

Unstoppable Selling offers a blueprint for sales success

BY LAWRENCE PAPOFF

The road to sales success starts with knowing what to focus on. Sales do not come from technology.

"Too many sales people ignore these nuggets of advice," says sales trainer Duane Marino.

They peck away constantly at their computer keyboards as if doing that will sell cars. It will not, Marino insists. "There are so many distractions in the dealership. There is this system and that system. Sales people become so knowledgeable about technology, they forget the most important aspects of selling."

Those aspects are contained in what Marino calls the "six sales powers."

To spread the word, Marino authored *Unstoppable Selling* available on Amazon.

The first power is the power of customer service.

"Do things for your customer, not to them. Be of service to your customer," he says.

Examples include taking a car to the customer if they cannot make it into the dealership and making sure they can turn to the salesperson with any problem they have after they bought a car.

"Be their first point of contact in the dealership. People buy again from people who give a damn!" he says.

He hammers home these points: there is no computer or software needed: salespeople have to discipline themselves to provide "extreme levels" of customer service.

The Internet may have made the car the star, but the salesperson's attention to the customer is what is going to close more sales, he says.

[The second power is the power of communication. Marino advises the sales person to



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study the customer's way of communicating. If they are polite, be polite. If they are easy-going, be easy-going.

"Mirror their language and their body language," he says. "But do not slouch," he warns.

The third power is the power of relationships. The salesperson must build relationships both inside and outside of the dealership.

The fourth power is the power of time.

"We spend a lot of time at our computers," he says. "The key is to spend your money hours focusing on the above. The moment you stop doing these things, your productivity drops."

The fifth is the power of understanding body language. The sales person must understand their own body language as well as the customer's.

Finally, the sixth power is the power of the state of mind.

"Whoever said 'attitude is everything' made an understatement.

Your state of mind drives every other power," says Marino.

Duane Marino is principal of NAASSA Training, TNT BDC For Hire and MarinoTV online learning. For more information, contact info@duanemarino.com, www.DuaneMarino.com or 1-888-735-6275.