



# 100

## Car Salesman Tips

**Sell More Cars and Make Bigger Car Sales Commissions**

**By Karl Beckham**

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**Dedication**

This book is dedicated to the car salesman or car saleswoman. Despite the unfavorable opinion that the consumer has of the car salesperson they go work day in and day out serving the public. They sell cars, deal with the unfavorable glances and comments for the public and serve their customers. The car salesperson deserves every penny they earn and is worth so much more. Car salesmen and car saleswomen around the world deserve to be commended.

## **Introduction and Why This Book**

Selling cars for a living can be a fabulous career choice, but not everyone can be a successful car salesman or car saleswoman. The turnover in this field is very high and that's why I wrote this book. Car Sales is a competitive field and there is very little information available to the person that is struggling or trying to improve their sales skills and ultimately their car sales commissions. There are plenty of sales books written, but the car business is not like other sales occupations. Sure there are some similarities, but there are many more differences than similarities and these differences are what usually dictate the success of the automobile salesperson.

The high turnover rate in the auto sales profession is part (only one part) of what gives the car salesman a less than favorable opinion by consumers. Sales people come and go from dealerships before they have a chance to perfect their craft and fully understand how to be [a car sales professional](#). Usually these Green Pea or Newbie salespeople are starved out of the business. Most dealerships compensate their automobile sales personnel on a commission basis, which is based on a percent of profit of each car sold. So if you don't sell a car you don't get paid. That's what I mean by getting starved out of the business. How long would you work for free?

New salespeople often receive a base pay or salary for the first 30 days or so, but after that it's 100% commission. Practically all dealerships will provide some sort of training and the 30-day period will start after the 30 days. So ultimately you have 30 days to learn the trade and start selling cars. It sounds worse than it really is, at least at most dealerships because the sales managers will usually help and coach you along the way. They want you to sell cars as badly as you do, but their time is limited and that is one of the many reasons I wrote this book.

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### **Not Just for Green Peas**

This book was not written to be a guide for the novice even though it can be very beneficial for anyone new and just starting out in the car business. This book is for the car salesman that wants to sell more cars, earn more car sales commissions and take their sales career and earning potential to the next level. It's for the car salesman or car saleswoman that is determined to make the big money that the business of selling cars can provide. It's for any of you that want to ***increase your sales and become a six-figure car salesman***, which is more common than you may think.

I put together this book to be easy to read, easy to understand and in 100 sections that consists of anywhere from a paragraph to many paragraphs. I tried to explain each tip so you will understand why whenever possible. I want you to sell more cars and that is why I wrote this book. If you have second thoughts about being a car salesman or car saleswoman then you haven't given it a chance.

### **Don't Quit Too Soon– It's Not That Hard**

I have seen so many people quit after 30 days because they didn't think the car business was for them. People that could have had a real shot at making the big money, people with real potential, but they couldn't keep their head in the game. They didn't give it their all, they didn't believe they could do it. Practically everyone that is in the car business today went through that same thing, but they stuck it out. They forged ahead and now they are enjoying a prosperous career. Don't quit before you give it an honest try. It's a great life, but nobody is going to hand it to you, you have to go out and get it yourself. This book is for those people that are thinking of getting out of the car business too. These tips can help you make a difference,

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the kind of difference that can make you love the car business, the differences that can make you the high earning car sales professional you desire.

This book “100 Car Salesman Tips” that you hold in your hands or on your screen is not a guarantee that you will succeed, but rather a tool to help you succeed and shorten your learning curve to the point where you can earn a respectable living as you grow and improve in this very lucrative field. These 100 Car Salesman Tips are right from the showroom floor. These tips are used every single day by top Car Sales Professionals that are earning more than what half the population in all fields and occupations earns annually.

There is big money to be made in selling cars and these car salesman tips can help you be a better car salesman and earn more commissions. Top sales people that are earning a six-figure income know the difference is in the details. It's the small things that make a difference. If you are a top salesperson you already know that one or two words, can make or break a sale and that is only one example of how important the details can be to being a successful car salesperson. Selling cars can be a great career, but you have to do the work and make the effort.

Karl Beckham

P.S.

The tiny investment you made in this book may possibly be the best money you ever spent and could quite possibly allow you to multiply that investment many times over on a daily basis. It's the little things that make a big difference so let's go move some metal and make some of that big money that you have heard so much about.

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## **Chapter One**

### **The Basics – Basic Car Sales Tips for Green Peas and Veterans**

Even the best car sales professionals need a refresher now and then. Over time you get conditioned because you do the same thing everyday, but your customer only buys a car once every 3-7 years on average. All they remember is that it's kind of like going to the dentist, but at least when they leave they get to drive home in a new or new to them car. Whether you have been selling cars for twenty years or you just started yesterday these basic car salesman tips or car saleswoman tips #1 through #22 hold true year in and year out.

#### **1-Two People Meet and One Gets Sold – No Matter What**

When I started in the car business a General Sales Manager that spent his entire life in the car business pulled me aside and told that every time two people meet, one gets sold and one buys. He told me to think about that the next time that I was with a customer. Then I should decide which one I was going to be, the buyer or the seller. That saying has stuck with ever since the first time I heard and it has served me well in my car sales career.

The saying "Two People Meet and One Gets Sold" can be applied to practically any situation, but when it comes to selling cars it's even more important because you are the one that is selling here not the one that is buying. Customers will tell you practically anything as a defense tactic. They are on unfamiliar ground and will say practically anything they can

think of to keep you at bay. If nothing else keep this saying “Two People Meet and One Gets Sold” in your head every time you are working with a customer and hopefully it will serve you as well it has served me. To this day I still remind myself of this saying when I'm working with a customer and it helps me keep on track when they try to sell me why they're not buying today.

## **2-They're All Just Looking**

One thing you will learn real quick when you sell cars for a living and that is that they're all just looking, but what they don't tell you is that they are really looking for a car sales professional that will sell them a car. Everyone is just looking when it comes to buying a car, furniture shopping or shopping for clothes; the standard response from customers is we are just looking. I'm sure you said it before and I know I've said it before when a salesperson has greeted in a store. The fact is they came to the car dealership because they want to buy a car, they may not be buying it from you here and now but they're planning on buying a car. They will tell you all kinds of things and just looking is one of the most common responses you will receive. You better get used to handling rejection because it's part of the car business.

Every single day I see Green Peas, Newbies and Seasoned Veterans approach customers and the customer says they're just looking. Then you can see the expression on salesperson's face change, they go from being excited to sell a car to here we go somebody else to waste my time. The fact is, they're all just looking so get used to hearing it, because they are just looking until they come across a true car sales professional that will give them all the reasons they need to buy today. If I can see the salesperson's expression change from across the

showroom you can just imagine what is going on through the mind of the potential car buyer that standing right in front of that salesperson? That's right they've already begun to second-guess the reason for visiting your dealership.

Research tells us that the car salesman has the most influence on the consumer's decision to purchase a vehicle. Therefore it is so very important to treat each customer like they are buying a car today. Learn how to control your expressions, your demeanor and your body language. Don't let the words just looking or we are not buying today change anything that you do. Treat the words **"we are just looking"** like we are just buying as soon as you give us a reason to buy today.

### **3-Attitude – Yes It Makes a Huge Difference**

Maybe you're sick of hearing about attitude when it comes to selling cars, but your attitude will have the biggest impact on your income than any other single factor. When you're working with a customer and you have anything less than a 100% positive attitude you run the chance of losing a sale. I can't stress this enough in fact; I had a conversation with the General Manager of a dealership the other day and we were both in agreement that the salesman's attitude has more to do with making the sale than practically anything else.

When you don't feel good about selling cars, the dealership where you're employed or even the product that you're selling you either need to justify it, change it or make some changes in your life. Because if you come to the dealership every day to sell cars with a chip on your shoulder, you have issues with management or the dealership, your sales will reflect your attitude and ultimately your income. Face it, the reason we are in the car business is to make money and there is plenty of

money to be made selling cars for a living, but you won't do it with a bad attitude. When you have the right attitude coupled with enthusiasm you can make some big money selling cars for a living, in fact a six-figure income is very possible with some work on your part.

Perhaps you do have a problem with the dealership, maybe there's a problem with your commissions, management or other staff members, but you need to address the problem and find a way to resolve it or maybe it's time to change dealerships. Whatever it is, you need to fix, change it or move on because all you are going to do is hurt yourself and your bank account. It can be hard some days to have a positive attitude, we all have those days, but you have to do your best to shake it off and keep your head in the game, which is moving metal and making money.

#### **4-Two Ears and One Mouth – The Right Mix Sells Cars**

Many people think being a car salesman means you need to be Mr. or Mrs. Personality and that's not the case. In fact most people that love to chit chat and blab to everyone they meet is less productive when it comes to selling cars than those that don't. When I say two ears and one mouth I am not talking about an anatomy lesson, I am talking about the proportions in which you should use your ears and your mouth. You should be listening twice as much as you are talking because when you're listening you are gaining the knowledge you will need to sell your customer a car. In fact if you listen close enough your customer will tell you exactly how to sell them a car. Once you get them talking they will tell you about past car buying experiences they've had and other things in their life that will allow you to gain the insight you need to sell them.

Knowing when to talk and when to shut up is an essential skill when it comes to selling cars. When a customer talks about anything they are providing you with information, the information that will guide you to closing the sale. People love to talk about a past car buying experience that they have had and especially if it was an unfavorable experience. They will tell you things about the salesman, the sales manager or anyone else that was involved in their experience, which can help you, sell a car.

I see it practically every day; the customer tells the salesman what they're looking for, but the salesperson only hears part of what they are saying and they proceed to push them into a vehicle they think they want, but not the one they really want. Then the salesperson doesn't understand why they're not buying, but if they would have listened closely and read in-between the lines they would know why they're not buying today. Pretty soon they're asking for your business card and telling you why they have to go. The real reason they're not buying and they have to go is because the car salesman did not listen closely to what they were saying and how they were saying it. Granted, it requires some experience to catch all the little nuances and clues that the customer provides, but this is what separates the average salesperson and the top producers. Stop talking, ask questions and start listening very closely to their answers and discover what you need to do to sell them a car today.

### **5-Be Backs Won't Be Back**

For the benefit of you out there reading this that are just starting to sell cars there is a term in the car business known as "Be-Backs". This term comes from customers telling the car salesman I have to go, but I will be back. The potential car

buyer is no longer interested in dealing with the car salesman, the dealership or even buying a car at this time because their experience was going south. So they tell the salesperson they will be back, but they won't be back. They are probably heading down the street or to the other side of town to go to a different dealership and buy the car that they were planning to buy at your dealership until the car salesman or car saleswoman turned them off.

