

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

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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 ...

Train With Duane.

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.

