

Unstoppable Selling

SALES PSYCHOLOGY

Do you take yourself too seriously to actually get good at this business?

BUYER PSYCHOLOGY

A F.ound customer who you U.nderstand will C.lose and K.eep buying from you!

TRAIN WITH DUANE

Live, Virtual
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LIVE in TORONTO

Service Advisors Class:

Fri. Feb. 6

Sales Class: Mon. Feb. 9
& Tues. Feb. 10

F&I Class: Wed. Feb. 11

Unstoppable Selling:

Thurs. Feb. 12

Management &

Leadership Class: Fri.
Feb. 13



this issue

Just say F.U.C.K. it every day! **P.1**

One weakness and you lose **P.1**

Your standards define you **P.2**

Ambitious and lazy is awful **P.2**

A hilarious acronym for Super Sales Success

One of the most versatile words in the world is over 1000 years old, can be used to help you sell more cars and it's always a "banger" at my seminars (no pun intended) ... Before you read this, remember "Angels have wings and fly because they take themselves lightly!" Laughter is truly the best medicine 😊 😊

If you miss one you cannot give birth to more sales and money!

F.ind: If you are relying only on the dealership's marketing to sell cars, you need to change that. Internet inquiries, sales calls and walk-ins need to be immediately engaged and sold. But there is an enormous amount of time that we waste just waiting for these. So master how to diversify your lead generation and sales from self-generated business. Social media, networking, be-backs,

the service drive / data base, repeats and referrals all require different skills and consistent effort.

U.nderstand: The faster you can connect with your customer and exchange high quality information, the more successful you will be on every level. This requires more mastery.

C.lose: You can't close an empty chair or someone who has ghosted you, so besides the skills needed to close everyone, you must feed your closing attempts with the two above.

K.eep: If closing for the deal or the dollar, you still want everyone to think of you as their friend in the car business. Real-ationships is the real game and always has been.

Want a personal livestream meeting on this? Just ask ...

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What you say, when
you say it and how
you say it matters ...

You have total control
over the words you
choose and your
timing.

Risky: "Is anyone
helping you make the
decision?" or "Are
there any other
decision makers?"

Safer: "Is anyone
else helping with
selection, pricing or
the paperwork?"

Words create feelings,
feelings create
thoughts, thoughts
lead to action and that
is the action to buy or
not buy, from you!

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Be Your Own CEO

The satisfaction and
success you will have
when you decide to have
providence over your life
and business is
exhilarating. And once
you make that decision,
and start to live it, the
world will come to meet
you there.

***Change your standards
and you change your
life.***

Accountability: see
things for how they really
are and not how you want
them to be, devise a plan
and execute it
obsessively.

Focus: think and speak
about solutions and not
problems.

Respect: your solutions
should not be at the
expense of others and
ideally will bring others up
with you.

Act: it is better to execute
ordinary things
extraordinarily well than
to have extraordinary
ideas and execute poorly.

Tweak: ask yourself if
there any small changes
you can make that will
make large differences
when executed over

time consistently.

Ownership: successes
and failures, are yours to
make and yours to own.

Pride: take stock in what
you have endured and
how you are changing for
the better.

Reject: be prepared to
continually reject lies,
anything and anyone that
cannot or will not support
you or understand what
you are doing and why.

Intention: show that you
care about the outcome
and others along the way
and support them in any
way you can.

Study: stay open minded
and skeptical to your own
processes and results so
you are always looking for
easier, better and faster
ways to do things.

Foundation: your health
needs to take priority over
your wealth, because
without it you have
nothing.

Time: this is the only
equal opportunity we all
have so how you use it,
what gets your attention,
and who gets your time is
perhaps the ultimate
decision.

Fun: Never forget that in
between stressful
moments and at the end
of it all, it is supposed to
be enjoyable!

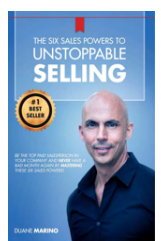
There seems to be a
dangerous and widening
split today between lazy
victim emotions and
ambitious victor logic.

***Giving your attention to
things you can't
control, makes you a
victim and relinquishes
your power.***

When you focus too much
on the past (depression)
or the future (anxiety),
you miss the only two
things you can control –
what you can give your
attention to and your
activities in the moment.

Reject any philosophy or
practice that shifts blame,
shame - or the game - to
someone other than you.

If **you** want to achieve
what **you** have never
achieved then **you** must
conceive, believe and act
differently.



ISSUE

26-2

Ideas for anyone of any age, at home or at work, anywhere and in any job or career.

by Duane EN Marino

Unstoppable Attitude

SUCCESS PSYCHOLOGY

Real or imagined, it's sort of all the same

FAILURE PSYCHOLOGY

Constant reflection and projection is needed if you want to improve

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In this issue

Change what you fear P.1

We go towards what we see P.1

Be your own coach and therapist P.2

Plan your life or someone else will P.2

Is it all in your head?

I have seen two-hundred-fifty-pound men freeze when handed the phone and told to take or make calls with me, even after hours of training. What is a fear of the phone? Are they literally afraid of the phone? Were they physically attacked by a phone at some point?

No, their true fear is that some negative past experiences are about to be repeated, or whatever they have "imaged-in" or imagined happening on the phone - and it was affecting them physically.

***Did you know that images
conjured in our minds create
reactions in our nervous systems
as if they were really happening
right now?***

What do you tend to image-in? Is it eating a certain food, getting along better with your spouse, arguing with

someone, paying off a credit card?

Creating a personal vision board, with pictographs and pictures of how you want your life to be is a very literal imaging-in of what you want to become. This method can be very successful, because you are inserting yourself into a new story you are creating every time you look at the board.

Exercise: Get a corkboard and pin up images of who you want to become, how you want to look, where you want to live, how much money you want to make, et cetera and place it somewhere that makes you glance at it every day.

Want a private livestream meeting on this? Just ask ...

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The Joe Girard Daily Mantra

I stood and looked at myself with Joe in his mirror beside his front door while he asked us both his morning question: "Would I buy you today Joe Girard?"

You need to sell yourself on yourself every day before anyone will decide to buy you!

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Know Thyself

Exactly when and where did you start to accept and even expect all your life's conditions and limitations?

Things like how much money you can make, how much debt is acceptable, your body shape, your position or station professionally, et cetera. Most of us are not living the way in which we would have planned or hoped, oftentimes because we've had our aspirations beaten right out of us.

Of all the tens of thousands of people I have met, I can point to very few individuals who seem to have rejected most of the barriers and limitations that the rest of us blindly accept.

Exercise: The following questions will help you realize - and break free - of some of the limitations that you have placed on yourself ...

you from stepping outside your comfort zones?

- Who or what have you become dependent on and why?
- Why do you believe you can't reach higher?
- What would you do if you believed you couldn't succeed or fail?
- What has led you to accept your standard of living and life?
- Could you be happy with more or less?
- What rewards and punishments have been used on you throughout your lifetime to set your limitations?
- In what ways do the typical socialized fears of not being liked / loved or not being enough affect you?
- What limitations have you placed on others and why?
- How has social media, media, friends, family, associates, culture or education affected how you think you should be?

• Our experiences, information and imagination create, reinforce and challenge our beliefs and limitations, in what ways have your personal or world views changed over your life due to your experiences, information and imagination?

Self-awareness is crucial if you are to get where you want to go.

When you turn on your GPS the first thing it does is become aware of where you are. Then it maps out where you want to go.

When it comes to success, "a set it and forget it attitude" just won't work.

Constant awareness and adjustments are needed for so many reasons.