Often the newer and less experienced salespeople will believe them or buy what they're selling which is that they will be back, but they won't. The customer can put on a very good show and sound very believable, but all they really want to do is get out of the dealership as quickly as possible. We often give these newer salespeople a hard time about having be-backs and tell them not to worry because the mythical "Be-Back Bus" will come with all of their be-back customers to buy cars so go wait on the curb.

When you have customers that tell you they will be-back you need to take a few minutes to recall everything that went on during their visit and try and figure out happened and how you could keep it from happening again. Learn from your mistakes and move on. Ok, I know that there are people that will come back that have left for any number of reasons, but for the most part Be-Backs Won't Be Back! I will cover more about be-backs and selling cars in one of the other car sales tips that follow.

## **6-Enthusiasm Sells Cars – Lots of Cars**

This is very basic car sales tip, but the fact is, enthusiasm sells cars. When you are enthusiastic in the way you approach your customer, the way you act and react has a direct effect on their actions and reactions. When you are enthusiastic about

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your product your dealership and yourself it becomes contagious and then your customer starts getting enthusiastic. Enthusiastic customers buy cars. When you approach your customer in a monotone voice, dragging your feet, and acting like they took you away from something more important your customer is not going to be enthusiastic. In fact you could be turning them into a be-back before you even have a chance to get started.

Like I said this is a very basic car sales tip, but I continue to see people that have been selling cars for years and years approach customers in a less than enthusiastic fashion. Do they sell cars, sure they do, but not nearly as many as they could if they were excited and enthused about having a customer and the product they are about to demonstrate. You don't need to be over the top and obnoxious, you simply need to greet and address the customer with an enthusiastic voice and a smile to get started. When you start talking about your product and you do it with enthusiasm they will start getting excited about your product. If you need some help being enthusiastic just think about how you're going to sell them a car and they're going to pay your commission, which should be enough to make you enthusiastic.

Emotion sells cars and not that logic doesn't, but emotion will sell many more cars than logic will. The logical customer is all about dollars and cents and there is no excitement, but when you can get your customer excited and catch the enthusiasm you have about your vehicle, your numbers, your terms and your dealership it will help you close more deals, sell more cars and pay you more commission. Enthusiasm is more than a smile and the way you talk. It's also your gestures, your body language, and the way you move. Walk briskly as if you were on a mission and act as if you are excited to be or assisting your customer. Being enthusiastic is more than just a meet and greet it needs to be a part of everything you do from

the test drive to delivering numbers in negotiating,  
**enthusiasm is contagious and it sells cars.**

Make it a habit of being enthusiastic throughout every part of the sale from meet and greet to delivery and you will sell more cars. The top salespeople in the field can be the biggest grump you ever met, but they can instantly turn into the most enthusiastic person in the world as soon as they see a customer.

### **7-Relax – Tension is Contagious and It Can Kill Deals**

In an earlier car sales tip I talked about enthusiasm being contagious, but tension can also be contagious when you are selling cars. If you are a salesman and you are all wound up, under a lot of stress or very nervous, the customer can pick that up and they will also become tense. It's important to relax and talk to the customer as if you're talking to a friend. If you are new to the business and you are nervous about what you're saying, tell the customer that you are new and almost all customers will be very understanding and try and even try to help you.

Even if you aren't a new car salesman and you know what you're doing the customer can sense something is not right. For example; the end of the month is near and you need to get a couple more cars for bonus, the pressure will be sensed by the customer and cause them to be tense. It's hard to explain because it's almost like an animal instinct, people can sense when other people are tense or under pressure which causes them to be the same. When customers are tense they are not very receptive and rarely make a deal.

Often times the customer doesn't even understand what's going on, they pick up or sense the tension and that makes

them feel uneasy. They often have no idea why they feel that way, but they know that something is not quite right and all they want to do is leave. Tension and car salesman desperation are deal killers. It's your job to make them feel comfortable and relaxed because these are the emotions that allow them to make major purchases, the kind of purchases that pay you nice big car sales commissions. Relax and have some fun with your customers. Laugh, joke and make their experience memorable and you will sell more cars and make more money.

### **8-Old Car Business Saying - Buyers Are Liars**

This is probably one of the oldest sayings in the car business "Buyers are Liars", but it holds true. For some reason car buyers think that it is acceptable to lie when you are dealing with a car salesperson. I don't know why and I don't know where it came from, but even the most honest people in the world believe lying is an acceptable practice when you're working with a car salesman.

I have even sold cars to members of the clergy that lied to me. There was one of whom I sold a car to that I caught in a lie, so when the deal was done I felt compelled to ask and why he lied to me. He told me he thought it was an acceptable practice and that it was part of the car buying process. He could not elaborate on why or where he heard that lying was acceptable, but that's what we deal with on a daily basis when we sell cars for a living.

It doesn't seem to matter when they lie or what lie they tell. Sometimes it's about their trade-in, sometimes it's about the price they received from another dealer and sometimes it's about their budget or down payment. The simple fact is that car buyers are liars. Don't hold it against them, but know that this is how it works and that they believe that it's an acceptable

practice. Roll with the flow, but don't believe them when they tell you they'll be-back, they can only afford \$300 a month or that the other dealer had it for \$500 less because more than likely they are lying. It's part of their negotiation tactics and in their book all is fair when buying a car.

### **9-Every Car Buyer is Different**

Don't make the same mistake that so many car salespeople make and that mistake is believing that there are only a few different types of car buyers. Buying a car is much more than a simple transaction handled at the cash register. If you're going to succeed as [a car sales professional](#) then you need to understand that every single person is different than the last one.

They all have different needs, budgets, car buying experiences, friends with car buying advice and emotional baggage that affects how they buy cars. Every customer needs something a little different to trip their trigger so they'll buy a car from you. For the most part it's about money or payments, but when it comes to engaging their emotions and being able to make some gross profit on the sale you need to be able to address their emotional needs.

There are lots of people out there selling cars for a living, but the ones that make the big money are the salespeople that can dig deep into the mind of the buyer and address what they need beyond price and payment. Some customers need to be told to buy and other customers will resist all your closing techniques, but once you figure out what they need you can adjust your techniques and sell them a car.

The car salesman needs to be an actor that can adlib on a moments notice. You have to be able to change and become the

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person the buyer needs you to be in order to get them to make a buying decision. Listen closely to your customer and become the salesperson they need you to be so you can sell them a car.

The average car salesman can relate to a small percentage of their customers and of those customers they will often sell them a car because they can relate to them. However if you can only relate to a certain type of customer similar to yourself your sales will be very limited. Once you can adjust and relate to practically any type of car buyer you will see your sales start to soar along with your income.

### **10-Treat Customers Like Royalty**

This car salesman tip may seem like common sense and it is, but many salespeople need to be reminded of this regularly. There is one thing you can count on in the car business and that is, buyers will often visit multiple dealerships. Lucky for you customers don't always get treated very well at car dealerships, which provides you with a fantastic opportunity. If a customer visits your dealership and you treat them like royalty you stand a much better chance of selling them a car.

When you start working with a customer act as if they can purchase every car on your lot with the stroke of a pen. Make them feel like they practically own the place and when you do, the buyers that can buy are more likely to buy and the buyers that can't buy because of credit will usually tell you ahead of time before you spend too much time with them. When you give them respect and treat them like they are the most important customers at the dealership they feel special and everyone likes to feel special. That's why people frequent businesses, because the employees or owners know their name and they feel special. When a customer feels special they are

much more likely to make a purchase because you make them feel good about themselves.

When you make a habit of treating your customers like royalty you will be surprised by some of the results. I know firsthand that this will bring you some surprising results because I've had several customers with terrible credit that we could not get financed leave only to come back a day or two later with a cosigner. The cosigner signed for them and I sold a car. After delivery I talked to him and they said they were so impressed by the way that I treated them that they wanted to come back to do business with me. They talked about going to other dealers first, but said they were treated like second-class citizens and would never go back. I have one similar customer that's a regular customer and buys every couple of years plus they have sent me numerous referrals.

Treat your customers like royalty and not only will you sell more cars, but you can also gain some great referrals. (Referrals are always much easier to close than fresh ups and they usually pay more profit.)

### **11-People Come to Dealerships to Buy Cars**

It may sound obvious, but it's true, people come to car dealerships to buy cars. Not to collect brochures, to look around or to burn up a couple of hours of their free time. They come to dealerships because they want to buy a car. They can think of all kinds of reasons to keep you at bay, but the fact is; they really want to buy a car. They might not be planning on buying a car the same day that they visit your lot, but sooner or later they intend to replace their current vehicle.

Salespeople often forget that people are on the lot looking at vehicles because they want to buy. Those same salespeople

believe that customers come to the dealership for one of the silly reasons that they give the salesman to keep them at a distance. (Remember the tip “Two People Meet and One Gets Sold”) These potential customers really do want to keep the car salesman at a distance because they don’t want to deal with what they believe to be an annoying car salesman.

Maybe your approach rubs the car shopper the wrong way or maybe they just need you to back off a little. They don’t know if you are one of those “typical car salesmen” that they are trying to avoid or not. Give them a chance to realize that you are not the typical car salesmen, but instead a professional that is there to help. Back off a little, soften up your approach and avoid directing or telling them anything. Try to be more of a guide and let them lead until they start to open up a little. Then answer their questions and progress at a speed that makes the customer feel comfortable. Press too hard and they will get in their car and leave, too soft and they will walk all over you. If they ask for a brochure they are ready to leave. Why would someone want a brochure when they are at a dealership that has hundreds of cars that they can see, feel and test drive now and in person.

Just remember why they are at your dealership...to buy a car. Adjust accordingly and you may be able to sell them a car.

## **12-Dress Appropriately**

When it comes a dress code for the car salesman it’s all over the board. Some dealerships require their salespeople to wear a jacket and a necktie, some suggest business casual and others have a uniform of sorts such as a company shirt and khakis. Whatever your dealership requires the sales people to wear is fine, but the details are what make the difference.

No matter what you wear to work each day, pay attention to the little things. Make sure your shoes are shined, pants and shirt are cleaned and pressed, and you look like you care about your appearance. Keep yourself groomed, hair trimmed, and avoid looking like you just rolled out of bed. The way you look to the potential customer makes a difference. If you look like you pay attention to detail in the way you look the customer is naturally going to assume you will be more attentive and thorough in the way you take care of them. Sure you can overcome a sloppy appearance with your knowledge and personality, but you might not even get the chance if you look like you don't care.

You are a professional so look like one and you will have more opportunities to sell a car.

### **13-Leave Your Personal Life at Home**

One of the secrets of being a successful car salesman is the ability to focus 100% on your customer. You need to leave your personal life and problems at home. You can't be a top producer if you are thinking about your problems or anything other part of your life if you don't leave them on the curb. I am not saying that they are not important; I am just saying that they will hurt your sales. You can't solve or fix anything at home while you are at work so when you come to work...work and nothing else.

