

Sales Floor:



Want to increase your sales?

Increase your selling activities.

By Duane Marino

Everybody likes getting great results, but few love doing the selling activities.

So let's talk briefly about one part of that process: deal desking. I view a write as when the pricing and/or paperwork gets started by the sales person. A proposal happens when the dealership serves the customer trade value, price, or payment ranges without any customer commitment. An offer is made when the customer begins to negotiate figures. And the close happens when figures are agreeable, a delivery date is selected, and the customer leaves F&I.

Nobody seems to buy anything anywhere until and unless someone starts some paperwork. So if you fail to write the buyer and present figures, the close is impossible. As Zig Ziglar says "Timid Sales People Have Skinny Kids." Doesn't it make sense

that if we did more writes we would initiate more closing situations and sell more vehicles?

Your salespeople, sales manager(s) and dealership's culture may be creating barriers to the write-up and close. The most common ones are: always asking for a 'deposit' beforehand; over-using dated and ineffective types of closing statements, such as "If I could would you...?"; pre-qualifying the customer's financial ability to pay; and demanding ideal conditions such as the spouse or trade being present.

A good selling process, including a good desking strategy and consistent desking procedures, will help to increase the chances of any selling system being effective in your showroom. People pay more for great attitudes than a great product or price!

The dealership and its staff must make a commitment to their careers and their buyers – finding

reasons to 'work them' rather than 'walk them'. Remember an improvement from a 12-percent to a 16-percent closing ratio translates into a 33-percent explosion in sales and gross!

There must be an attitude and assumption that they are all buyers, and you must realize that in order to hit more balls over the fence you have to be prepared to take more swings!

Sometimes we are too afraid of the 'boogie man' (what could go wrong if we work a customer not quite ready to buy) and aren't seeing the real opportunity (the customers that will buy if we spend the time and energy trying to sell them). Confront your fears, and create situations that will generate a bit of curiosity, confusion and interest while they are in your showroom, or in your competitor's! Ⓜ

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