

Discussed

Language Generation Gap **P.1**

People Buy Feelings **P.1**

How To Avoid Today's Top Sales
Traps **P.2**

How Do The Best Sales People
"Self Identify"? **P.2**

SALES PSYCHOLOGY

Sticks & Stones
May Break My
Bones

BUYER PSYCHOLOGY

Less Sales Failures
Mean More Sales
Successes

MANAGEMENT

What part of the
sale should you
focus most of your
training on?

TRAIN WITH DUANE

Live, Virtual
Livestreams,
MarinoRADIO and
Published Books

Phone 1-888-735-6275

Text 519-852-0272

info@DuaneMarino.com



Sticks & Stones May Break My Bones

... *But Names Will Never Hurt Me.*

First point: this is how an entire generation of us were raised. Language was used mostly as a tool for communication, with very little emphasis on feelings. When someone said things we didn't like we were told to ignore it, rise above and / or just move on. This is exactly opposite to what is being taught today. So many people are feeling a **generation gap** in values and speech. This is creating challenges at work, at home, in schools and socially.

Second point: Sales Language has always been more about feelings than communication.

Emotion travels thousands of times faster through our nervous systems than does conscious thought. So by the time our customers "decide" or "realize" why they don't like something

about us or our offer, it is too late.

Every word we mutter, body language we project and sentence we speak or text, is emotionally judged on the unconscious level.

Managers: Manage with this in mind, especially today. You are selling your team on you and your processes.

Sales, F&I and Service Advisors: Sell with this in mind. Customers won't remember what you said. They will react to how you made them feel.

Update your **sales language** to please today's customers emotionally and intellectually, and you will sell more with higher margins, have far fewer lost sales and less complaints.

Contact us for a free list of words and phrases to use, and avoid, today.

Train With Duane.

How Do The Best Sales People “Self Identify”?

L.G.T.D.& P.

=That's how!

- **L.G. = LEAD GENERATION.** As Joe Girard said “You can't close an empty chair” The best sales people spend hours a day creating awareness and building their pipeline.
- **T.D. = TEST DRIVES.** Test drives sell cars and improve profits. Switch cars, selection, interest, emotion, value, customers satisfaction and gross improve when a test drive happens.
- **P. = PROPOSALS** No one buys without seeing numbers. You can start with ranges or specifics, internet prices or from management, verbal or written. But always get to the discussion of numbers and be prepared to manage reactions.

Today's Top Sales Traps

The only thing that really matters is results.

The “Road To A Sale” was developed in the 1950's, and has been around in some form ever since. Why? Because for the most part, it works!

However, there are several **pitfalls and traps** you need to be aware of that will absolutely set you and your team up for failure with today's transaction action ready well researched buyers:

- **Studying yesterday's sales processes.** Being a sales romantic will hurt your sales life.
- **Purposefully slowing down someone who is ready to buy.** Keep the FLOW going.
- **Inefficiencies during parts of the sale.** Simple things like finding keys, tags & plates, cars, assessing trades, presenting figures and all communication needs to be hyper efficient.
- **Not being able to easily handle the most common questions and concerns.**

“Just looking, what's the best price, how much are the payments, what's my trade worth, the payment / rate are too high, I have to talk to my partner” etc.

- **Turning buyers into liars.** Even asking the right questions but at the wrong time will cause people to shut down as timing is everything.
- **Using old ineffective language.** Stale old car talk will get you laughed at, cost you sales and hurt your on-line reputation.
- **Staying off price too long.** The first question people ask is “how much?” and this is the perfect time to build credibility and connection through dialogue about it.
- **Lack of Preparation.** You need to know your inventory, programs and pricing better than the back of your hand.
- **Leaving interest in their trade out too long.** By showing interest in their ride we show interest in them and can quickly gather all of the DNA (Dominant Needs Analysis).

So how do we know what works? By trying different things, noticing patterns and making adjustments towards only one thing: better results.

You don't need to fix what isn't broken, but the market and your financial statements don't care about your fears, laziness, habits or history.

Remember, most airplanes and sales crash at take-off and landing.

In my opinion the majority of your training should focus on the first, and last, 10 minutes of the sale.

Once the plane is in the air and the sale is on the go, things become much easier.

The real money is in getting it going and bringing it down ...

Train With Duane.