Your mind is the most important tool for selling cars and you can't be on top of your game when you are distracted by something you can't change while you are at work. This is not always easy to do, but if you work at it you can turn it off at the door, when you can do that your sales improve dramatically.



**14-One Wrong Word**

The words you speak when you are with a customer are very important and one wrong word can kill a deal. Sometimes you won't even have any idea what you said, but they can go from friendly and attentive to cold and disinterested in a flash after a seemingly simple word. Learn to filter and choose your words carefully and you will have much more success.

Some people have a hard time thinking about the words they speak until after they have been spoken, but with a little effort you can teach yourself to monitor your words before they reach your customers ears. Choose your words carefully, avoid confrontation and be polite and respectful when you need to educate them about the vehicle or transaction. They don't buy a car everyday and they may need to be corrected, but do it carefully and respectfully.

**15-Respect Must Be Earned Through Sales**

You when you're in auto sales there's only one way to get respect on the job and that is to sell cars, lots of cars. Remember this is the business of selling cars for a living and everybody that sells cars to any degree can talk big. I mean they can talk a big story but the proof is in the results. Don't expect to get much respect until you prove yourself and your ability to sell cars.

In other occupations you may be judged by your past performance, but when it comes to selling cars it's all about what you can do now or at least this month. At the beginning of each month you start at zero, everybody is in the same place, but what you finish up for the month consistently is what will earn you respect. We can all talk a big story, but if you only sell 6 or 7 cars a month nobody's going believe anything you say

when you talk about how good you were, are or can be. It's just the way it is in the car business, you have to prove yourself every single month, not that it's good or bad it's just how is.

When you start consistently selling 15, 18 or 24 cars a month you are going to get respect. Obviously it depends on the dealership and what the salespeople are typically selling, but for the most part if your monthly sold car count is in the teens to 20 cars a month your will be respected by your peers and sales managers.

### **16-Customers Will Test You**

When you're selling cars there is one thing for sure and that is that customers are going to test you. They are going to ask you silly, senseless and crazy questions about all kinds of things pertaining to car financing, trade-ins or whatever. Every customer is little different when it comes to why and what kind of questions they ask, but it seems that they are trying to remain in control.

Especially when customers spend so much time on the Internet today researching vehicles, they probably know much more about a specific vehicle than we do as a salesperson. They'll ask questions like how many gallons does the fuel tank hold, what is the highway gas mileage rating or how many cubic feet of space are in the trunk. Obviously these questions aren't really important to the sale, but the customer is testing you, they may know the answer or they may not, but for some reason or another they're testing you. If you lie to them and tell them something that is inaccurate you've just lost your credibility.

Product knowledge is a great thing to have, but you will probably never know all the detailed specs of every vehicle you

sell, so be prepared to be tested. If you don't know the answers to their questions, tell them you can't memorize all the specs, but you'd be glad to find out for them in just a minute. Don't stop what you're doing to answer a silly question. Don't let them break your stride, just keep doing what you doing whether it's the test drive, walk around or negotiation. More often than not they won't even care about the answer if you just keep the sales process moving forward.

### **17-Don't Lie To Your Customers**

The average consumer out there thinks that car salesmen lie, but I can tell you that there is no reason to lie to your customer. Sometimes you might not explain everything crystal clear, but there is no reason to outright lie to a customer. If your customer catches you in a lie your done, you don't have a chance of selling them a car. In an earlier tip I mentioned that customers will test you and if you lie to them and they know better because they've done the research or they've checked up on the details you can kiss that deal goodbye.

There really is no reason to have to lie to a customer. When you choose your words carefully and you are prepared to answer questions that you don't know the answers to you can avoid lying. As I mentioned earlier some questions you can answer with "I am not absolutely sure, but let me find out for you" will work most of the time. However there are things customers already know such as gas mileage or towing capacity, gross vehicle weight or any of these kinds of things. If you don't know tell them you don't know, but also tell them that you'll find out for them because you want make sure they have accurate information in order to make a good purchase decision.

Even when there are times that you think you may need to lie to a customer you really don't if you use the proper words. Leave your statements open ended, you don't have to have the exact details at that exact moment. Start getting used to using words like practically, I think so, I will check, I thought, I'm not sure and I will find out. Words and statements like these do not commit you to anything 100% and they will keep you from lying to your customer.

### **18-Smile – It Can Do Wonders**

I'm sure you've heard this more times than you can count, but a smile on your face when you're talking to your customer, meeting and greeting your customer or doing your walk around really can make a difference. I don't care if it sounds lame because it's true. Just think about how you're going to sell them a car and earn a nice commission and that should put a smile on your face. Even if you're not a smiler you should start practicing. A smile in your face and tell them they're welcome and that you want to assist them. I don't need to go any farther into the benefit of smiling so I will move on.

### **19-Sell Them on You, the Dealership and Then the Car**

The purchase of an automobile is a big deal to most people and not one that they do very often. So when they come to your dealership they're in unfamiliar territory. It's your job to put them at ease and make them comfortable so you can sell them a car. Your car buyer doesn't look forward to coming to the dealership, but they do look forward to getting a new car. That's why they are really here, otherwise they wouldn't come to the dealership, so we need to make them believe that this is

the right dealership and you are the right person to sell them car.

During the time you spend together with your customer you need to sell yourself and the dealership, because they already know they want a car. Let them talk and listen closely, then when the time is right you can interject positive things into the conversation about yourself and the dealership. You don't need to give them a speech you just need to casually interject things and mention positive aspects about the store. After test driving you should take them on walk through the service department and show them some highlights and even introduce them to a service writer or service manager.

Let them know about special events that happen in your dealership, maybe charities that in which the dealer participates or other things that your dealership does in the community. You want them to get warm and fuzzy about doing business with your dealership and even more so about you. Just remember sell yourself, sell the dealership and sell the car.

## **20-People Buy From People**

One of the reasons that selling cars for a living can be so prosperous is because people buy from people. Selling cars is about working one on one with customers, which allows you to maximize your results and your income. If people just walked into a dealership pointed to a car and said I'll take that one being car salesman would not be a lucrative career. The difference that sets you apart is you and the way you work with the potential car buyer.

Many people talk about the way cars are sold today and the way they will be sold in the future, but with such a large purchase I can't foresee any changes because people want to

deal with people. This allows you to use your personality, your knowledge and your ability to connect with people to influence your income, which is why we're all here selling cars anyway.

How many times have you walked into a store to purchase something and walked out without it because you didn't like the salesperson? This happens at the car dealership too and that's why the salesperson is important. The way they meet and greet, test drive and communicate is what sets the top salespeople apart from average salespeople.

You don't need to be a social person to be a successful salesman. You need to be able to connect one-on-one, listen to them and sell them a car. People buy from people, find a common thread, create a bond, make a friend and sell them a car.

### **21-Keep It Gray and Keep The Opportunity Alive**

When I say keep it gray, I mean the area between black and white. The customer wants information and details in black-and-white, but that can sometimes cost you a deal so that's why you need to keep it gray. Whether you are talking to a customer face-to-face or over the phone they are going to ask you questions that could keep you from selling a car, but if you keep it gray you still have a chance. I'm not talking about lying to a customer, but I am talking about not divulging every detail.

When a customer asks you if you have that car in blue and you tell him you don't you might be done. But if they ask you if you have that car in red and you say let's take a look you might be able to show them a car in another color that they will like. This is just one example. The statistics tell us that 80% of the people that buy cars by something different than what they planned on buying. It may be the color, it may be the model, the

trim level or maybe a completely different car, but the fact is if you tell them you don't have something before you even get started you won't have a chance to sell a car.

Most people are excited about getting a new car, but if you squash their dreams by telling them you don't have it before you even get started with the walk-around you're going to have a very difficult time keeping them engaged and may lose them completely. Back to what I was saying about color, more times than not when a person drives a car of a different color, likes the car and is picturing owning the car you can overcome color and at worst and least it probably locate it if necessary.

So when you're selling cars and talking to customers keep it gray, don't back yourself into a corner with a lie. Only say what you need to say without providing more details than are absolutely required.

## **22-Keep Your Business Card Out of Sight**

Your business card is a great business tool, but keep it out of sight of your customers. A car salesman's business card is essential for giving to your customer when you do a delivery or sending out any type of mailer or letter, but it has no place on your desk or anywhere else where it can be seen by a potential car buyer. The reason I say this is because after you've worked with the customer for an hour or more sometimes one of their favorite lines is "give me your card and I will get back to you".

This is basically another way of saying I'm not buying from you so let me make you feel better about asking for your business card and make you think I will come back, but they won't be back. For some unknown reason car buyers think that asking for your business card is the next best thing to buying a car from you, but that couldn't be farther from the truth. So

keep that business card in your drawer, in your pocket or somewhere where customer cannot grab it and say thank you.

This is the customer's way of saying "thank you for all the time you wasted with me but I'm going to be off now and probably go to another dealership and buy my car. They know you want to sell a car, but they think that asking for your card is a second prize.

Handing your business card out on the lot or after you spent any amount of time with them means next to nothing. Keep your business card out of sight and focus on selling the car or why they are not buying the car now.



## **Chapter Two**

### **Meet and Greet – Ok You're Up**

The Meet and Greet, the first impression that you form of your potential customer and their first impression of you. You know what they say; it's hard to overcome a bad first impression. These car sales tips from 23 through 31 are about connecting and making a good impression. Some of these tips also apply in other areas of the car sales process so keep these in mind during the entire process.

#### **23-The Showroom is Your Stage**

When you are automobile sales professional you should realize your job is very similar to that of an actor on the stage. Matter what you're thinking about; doing or focused on, when there's a customer it's ShowTime. You need to put a smile on your face and get in front of your audience (the customer) and put on a show. You need to be enthusiastic, give them that big smile and jump through some hoops. You are a car sales professional and when you're in front of a potential car buyer you're on stage.

If you've never been in sales before this is something you need to learn. You need to be able to change your self to fit the customer at a moments notice. You need to ad-lib the lines and have an answer for all their questions. You are the professional and the customer expects you to be professional, personable and knowledgeable so put on a happy face and get to work.

The most successful car salesmen that I have ever met were able to change everything about themselves in seconds once they were in front of a customer. I have worked with some of the grumpiest people you'd ever want to meet, but once they

are in front of a potential car buyer you wouldn't even recognize them because they understood the importance of being an actor. Instantly they changed into the most caring and happiest person you would ever want to help you buy a car and then as soon as the customer drove away in their new car they were back to their grumpy self. Think of selling as being an actor and practice being able to turn it on when you need to turn it on and you will sell more cars.

