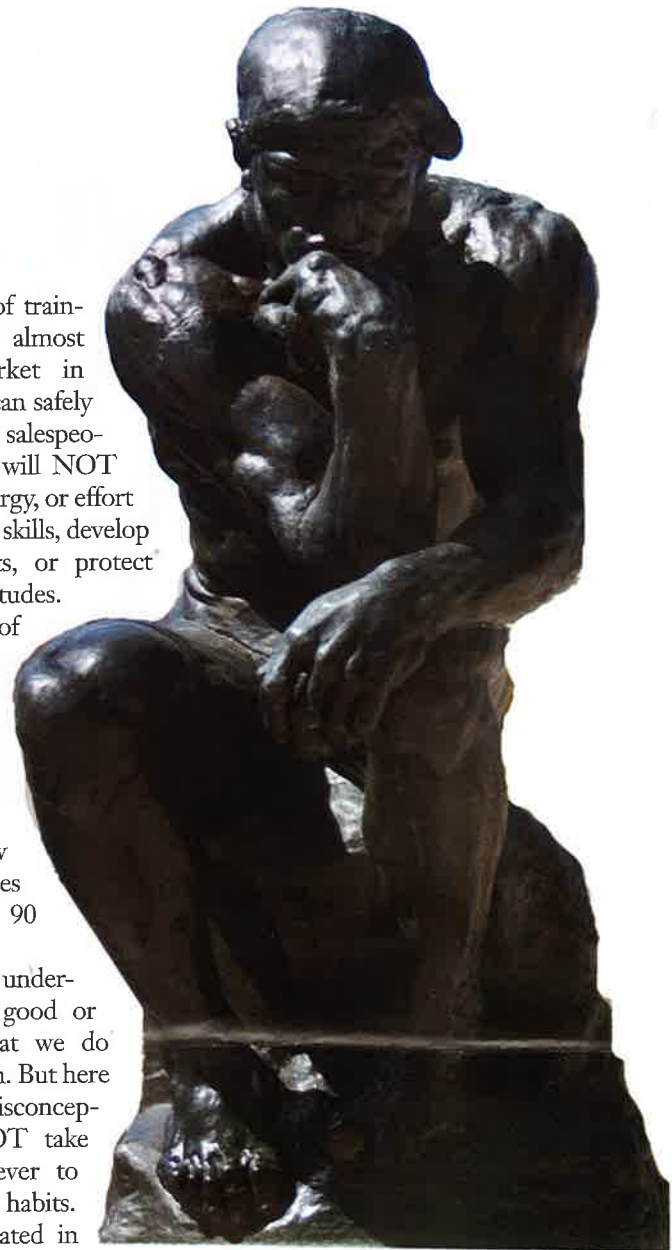
Society and statistics may predict what we will become, how soon we will die, how much money we will make, or what the salesperson turnover will be in our industry, but only we can determine our individual outcome or destination! Our ultimate destiny is a direct result of all the decisions we make each day.

After 15 years of training experience in almost every major market in North America, I can safely predict that most salespeople and managers will NOT invest the time, energy, or effort to really build their skills, develop empowering habits, or protect their positive attitudes. As a result most of us will reach about 50 percent of our inherent potential. Some stay at about 25 percent, some reach 75 percent – but very few exist at the far ranges of 10 percent or 90 percent for long.

A habit is now understood to be any good or bad behaviour that we do over and over again. But here is the biggest misconception: it does NOT take any time whatsoever to change a person's habits. All habits are created in the moments and instants we think and act in. The word decision originally meant to “cut-off”. In other words, when we truly “decide” to do something, any alternate behaviour is cut off and is no longer in our mental menu of choices.

For example, when a team member finally “decides” to work each and every walk-in with the assumption that they are really there to buy a car today, to follow-up all leads to complete closure, to book at least one appointment a day every day, or to turn every customer over to F&I properly, those decisions remove all mental barriers to them doing otherwise. It will instantly reflect in their attitudes, behaviours, activities, and of course, results. And those small sales process decisions have to be preceded by the bigger decisions of things like: “I’m here to stay, this is my career and every day I will get a little bit better than I was yesterday!”

Each “instant” we decide YES or NO to many things. We all need to wake-up, become self aware, and take control of our own decisions



and realize that most of our careers/lives/health and wealth hinge on the daily decision we make. But first we must truly believe:

1. Something must change;
2. I can really change it;
3. I am the source of those changes.

Please accept that we all have trips and make mistakes, but really, if used properly, those slips are the stepping stones to learning and success!

If there is only one idea you take away from this article, please meditate on this one: the opposite of decision, procrastination, is the real enemy to success. It is almost always our lack of decisions, not quality of them, that determine our results!

So go for it, make that decision, now! ☺

Duane Marino is one of Canada's foremost professional automotive sales trainers. As the principal and founder of Team Remark Dealer Services, he has trained over 12,000 salespeople and managers and consulted with nearly 250 dealerships in Canada and the U.S. More information is available at www.relmark.com.

PROFIT FROM THE EXPERIENCE!

JOIN NADA IN SAN FRANCISCO

FEBRUARY 9-12, 2008

AT THE NATIONAL
AUTOMOBILE DEALERS ASSOCIATION
CONVENTION & EXPO

Don't Miss The Automotive
Industry Event of the Year!
Your competition will be there, will you?

Pre-registration
ends December 21st
REGISTER TODAY!
On-Site only after
December 21st

Visit www.nada.org/convention today!