#### **24-We Are Not Buying Today**

When you sell cars for a living one of the most common things you will ever hear a customer say is, "we are not buying today". This is what customers say, but don't listen to it, I have sold more cars to people that said they weren't buying today on the same visit than I could even begin to count. This is just one the things customers say to keep you at bay, but don't buy it. Of course they're not buying today you haven't landed them on a car, you haven't convinced them that this is the dealership or that you are the salesperson to sell them a car.

This saying will also go along with "we're just looking, of course they're just looking or were not buying today. They haven't decided if they're going to allow you the chance to sell them a car. When the customer walks into the dealership they are in unfamiliar territory and their defense mechanisms take over. Some of the primary defense mechanisms are; we are just looking, we are not buying today, and the price is too high. That doesn't mean any of those things are accurate or correct it just means that their defenses are up. This is what they feel comfortable saying to get you to back off.

A very common mistake of the rookie or even the salesperson that has been doing this for a while is to listen to what the customer says and believe it when they say were not

buying today or any of the other defense sayings. When they believe the customer their whole demeanor changes, they lose their smile and enthusiasm and before you know what happened they are asking for your card because they have to go. They told you they weren't buying today and you allowed it to come true. Your customer came to a dealership because they want to buy a car. As a car salesman it is your duty to pay little or no attention to these types of defensive maneuvers or excuses.

You should acknowledge them with a statement such as "great, many of my customers don't buy the first time they come in either" or "no problem let's get you all the information you need to make a good decision when you are ready". You should acknowledge their statement, agree with them and move along because you are going to show them why they need to buy today. I have had more customers that gave me one of those lines and left with a new vehicle than I remember.

Just think about it for a minute when you walk into a store to make a major purchase do you say to the person working at the store I want to buy this or I want to buy that? No, you say I would like to look at or I would like to see whatever item you may be thinking about buying. Because everybody wants to see what he or she is thinking of buying before they decide to buy. We are in the car business and we are used to selling vehicles for 10,000 20,000 or even \$40,000, but your average customer doesn't buy a new car a couple of times a year so they are very careful and everything has to be just right before they pull the trigger. So they say, "We are not buying today", "We are just looking" or "We are shopping several dealerships", but it really means that they want you to sell them on why they should buy from you TODAY.

**25-Listen Closely and They Will Tell You How to Sell Them**

There's an old saying in the car business... if you listen closely to your customer they will tell you how to sell them. I have found this to be quite true, but you must listen very closely, ask questions and not only listen to their words, but also watch their facial expressions and their gestures when they're talking. Once you get your customer talking and feeling comfortable enough to open up to you they will practically tell you anything, but you do have to pay very close attention.

Every customer needs something a little different and by listening you'll be able to determine what you need to do to sell a car. There are some customers that you will have to tell them to buy and other customers will resist most of your closing techniques because it has to be their idea (or at least they need to think so). The rest of the customers fall somewhere in-between those two extremes and you need to learn how much of what and when to close by listening to them so you can make a deal.

The successful car salesman wears many hats and one of those hats is that of the psychologist. You need to get them to talk and pick up on what they need in order to buy a car from you today. They don't need to be talking about buying cars in order for you to understand what type of person or customer they are so just about any type of conversation will do. Sure you could ask them about the last time they bought a car and they might be willing to talk about that which can be helpful. You also have to learn when their words are not exactly the truth. This why you need to read between the lines, watch their eyes and other gestures for the real story, lots of people talk big, especially guys. With practice you can get a very good idea of what you need to do to sell them when you watch and listen closely to your customer.

**26-Leave The Lingo in the Sales Office**

When you've been selling cars for a while you end up speaking a whole different language, one that includes the lingo that we speak in the car business. This is fine, but the customer can be made to feel like an outsider and when we use that lingo that we use so freely when we talk. So leave car salesman slang in the office when you're talking to a customer.

The whole idea is to make the customer feel comfortable in the dealership and our own car sales lingo can make the customer feel uneasy and out of the loop. The customer understands certain terms such as trade in and equity, but stay away from the terms that the public doesn't understand. The last thing you want to do is make them feel like you're talking down to them.

We want the customer to feel totally comfortable, but also like they are in control of this car buying process (even though that isn't entirely true). The customer's perception is everything when you sell cars for a living. We want them to feel like this is the place, now is the time and you are the salesman for them. That means dropping the lingo and speaking in terms that they will not have any problem understanding. When you're speaking to them look them in the eyes and you'll know whether or not they understand what you're saying and when there something that they don't understand explain it to them thoroughly and even apologize if need be.

When somebody spends \$20,000 or \$30,000 for an automobile they don't want to make a mistake. They want to feel warm and fuzzy, not like an outsider. You don't need to show off or prove that you are the best salesman for the job by using terms they won't understand. If you want to dazzle them,

dazzle them with your product knowledge and leave the lingo in the sales office.

### **27-Follow the Customers Lead When You Must**

Most every successful car dealership has a plan or sales process in place for their salespeople. This is usually a version of steps to the sale starting with a meet and greet moving on to walk around all away through the delivery process. Your job as a salesperson is to follow that plan step-by-step. You are expected to use the scripts or word tracks and not deviate from the plan. However there are times when your customer is leading you in a different direction.

When you pay close attention to your customer you will know quickly whether they're going to follow your plan or whether you dragging them through your steps is going to hurt rather than help you make the sale. Sometimes we just need to go through the steps of a little different order. Obviously the meet and greet is first, but sometimes we need to move in a slightly different direction. This does not mean that you should leave out any of the steps because they're all important, but sometimes we need to do them in a little different order.

For example you may want to do a walk around before a test drive, but if your customer is more about the drive than anything else it's probably good idea to take a test drive first and when you get back from the test drive do your walk around. I'm not saying you should buck the system or stray away from the process often, but sometimes you will get a customer that just doesn't want follow your lead so you need to follow theirs.

When you work the steps out of order the customer will usually come around and you can gain control, but you don't want to be pushy or force your customer to do something that

they don't want to do. Starting off on the wrong foot with the customer is no way to make a deal so when you have to and only when you have to follow the customers lead.

### **28-Look at Their Trade for Clues You Can Use**

When a customer comes into a dealership shopping for car they usually have a trade-in, but if they don't have a trade-in they drove there in some type of vehicle. Make it habit of looking at their vehicle whether it's trade or not for clues that will help you bond with them. Not all, but most customers vehicles will provide you with some possible clues to help you create a bond or at least open the conversation with them.

Look around their car for bumper stickers, parking passes, trailer hitches or anything else that will help you create a friend. If customer has a trailer hitch it's than more likely their pulling something, perhaps they pull a boat for fishing. If you find out what they're towing you found an interest. If they tow a boat you can talk about fishing, if it's a camper could talk about camping. You can start talking about where they camp or where they fish and you will make a friend.

Perhaps the trailer hitch is for one of those bike racks, if that's the case then you know that they like to ride bikes and you can talk about that. Maybe they have a bumper sticker from somewhere they visited, maybe a parking pass for a place where they take classes, or a golf course. Take a good close look at their vehicle for clues because when they install a hitch or put a bumper sticker on their car or have any type of pass it usually means it's a pretty big part of their life and they will like to talk about it so look for clues on your customers car and make a friend.

**29-Find the Common Denominator to Lock In a Sale**

One of the things I have found to help sell a car that works with practically every customer I have sold is to find a common denominator. In other words something you have in common with them. It could be where you live, where they work, the school you attended, school your kids or their kids attend and anything that creates a bond on some type. It can give you a leg up when you something you can talk about during the time you spend with them.

There are so many different examples of a common denominator that I couldn't begin to name them all. However the best common thread to help you sell a car is a person that you both know. Having a person you both know is great, but I have been able to use something as simple a restaurant that we both like to create a bond with a customer.

Finding something in common can be exactly what you need to get them to relax a little and make them feel that you are just like them. You don't need to spend a lot of time talking about this thing you have in common unless of course they want to and then it's fine.

Ask some questions starting with where they work, live and went to school to begin the process of finding a common thread. You can usually find one pretty quick with a few strategic questions, but go overboard because you seem like you are pushy or creepy. A little at a time can go a long way and when you find that thread you are that much closer to a sale.

**30-Ask Your Customers Questions and Get The Ammo You Need**

From the beginning of the sales process you are going to need to learn things about your customer that will help you sell them a car and the easiest way to find out the information you



need to ask them questions. When it comes to sales, the person asking the questions is in control of the situation.

I don't mean you should fire question after question at them starting with the meet and greet. You must do it tactfully and at the right time. During the meet and greet you can ask about where they live and or work etc. As you move forward you ask questions about vehicle preferences and so on through the process.

Newbies or Green Peas often have a hard time asking questions because they feel like they are being pushy or rude, but you need to get over that and ask questions. You don't need to be pushy when asking questions, but you do need to ask and then listen closely to the answers. Questions and answers are what are going to get you a sale so get comfortable with asking questions and you will be in control.

### **31-Compliment Their Choices To Assure Them**

When you are working with a car buyer they has several choices to make during the process staring with the vehicle, model, colors, options and going through to payment terms and accessories. When they make these choices you need to compliment their choices. I don't mean every single choice they make, but some of the big ones are important.

It may seem like you are sucking up to them when you say, "that's a good choice, I like that color or that's a popular color or that is what I would choose". But that's Ok because they almost expect that, but it also plants a seed in their head that they are doing the right thing. You are assuring them that they are making good choices.

Many people will start second-guessing their choices at some point in the sales process and when they have too many

second thoughts they get overwhelmed and you lose a sale. They say they need to think about it and they will be back (but you already know about Be-backs). Complimenting their choices may seem like you just want to sell them a car (and you do), but subconsciously and emotionally it helps them move forward in the process and buy a car.

## **Chapter Three**

### **Selection and Getting To Yes**

If you can't land them on a vehicle you will never sell them one. These car salesman tips #32 through #42 are to help you land them on the right vehicle while gaining information you can use to close them later.

#### **32-Where is Their Attention Are You Helping or Hurting Your Chances?**

While working with a customer during the sales process you need to be aware of their attention. Where is their attention? Are they hanging on every word you say or are they staring off at something else going on at the dealership? This is important because where their attention is focused tells you if you are on track or losing them.

If they are listening and watching you when you are talking, you are in good shape, but if they are looking at something else they are getting bored and you need to change things up or lose a customer. Pay attention to what your customer is doing throughout the sales process and if you are starting to lose them you might be talking about something that does not interest them or you are moving too slow.

However sometimes you may be moving too fast and you lost them so their attention has moved on to something else. Watch your customer, see where their attention is focused and adjust accordingly. They are about to make a major purchase and if their attention is not where it needs to be you are going to lose a sale.

Make it a habit of knowing where your customer's attention lies and adjust your style, speed and area of presentation accordingly; losing their attention is losing a sale.

### **33-Slow it Down – Speed Can Kill a Sale**

After you have been selling cars for a while you can start to get bored with the process and you have a tendency to speed things up. This is a dangerous habit that can put a damper on our commissions and even kill the sale. Just because we get bored saying and doing the same thing everyday it doesn't mean that the customer is necessarily bored. We do it everyday, but the customer only does it once every few years.

The customer is in unfamiliar territory and most people need time to get comfortable with the dealership environment and with you, so slow it down. There is no need to be in a hurry, take your time and move at a pace that is comfortable for your customer. You are not the one about to spend \$20,000, they are, so slow it down to a pace that's comfortable for them. Sometimes they say they want to make it quick, but it's not always true. Yes they want to be done and gone, but you are the one in control and slowing it down can be the right thing to do.

Some sales can be done in an hour and some sales can take most of the day. The speed of the process needs to be tailored to the customer, not you. They need time to adjust to the fact that they are making a big commitment here and if you try to speed things up they are going to pull back, ask for your card and tell that they will be back or even worse that "They Have to Think About It".

Speed can kill a sale, slow down and adjust the speed according to your customer's comfort level. In an earlier tip I talk about paying attention to where your customer's attention

is focused which will help you determine the speed of the process.

### **34-Shortcutting Kills Commissions**

The process that most dealers use to sell cars is not one that has been put together without testing, measuring and evaluating. The sales processes used at your dealership work and when a salesperson starts thinking they know better they will usually see a drop in the sales and their commissions. There is no benefit to shortcutting the process.

I don't know of any dealerships that pay a bonus for making the sale quickly. Not that you can't make a sale by shortcutting, but more often than not the commission will also be affected. You may think you can get ahead by making a quick sale and grabbing another customer, but that's not usually the case.

Take your time, complete all your steps and your commissions will grow in the long run. Customers know when they are being rushed and often back off from making the deal or cause you to make a smaller commission. Make a friend, make a sale and make more money, which is why we sell cars in the first place.

### **35-Selection Is Everything – No Selection No Sale**

A great price on the wrong car won't be a deal. Getting your customer landed on the right car sounds easy, but you would be surprised how often salespeople try to close their customers on cars that they don't really want.

As strange as it sounds: customers will chose a car and go through the steps of the sale with you and then when it comes time to close...Nothing. As much as you try they just aren't

committing to anything about the deal. It might be the selection. They thought they wanted a particular model and trim level, but after they go through a walk-around and test drive they just aren't in love with the car.

Some customers will tell you they don't like the car, but some won't. They feel embarrassed or bad about wasting your time and they don't want to tell you that they are not thrilled with the car. These customers will ask for your business card or tell you they have to think about, but the truth of the matter is that they are not in love with the car.

Selection is so important when you sell cars, you need to be sure that they are on the right car. You need to feel the love, the excitement and the emotions that your customer experiences when they think about driving the car home. Ask them how the car would look in their driveway or garage. Ask them whom they would show it to first, family or friend? Make sure that you have the right car, before you start trying to close the sale. When you have the right car the rest is easier, but you will never sell the wrong car no matter what the price or terms.

### **36-Product Knowledge – Important But Not Everything**

The phrase product knowledge gets thrown around all the time when we talk about selling cars. Everyone says you need product knowledge in order to be a successful car salesman, but product knowledge can only do so much. I have worked with sales people that knew their line inside and out. They could tell you all the specs and capacities of any car on the lot from memory, but they only sold 7 or 8 cars a month.

So product knowledge is important, but it's not the answer for anyone that thinks their numbers suck because they don't have enough product knowledge. The knowledge you have about the product you sell will save you time and energy

because you won't have to find an answer out when a customer asks a question. However think about the amount of time you would spend acquiring that knowledge. Your time is valuable as a commissioned salesperson and if you're not with a customer you should be finding customers, prospecting for customers or doing follow up that will bring you customers.

Don't get me wrong, product knowledge is important and will help you sell cars, but you don't need to be the dealership's go-to salesman for product answers. Make sure you are familiar with your models, trim levels, options and colors and the rest will come with experience. You will acquire product knowledge over time. If you want to make the big bucks as a car salesman spend your time finding customers. The more time you spend in front of customers and perfecting your interaction with buyers the better you will become.

### **37-People Like to Talk About Themselves – So Let Them**

People are just people and if you can get them to let down their guard they love to talk about themselves. Some people are easier to open up than others, but once you open them up they will usually tell you more than you want to know. Your conversation doesn't need to be strictly about buying a car, credit or finances it can be about almost anything. Find out what is important to them by asking questions and listening to them.

Your job is to sell a car, but getting them to talk about themselves on any number of subjects will give you some insight into the type of person they are which will allow you to gain their trust and sell them a car and make more commission. Selling cars and making money is about more than a business transaction, it's about getting to know your customer so you can use that information to sell them a car.

Ask questions, listen to their answers and ask some more. Break down the barriers that practically even car buyer puts up when they come to a car dealership and you will sell more cars and make more money. Plus you will have more fun doing it than trying to make it a quick business transaction. You can share information about yourself during this process, but it needs a to be all about them. So lighten up, learn about your customer and they will help you sell them a car.

### **38-Know Your Inventory**

Knowing your inventory can be helpful in a few different ways. One of the most important ways is when working with a customer and you need to change cars to accommodate their wants and needs. Customers often think they know what they want, but sometimes they need a little help. Another reason is when you know what you have on the lot you look like a knowledgeable professional. This will make the customer feel better and more comfortable about working with you, a salesperson that knows what going on at the dealership and not one that is only about shoving them out the door with just any car.

When it comes down to negotiation, the payment or the price it's always too high or at least that's what they like to say. When you need to bring them back to reality during a new car negotiations it can sometimes help to offer them a year or two-year-old option. They don't really want a used car, but it can help you get a bump where price or payment is concerned. You don't say "I have a used car that will work for your payment", you say "I have a pre-owned or certified car with the same options and or color that I might be abler to get your for that monthly payment".



You don't want to sound condescending, but rather sympathetic to their payment requirements. Talk a little about the car you offer as an option and offer to bring it up for them to drive. More often than not they won't be interested, but sometimes they will switch and very often you will make more commission.

Make it a habit of walking the lot, and knowing your inventory. It's good idea to start your day at the dealership with a walk around the lot. Once you start doing this on a regular basis you will get pretty good at knowing what have to sell and when you know what you have you can do more things and present more options to your customer without leaving them alone to have second thoughts.

### **39-Don't Ask Yes or No Questions – Give Them Choices**

When you are working with a potential car buyer you want the customers answers to the questions you ask to be YES. When your customer gets in the habit of saying yes, they will often continue to say yes. When you ask questions that can be answered with a NO you are doing yourself more harm than good.

Get in the habit of asking your customer questions that give them a choice. Choices supplied by you. When you are talking about colors, your question will be "do you like the red or the green better? If you ask if they like the red you have a 50/50 chance of getting a No. Too many No answers gets them used to saying NO, but the more they say Yes, the more they will keep saying YES!

When you are asking questions and giving choices you are in control. Use Yes or Yes questions: "Do you like this or that?" or "Do you prefer these or those?"

Talk about features and options on your walk-around and ask questions that will be answered positively. That's a nice feature, right? Focus on things that practically everyone will agree to or say YES when asked. These types of questions will create a positive spin on the conversation and move you closer to the ultimate yes.

#### **40-Don't Badmouth the Competition**

Bad mouthing your competition is not a professional or an effective car sales tactic and one of the quickest ways to lose the sale. I see it quite often with new sales people, but I still see and hear it at times with veteran car salesmen. If you have been selling cars for a living for any period of time you should already know that trash talking a competing car dealership will cause you lose the sale more often than not.

You know the drill, a customer comes into the showroom and tells you that a competitor is selling the same car for \$1000.00 less than your best price. Your first reaction is to blurt out any negative thing you ever heard about that dealer, and bad mouth them but hopefully you know better.

We all know how the game is played, it's about getting car buyers in the door. However dragging your competitor through the mud will not get you the sale (or at least rarely). The customer may have bought several cars from the dealership in question and they may have their cars serviced there regularly. They may be happy with that dealer and they are in your showroom to keep their dealer honest. They may have heard others speak highly of your dealership and thought they would see what you have to offer. Then you start bad mouthing the car dealer where they usually do business because of their unsubstantiated claim of a \$1000 less for the same car and you just insulted your potential car buyer.

The customer from the above scenario is turned off quickly when you choose to bad mouth the dealer where they have been doing business for years. You don't always know the reasons behind your customers visit to your showroom and they will rarely tell you the truth. However there is one thing you know for sure and that is "They Want To Buy a Car" and a successful car salesman knows that.

Car buyers come to your dealership because they are in the market to buy a car. They will tell you almost anything that they believe will get them a good deal when they come to a car dealer. We have all been there and know the saying about car buyers. Rather than play their game and get caught in their trap you need to be the car sales professional and show them why they should be buying from you and your dealership. Treat them like a million dollar customer and forget about bad mouthing the competition. Open them up and find the reason they are talking to you, determine their needs and wants, sell them the value of doing business with you rather than your competitor, it's not always price, but it's about your car salesman commission so sell them a car while they are in front of you.

#### **41-Customers Will Pay More if You Give Them a Reason**

It may sound crazy to you, but there is a lot of truth in that statement. Think about it for a minute, when you make a large purchase and even sometimes on a smaller purchase and you like the salesperson aren't you are willing to pay a little more. Most people are, just because they feel good about their salesperson and the time they spent with them. However, if you work with a salesperson that is only adequate or even poor and certainly not one you would refer to friends you are going to make sure that if you purchase anything from them will be at the lowest possible price.

What about going to a restaurant and receiving great service or poor service, who gets the bigger tip? You might say buying a car is not like going to a restaurant, but it really is to some extent. When you are negotiating with a customer and it is coming down to \$20 a month to make a deal or even a make a bigger gross whom do you think will get the bump. Most people are willing to bump for a salesperson they like and have provided great service so far, but they aren't as easy to bump when they have a salesperson that is only adequate or poor.

Very often you will see a sales manager come in and get the bump just because they are a different person (and the manager). Give your customers a reason to pay more by going out of your way to give them a pleasant car buying experience. Granted there are people that won't bump after a while and nobody will move them, but if you can get a little extra on a good portion of your deals your commissions will increase more than you realize. Over a period of 6 months or a year you could be adding thousands to your bottom line and isn't that why we are all here selling cars.

#### **42-Build Value**

When it comes to selling new cars for living the cold hard facts are that anyone can buy the exact same car from you at your dealership or go to any number of dealers within driving distance and get the same car. New cars are a commodity and if you are going to be a successful car salesperson you need to build value. The price is the price, but people buy cars when the value exceeds the price and not the other way around.

You can try to build value in your new car, but if your customer has already decided on the make and model and you don't have a chance because they can go across town and get the same car. So when it comes to setting your car apart from

another dealership the value has to come from you and your dealership. What does your dealership offer that others don't?

More often than not there's nothing when it comes to dealerships operating in the same area, but your customer doesn't know that. Tell them about the way you do business, how long your dealership has been there, how many customers they have sold over the years, tell them about awards your dealership has won from the manufacturer and the local business community. Tell about your service and weekend service hours, the years of experience your service has and anything else that will build value in your dealership. Even if you don't offer anything more than the other dealers tell them because most salespeople (from other dealerships) won't take the time to build value in their dealership, which makes yours the best choice.

Then build value in you. Let them know that you are there for them after the sale. Tell about how many people you have sold cars to over and over through the years. Tell them about how important it is for you to get referrals because most of your sales come from referrals and nobody is going to send you customers if you didn't treat them right in the first place. Like I said earlier, most salespeople don't take the time or make the effort. So once again you will be the logical choice because buying a car from you will provide more value.

Building value in Used Cars is much the same, the car stands on it's own merit, but tell them about your used car inspection, repair and reconditioning process. Tell them that your used car manger is a real perfectionist and he would sell any car that he wouldn't buy himself. Set your dealership apart by telling them all the things you do at your dealership, because the salespeople at another dealership won't. Build value in your car, your dealership and yourself and yourself and you will sell more cars.



## **Chapter Four**

### **Test Drive – Feel Of the Wheel Seals the Deal**

Nothing is better at selling cars than letting them experience the feeling of sitting in, driving and imagining the new vehicle.

#### **43-Test Drive and Stop Talking**

The test drive is an important part of the sales process and one where many salespeople talk more than they should. The whole idea here is to allow the prospective buyer to create mental ownership. Of course you are going to want to talk about the features of the car, but you also want to make sure that the buyer has some uninterrupted time to think about owning the car. When you are talking their focus is usually focused on your words or thinking that you are only concerned with selling them a car. However when you allow them to have some quiet time during the test drive their mind will often focus on positive thoughts that create mental ownership.

I am sure you have heard the saying “The feel of the wheel seals the deal” and that is true for most people, but if you are talking during their entire test drive they are not thinking about driving that car to work, school, church or on vacation. Give them some quiet time and they will do the rest to help you sell a car.

#### **44-Let Them Feel It**

When I say let them feel it I am talking about the test drive. I just talked about providing them with some quiet time to create mental ownership, but feeling is a big part of that. From some buyers the feel of something is more important than

seeing it, hearing it or reading about it. Their brain is wired to make decisions based on how things feel. These feeling kinds of people need to experience and feel things about the car before they are convinced that this is the car for them.

You want to make sure that their test drive allows them to experience things that they feel. For example; the way the car feels on the highway, the way it handles over a set of railroad tracks or the amount of road noise at highway speed. Feelings are one the most powerful things you can address for some car buyers and usually outweigh reason and logic.

I mentioned earlier that you need to keep quiet at times, but it only take a couple of words to say something like; notice how smoothly it glides over the railroad tracks or smooth ride on the highway, right? These statements use words that address feelings and it directs their attention to how things feel.

Feelings are a part of emotions and emotions are your key to higher grosses and ultimately higher commissions. Embrace your customer's sense of feel and touch whenever you can during the time you spend with them and you will ultimately sell more cars.

#### **45-Just Enough Radio to Demonstrate**

At some point during the test drive either you or the customer is going turn on the sound system. You might do it to demonstrate the features and the sound quality or the customer might turn it on to avoid listening to the car salesman. I recommend that you turn it on before you start on your test drive and then turn it off so the customer is not distracted from the other things you want them to experience. That doesn't mean you should keep talking (note the sales tip above), it just means that you should be the one to turn it on, adjust the stations and turn it off when the time is right.



Your customer may want to listen to the radio while driving and that is fine, but too often they simply want you to stop talking. So when it is time for you to turn off the radio tell them you want them to experience the quality of the car and the ride and then shut it off and shut up.

#### **46-Emotions Sell Cars**

Customers ideally want to use their logic and common sense when they buy a car and some of them do, but a much larger percent of your customers also use their emotions to make a buying decision. The customer that strictly uses logic during the car buying process is not as common as you may think. We know these types all too well, no sense of humor, all about price and no frills. These are customers that you sell and earn a mini, the process is usually quick and the gross is next to nothing, but this is a very small percentage of car buyers.

Practically all consumers use their emotions to make purchases and especially when it comes to buying cars. The shiny paint, the new car smell and the prospect of having a new car is exciting and exhilarating all of which embraces the emotions of car buyers. You will sell more cars and make bigger commissions when you embrace and feed their emotions.

Let them see, hear, smell and feel their new car and help them take ownership in their mind. Having a new car can satisfy many different emotional needs for people. The range of emotions is practically endless. You name the emotion and in some way a new car can evoke that emotion for somebody. People like to show off their new car, be seen in their new car and talk about their new car. Emotions are very powerful when it comes to selling cars. Find out what makes them tick and find a way to stimulate their emotions and not only will you sell more cars, but you will also make money per sale.

**47-Compare to Present Car**

When you are working with a customer there are many times when it makes sense to compare their old car to the new car they are thinking about buying. During the walk-around, the test drive and especially when it comes to closing the sale. Compare the gas mileage, comfort, ride, safety and efficiency that a new car can provide versus their old car. Then, when it's time to sit down, work out the details and close them, sometimes these comparisons can be all it takes to make the deal.

**Examples of Comparisons:**

**Gas Mileage:** The difference in miles per gallon at the current cost of gasoline could save you \$50, \$100 or \$200 a month alone depending on the car and the amount of miles they drive each month.

**Cost of Ownership:** What kind of repair and maintenance expenses will your old car require in the next year? Tires, battery, major service and possibly breakdowns, add those up and you could be taking about thousands of dollars.

**Safety Features:** What safety features does the new car have versus the old car? Can you put a price on knowing that you and your family will be safer in a new car?

Think about it and capitalize on things that are important to them. You might even take out a sheet of paper and list items and benefits that they would be getting with a new car. This can end up being a pretty big list and make the decision to replace their old car a no-brainer. Comparing could be the ticket to helping them make the decision.

## **Chapter Five**

### **Negotiations – Time To Wrap It Up**

Negotiation is not a word that people like and especially car buyers, but it doesn't have to be difficult or even stressful when you have done your job so far. These car salesman tips #48 through #58 can make everyone's life easier and even smooth.

#### **48-You Are Not The Buyer- Stop Thinking How You Would Want to Buy**

A very common mistake made by newer salespeople and one that makes potentially great sales people mediocre is thinking that you know how they want to buy a car. Unless you're the one buying the car you need to get out of the habit of thinking that you know how people want to buy cars. Salespeople that use this type of thinking to work with their potential customers rarely sell more than 10 cars a month. That's because they are only relating to people that want to buy cars the way they want to buy things.

Everyone is different and different people like to buy cars differently. Some people need the soft consultant approach and on the other extreme you have those that need to be told to buy the car in order to make a deal. As a professional salesperson you need to be able to relate and understand all of your customers. Granted this does not happen overnight, but once you've been selling cars for a while you will get the feel for it and be able to read people. That's when you can relate to more potential buyers and close more deals.

I don't know about you, but if I was dealing with a salesperson and they told me to buy this car now, I would turn around and walk out. However there are some people that need that extra nudge and reassurance that they're doing the

right thing. They have trouble making decisions and sometimes you just have to tell them what to do. But on the other hand you have people that will ask for your card and tell you they'll be back or tell you they want to think about it just because you pushed them a little bit.

The secret to selling a lot of cars month in and month out is being able to relate to all kinds of people and sell them a car that the way they want to buy a car and not the way you think they want to buy a car.

#### **49-Why Are You Here Mr. or Mrs. Customer?**

Why do people come to car dealerships? It's because they want to buy cars. Sales people often forget this fact and buy into the customer's line of just looking, I just had a little time to spend or I'm not really in the market. Why would anybody go to a car dealership unless they wanted to buy a car? Perhaps they don't plan on buying today and perhaps they are just thinking about buying a new car, but they still want to buy a car. Sounds simple right, well the fact is when people come to car dealerships they really wanted to buy a car.

The customer that comes on the lot wants a new car, the way they're approached and the way the salesman talks to them is what can move them to the next step in their acquisition of a new vehicle. If all goes well they will go through the paces, follow you through your steps to the sale and even buy a car even though they had no intentions of buying today. This happens every day on car lots all across the world, people that did not plan on buying a car buy cars. The difference is the salesperson and the way they relate in treat the potential customer. Granted there are people that are just starting their research and if they're not buying today they will be soon.

I've sold many people over the years that had absolutely no intentions of buying a car on their first visit to the dealership. The salesperson makes the difference. You are the major factor when it comes down to the nitty-gritty, because when they come to a car dealership they truly want to buy a car.

**50-Talk About Referrals**

Getting referrals from your customers is the key to longevity and greater income as a car salesman. It takes time to build up a following of repeat customers, but as soon as you start selling cars you should be looking for referrals. You want every one of your customers to be happy that they worked with you. Then you have earned the right to ask them to do something for you and that is to send you referrals.

When you're working with your customer mention referrals throughout the time you spend together. Tell them that it's important for you to get referrals because that's the only way to make a decent living in the car business. Tell them you want them to be a happy customer so they will send you referrals. Let it be known that you want them to send you referrals. Tell that you get many referrals from your customers because you take good care of them before, during and after the sale. This also reinforces the fact that you are the right salesperson for the job. Most people like to know they are doing the right thing and one of the keys is dealing with the right salesperson in the mind of the consumer. The fact that you receive regular referrals from your customers is proof that you are a good salesperson.

You want to ask for the referrals, but you haven't earned the right to ask until after delivery. You can talk about referrals and you can't tell them about the referrals you receive from

your past customers, but you only earn the right to ask after the sale is completed and the car is delivered.

### **51-Stories for Selling Cars**

Have you ever heard the saying “stories sell”? If not you should pay close attention because there is merit in that saying. I am not saying that you need to make up tall tales or spin a yarn, but you should collect the stories that your customers tell you and tell them to your prospective customers when the scenario applies. You will **sell more cars** and make more **commissions** when you put this simple truth to work for you on a regular basis.

Not only will you end up selling more cars, but you will also create a closer bond with your customers. Let me give you an example of a true experience that I had early in my **car sales** career to illustrate my point. I received a phone call from a customer that I sold a car to about six months earlier and he asked me if I would be in that afternoon and if I had a good selection of the model car that I sold him six months earlier. I said that I would be in the dealership and that I did have a great selection. I then asked him why and he told me that he would be in to see me in a little while and tell all about his request.

#### **Connect with Your Customer and Sell More Cars**

About an hour later he came in with his wife and daughter and told me why he asked such a question. It seems that he and his family were in a nasty accident in the car I sold him only six months ago and that the insurance company totaled out the car. He told me that he was broadsided in an intersection by a larger vehicle than his and that the only injuries that he and his family incurred were some scratches and bruises. Both he and

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his wife told that they wouldn't even consider owning a car that wasn't the same make and model that they had. I was relieved that they were all right, but talk about selling more cars.

Obviously I sold them another car and several more cars since that time. Each one was easier to close because they felt comfortable with me based on the previous experience I provided when buying a car. However the real payoff was the story that I have shared with many car buyers over the years. I have sold more cars and created more relationships with buyers than I can recall by using that story. This story portrays the experience that my customer had and ultimately became a third party testimonial.

### **Selling Cars is a People Business**

This is a real-life story and one that people like to hear when they are considering the same automobile. The value of such a story and similar stories can be exactly what you need to close the deal sometimes. It's not a commercial or a brochure; it's a real-life story that can help you sell more cars. I may not have ever heard this story if it wasn't for good **car sales follow up** and a positive car buying experience. I feel compelled to tell you that I have also received several referrals from that customer.

I am not telling you to fabricate a story to sell more cars because there are plenty of these real-life experiences to go around. Take your time, listen to your customers and learn more about them. People buy from people and more of them will buy a car if they feel that you care about their wants and needs. Do your follow up and ask for **referrals** because you can always sell more cars with stories.

**52-Silence is Powerful**

One of the most powerful tools in the salesperson's arsenal is, knowing when to shut up. When 2 people interact there are times when there is silence and this is when most inexperienced and unskilled salespeople start talking again. However this is a big mistake because often you will talk yourself right out of a sale. You might be uncomfortable in this period of silence, but your customer is more uncomfortable in this situation and most times it will get them talking.

When you ask your customers questions and especially closing questions stop talking. There will be an uncomfortable silence, but your customer will know that they need to answer. If you start talking then they don't need to answer your question, so stop talking until you get an answer. You need to get over being uncomfortable when there is silence, because this alone can close more deals all by itself. People don't like silence when they are interacting with another person and if you wait them out you will be in control of the situation.

A skilled salesperson knows when to shut up and when to talk. So if you want to sell more cars and make more money you need to get comfortable with the silence and use this powerful tool to close more deals.

**53-Price is a Ploy**

The price is too high, that's what you're going to hear from practically every customer you work with. That is the number 1 objection from buyers and it's probably one of your objections when you go to buy something. People like buying and getting new things, but they always want to pay less, it doesn't matter how much it is they still want to pay less. Even if you sell a car a couple thousand dollars under invoice the customer still wants to pay less.



The average customer that visits the car dealership to buy a car believes that they can get a discount on their vehicle. In most cases this is true and they expect to negotiate. The way they know best is to tell you the price is too high. They know how much the car costs or at least the list price and then they're going to look to you to get a discount. If you give them \$2000 off the price right off the top they will still want more. Take another thousand dollars off the price and they still want more. Now take another thousand dollars off the price they still want more.

That's why when you go through car salesman training you are taught to offer a small discount when you negotiate. Because no matter how much you give them they will want more. The idea is that when you offer very small discounts they will start believing that there is very little room to move on the price. Whether you offer a discount of a couple hundred dollars or a couple thousand dollars there going to want more so don't give it away and reduce the value of your product.

When you sell cars and there is a hot new model that you sell for sticker price the customer will want a discount, but when you stick to your guns and explain to them that the car is hot and that customers are paying sticker you will still sell them a car if it's what they want. Price is a ploy and it is the number one ploy used by customers buying cars. Don't start believing your customer when they talk about price. They selected the car, they are at your dealership and they want to buy a car so sell them one.

### **54-Objections Are Your Cue To Get To Work**

Most people consider objections as a reason not to do something and in our case it's to buy a car. But when you sell cars for a living objections are often more like questions.

Questions that the customer needs to have answered so they can go ahead and buy the car. Obviously the most common objection is price, but often price isn't the real objection they are just looking for a discount. Another common objection is the monthly payment and for some this simply means that they need to justify in their mind if they want to make this monthly payment. It may be higher than they want and they need to feel good about agreeing to that monthly payment.

When it comes to their trade there is almost always an objection and it's your job to make them understand why their trade is worth X number of dollars. It's like price they're always going to want more money for their trade, but if you can make them understand and make sense of your trade valuation they can feel comfortable and you will overcome their objection.

When the potential car buyer has objections that means they want you to give them more information, answer their questions and assure them that this is the right thing to do. Of course they want to buy a car and drive home in a new car, but this is a big decision for most people so they want to know that they're doing the right thing. Your job as a car salesman or car saleswoman is to make them feel good about buying the vehicle from you and your dealership. Objections don't mean that you need to stop what you are doing, they simply mean you need to get to work and overcome their objections, answer their questions, help them understand and feel good about their decision to buy a new car.

Your ability to overcome objections is why there is big money to be made in car sales. If cars sold for sticker price and it was a cut and dry transaction and there would be no need for the car salesmen and all they would need are sales clerks. Objections mean they are interested, but you have some work

to do overcoming their objections and making them feel good enough to buy the car now. So get to work and sell a car.

### **55-Don't Leave Negotiations Unless You Absolutely Have To**

The thing that car buyers hate the most is the car salesman going back and forth to the sales manager. They don't like to be left hanging and they especially don't like it when the salesman goes back many times to try and make a deal. Every time you leave the negotiation table you give up some of your power. This is a very common practice with the new salesperson because they don't have the answers and they don't know where to go next, but when you get a little more experience you will realize that every time you leave the table you get a little less respect a little less power when it comes to working with your customer and closing the sale.

Don't leave the table or the desk to talk to the sales manager or the desk manager until you have covered all the bases. If the customer has a question and you don't know the answer make a note of it and keep moving forward. Uncover all the other questions and objections before you leave the table. This is where the common salesperson phrase: "If I do this will you buy the car now" comes from.

The idea is to gather and overcome every objection because all too often when you get back with the answer to one question there are two more and over and over and over. Cover all the bases and overcome as many objections as possible and narrow it down to a couple of questions or objections before you leave the table for answers.

**56-Don't Knock Their Trade**

More often than not your customers will have a trade in. Of course it is our job to give them as little as possible for their trade, but you need to be careful when it comes to talking about their trade-in. To us in the business a car is strictly a commodity, but to some people their old car can be like a member of the family. So when it comes to talking and negotiating their trade value you want to avoid knocking their trade. You can tell them the things that are wrong and what needs to be fixed, but refrain from calling it junk, a bad car or something they shouldn't of bought in the first place.

It's Ok for them to run it into the ground, call it names and declare to be junk, but not you. Treat it and them with respect because this very often a sticking point that can keep you from making the sale. Even when they say their trade is junk, don't get caught up and follow suit, just act professional and avoid the chance of insulting them. Remember; even if they badmouth their trade-in they may still have some emotional ties to the vehicle that could cause you to lose your credibility.

**57-Buyers Can Sense Desperation**

There will be time during your car sales career that you will desperately need to sell a car. Usually this happens earlier in your career and especially when you're a new salesperson and when it does you should know that many times the buyer can feel or sense your desperation. They don't always know what it is, but it will make them feel uneasy and it will make your job more difficult. When you really need to sell a car the last thing you need to do is to make your customer uncomfortable and hard to close.

When you find yourself in this position you to take a breath and relax. When you are tense your customer will be tense so

you need slow down and stop thinking about how badly you need to sell a car. I know it's hard to do, but it's something you need to get used to if you are going to be a car sales professional. Just remember this too will pass, it may be a slump or it could be a slow month, but if you allow yourself to feel desperation it will only make the problem worse.

I know it's hard to back off and take it easy when you really need to sell a car, but this is a skill you need to develop because customers really can sense your desperation. The earlier in your career that you learn this fact the better off you will be. Some salespeople never learn this fact and these people are rarely the top performers at the dealership.

When you're with the customer you want them feel like it's okay if they do or do not buy a car from you today. You want them to think that you are so good that people buy cars from you all the time and desperation isn't a part of you or your vocabulary. You want them to feel that you are providing them with a service just by talking to them and sharing your knowledge, which is for their benefit not yours. You want them to believe that it makes sense to buy today and not because you want them to buy today. It will take some practice to get to this point, but when you do your sales will soar.

### **58-Ask for the Sale**

It may sound silly, but one of the biggest mistakes that car salespeople make is not asking for the sale. They'll do a walk-around with the customer on a vehicle, they'll take them for a test drive, and they'll show the numbers and just keep talking until the customer says do you have a business card. That means they're done, they had enough and they are going home or to another dealership to buy a car. All that time spent with the customer and they weren't asked to buy the car. I guess

they were hoping the customer would say I will buy it, but it rarely happens that way in the car business.

You need to ask the customer to buy the car and you will probably need to ask them several times in order to learn and overcome their objections. Now that you spent time with them it only makes sense that you ask them to buy. They came to a car dealership, they looked at a car, they went for a test drive, you presented the numbers so ask them to buy. Yes, you will have to ask them several times, but it doesn't need to be phrased the same way each time. Change it up a little bit as you work through their objections and ask them to buy the car using a variety of closing statements and questions, but most of all ask for the sale. If you don't somebody else will and he or she will end up selling him or her a car.

## **Chapter Six**

### **Closing the Sale – Consider Them Sold**

If you do everything else right it's time to close the sale. These car salesman tips #59 to #67 are all about putting the deal to bed.

#### **59-There is More To It Than Price**

Every customer that walks into your showroom is going to tell you it's all about price, but there's more to it than price. When the consumer decides to purchase a vehicle their main concern may be price, but there are many other things involved in making a buying decision. The customer's main defense when working with a car salesman is price, there are few others, but price seems to be the number one defense used when working with a car salesman. Sure they'll come up with things like price and color or price and options, but when they buy a car they are buying more than price. They are looking for price, color, brand, trim level, safety, security, dependability, after sale service, warranty, durability, trade value, options and a whole host of other things including the dealership where they make their purchase.

Sure prices are a concern and it's a very important concern, but there are so many more things involved in making a decision to buy a new or used automobile. They need to feel good about what they're doing, yes they need to afford it, it needs to fit into their budget, but they need to feel good about buying a car from you and your dealership. Most people are willing to pay more to get the things they want. Things like style, peace of mind, value and other things that make them feel good about buying a car from you, the car salesman.

Of course there are plenty of people out there that the price seems to be their only concern, but when it comes down to the real nuts and bolts of making the purchase this is only about 10% of the buyers today. If you believe that practically every customer that walks through the door is only concerned about price you have another thing coming. Too many salespeople today follow the customer's lead and focus only on the price neglecting to educate the customer on the value of the vehicle, the salesperson and especially the dealership.

What makes your dealership standout? Why are you and your dealership better than the next one? Why should they buy a car from you when they can go across town and by the same car for the same price or maybe \$100 or \$200 cheaper? These are the questions you need to have the answers for when working with people that tell you it's all about the price. Tell customers why they should do business with your dealership. You take it for granted, but most customers assume all dealerships are exactly the same. Even if they are the same the previous or the next dealer probably didn't tell them things about their dealership that you can tell them about yours. It may sound old school, but you need to build value in yourself the product and the dealership. When you do that, you will sell more cars and make more money, which is why we are here in the first place.

### **60-Smallest Daily Amount**

When you're negotiating with the customer and you need to get a bump you need to pull out every trick in the book because every extra dollar you get 20, 30 or 40% goes into your pocket. That's right, if you bump him up 20, 40 or \$60 a month a percentage goes right to you. So working them 5 or 10 minutes longer and putting in a little more effort will pay off in a big way over the course of a year.



So when you need to get that bump divide the dollar amount you need to bump them into a week or into a day. For example you need to bump a customer \$60 a month to make a deal that could come to \$2 a day. \$2 a day sounds so much better than \$60 a month. You'd be lucky to buy a cup of coffee for \$2 a day. Isn't it worth it to you to get the car you really want for only 2 dollars a day?

The daily amount sounds so much better than the monthly amount, but you can only use this one time. You can't bump them \$40 by dividing the monthly into daily amounts and then come back to them after you talk to the desk and bump them anymore using this technique. So use it sparingly and when you really need to get that bump to make a deal break it down to the smallest possible amount that makes the deal sounds too good to pass up.

### **61-Sell Your Customer, Not The Desk**

I see it all the time, the car salesman is at the sales manager's desk trying to sell the sales manager rather than selling the customer. Don't bother trying to sell the sales manager on why your customer is not going to buy today or why the price or payment is too high. They had been there and they've done that and they know when the salesman is selling the desk instead of the customer.

Don't waste your energy; instead use that energy to sell your customer. Don't buy into what they're saying and don't take the B.S. back to the sales desk because it won't help you sell a car. You might end up losing half a deal if the sales manager believes that you believe the customer instead of you selling the customer. They may have a different salesperson takeover or they may have the sales manager takeover the deal and make the sale. Either way you lose so get back to work and

sell your customer. Remember, you and the sales manager are on the same team don't try to sell them instead of your customer. Either you lose a sale, half a deal or you lose respect, none of which are good.

### **62-Paint Them a Picture**

When people buy cars very few are strictly about transportation. Many of them are concerned with transportation, but they are also concerned with style, comfort and how they feel about themselves when they drive the car. For some customers you'll make your job so much easier if you can paint them the picture that they want to see. After spending some time with them and discovering what's important and what kind of person they are you should paint them a mental picture of what it will be like driving their new car. For some people it's taking the car on vacation with the kids and for other people it could be driving around with a friend on a Saturday night with the top down and the wind blowing through their hair and for some simply parking it in their driveway or parking spot at work.

Everybody uses some amount of mental imagery when they are making a major purchase. Some might be focused on writing that check for the monthly payment which will not help you much, but if you can paint them a picture of them and their friends or family enjoying their new vehicle it will be much easier to sell them a car. Can you picture yourself on a sunny Sunday afternoon driving your new car with the windows open on a country road? Can you see yourself going on a fishing trip with a close friend in your new truck? How will that car look parked in your driveway? All good questions as long as they fit the person that you're trying to sell the car to. The power of mental imagery can be incredible to some people and enough to make them overlook details like a few extra dollars a month.

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Not all customers use mental imagery in the same degree as another, but almost all of them use it to some degree so take advantage of it and use what you learned about your customer to paint them a picture in their mind to sell them a car.

**63-Look Them in The Eye**

Many people have a hard time looking at people in the eye for any length of time and if you're one of those people get over it because it's a powerful tool when you sell cars for a living. Looking at someone directly in the eye can make many people uncomfortable, but it can also make them tell the truth or tell you things that they didn't want to tell you. When you're working with a customer and telling them something important look them in the eye and keep looking at them in the eye for their reaction.

When your customer is telling you something look them in the eye and see if they can look back at you or look down or away. Looking at someone in the eye for more than a few solid seconds can make people uneasy and usually help you get to the real reason or objection of why they are not buying today. It might sound strange, but it can work wonders with most people. Just remember, it can work the other way too. If you are lying and they are looking you in they eye they might be able to pick up that you are lying.

**64-Hot Buttons for Negotiating and Closing**

During negotiations and closing you need to be using what you've learned during the time you have spent with your customer. Use their terms and their words when negotiating and attempting to close the deal. While you're doing a walk around and going on the test drive you will ask probing questions to learn about the things that are important to them

and those are the things that you use at the table when it comes time to close the deal. If safety is a concern you will remind them that safety was their concern and the fact that your car is one of the top safety picks or if fuel economy was a concern remind them about how much money they will be saving every month on fuel expenses.

Sometimes they forget about what's important when it comes to negotiating and closing because this is when they become focused on price rather than all the benefits they will receive of buying a new car. Make sure you talk to them about warranty and not having to pay for any repairs or replacing tires. Cover the fact that they don't have to worry about breakdowns or getting stranded somewhere because their new vehicle will be much more dependable and reliable. Use what they say to help them close the deal. Use their words, use their phrases and use their emotions to make them realize they are buying much more than a payment or a price. They are buying peace of mind, reliability and a warranty to back it up.

When you use their words, their terminology and their phrases to help close the deal it will carry more weight and go much farther than what you think is important about buying a new car. When they hear their words repeated they have a much greater impact and you have a much greater chance of making a sale today.

### **65-Don't Leave Money on the Table**

Have you ever heard the term leaving money on the table? This is what happens when you close a deal for less than they expected to pay or you didn't get everything you could get. That's when you leave money on the table, money that would have went towards the profit of the sale and a percentage of that would've went in your pocket. Rushing through a sale can

very often cause people to leave money on the table. If you listen to the customer and believe it's all about price and they don't really care about anything else, but focus only on the price you could be leaving money on the table.

If you don't sell the value of the vehicle, yourself and the dealership you might be leaving money on the table. Leaving money on the table can cause you over the course of a year to make \$10,000 or \$20,000 a year less than your potential. Stop rushing through the sale and start selling the value and you will start making more money. If you're in a hurry because you have a customer waiting for you that is one thing, but more often than not salespeople will rush through a sale only to wait for a fresh up instead of taking more time with their current customer and increasing their commissions. Stop cutting your own throat by leaving money on the table.

## **66-Create a Sense of Urgency**

Creating a sense of urgency is very helpful in getting the customer to buy today, but you have to be careful because you don't want to come off as being pushy. To avoid coming off as the pushy car salesman you should rely on outside factors rather than your own opinion. In other words put the emphasis on the manufacturer's sale, the dealership's sale, the manufacturers available inventory and other factors that you have no control over. This way you are not the bad guy and you are not the pushy car salesperson.

You don't want the customer going home and thinking about. You want them to buy today because you know if they leave there is a very slim chance that you will get them back. So creating a sense of urgency to help you do the deal today is important. Everything we do in the car business is about

creating a sense of urgency, but when you're only a week into a month-long sale you need to be a little creative. Some of the other things we can talk about is how fast the cars been selling since the sale started or how popular that model or color has been selling. If the dealership only has one or two of a certain model left let the customer that is the case. Just avoid being pushy and tell them you don't want them to miss out if that is the one they really want.

Make them believe that you are comfortable with whatever they choose and that you were only thinking of them. If you are a good actor you will be able to pull it off. If they feel like they are being pushed you might turn them off so tread lightly when creating urgency, but the right amount of urgency can be the difference between a deal today or a Be-Back in the future (and we all know about Be-Backs).

### **67-Assume The Sale**

I am sure you have heard the term "Assume the Sale" many times, it's thrown around all the time when it comes to selling cars, but not everyone realizes how important it is to being successful in the car business. It should start on the telephone when you are making an appointment and once the customer visits your showroom it should be a part of everything you do and say to make the sale. It doesn't matter if you work in the BDC, if you are an Internet Sales Manger, if you work the floor or if you are a sales manager closing behind a sales person. Assuming the sale is one the things you need to do to ultimately sell more cars day in and day out.

I hear it all the time both on the show room floor and when I listen to calls from an Internet Sales Manager or BDC rep. They ask the customer if they would like to come in and take a look or would you like to take it home today. These questions do not

assume the sale, they only ask them if they want to do something. Assuming is not asking it is directing. The words you use and how you use them is a critical part of selling and whether you are selling an appointment, selling the car or selling a back end product.

### **Assume the Sale and Sell More Cars**

You need to make statements that assume that they have no choice on whether they are buying or not. The only questions that you ask when you are selling a car, an appointment or anything else are questions that have only have answers that lead to a sale. In the BDC or Internet Department when you are selling an appointment the questions is "will you be in this afternoon or this evening?" that way either answer is an appointment. When you ask them if they would like to come in the answer can be yes or no which only gives you a 50/50 chance of success. On the showroom floor the only question might be similar to "would you prefer the red or the green?" or "would you prefer to finance for 48 months or 60 months?". As you can see the only answer that you provide to those questions are answers that lock in the sale. Your questions are assuming the sale and moving you to the desired end result.

This may be very basic for some of you, but I am still surprised now and then when I hear it both on the floor and on the telephone from seasoned veterans. The words are important, but the ways in which you deliver those words are even more important. If you are going to assume the sale you need to make sure that you are using it in every part of your walk-around, test-drive and especially your negotiations and closing.

Some of what you need when it comes to assuming the sale is attitude. To properly assume the sale you need to keep in

mind that the customer came to your dealership to work with you because they want to buy a car. Now are you going to let them leave in that old jalopy or are you going to sell them a car? Assume the sale the minute they drive on to the lot or when they call on the phone and throughout every part of your conversation and time together and you will make more appointments and sell more cars. They came to your place of business and you are not letting them go until they buy a car, period.



## **Chapter Seven**

### **Success and Delivery**

You sold them a car and now it's time to make sure you have a happy customer that will bring you referrals, prospects and future business. These car sales tips #68 to #72 will help you make your customer a fan.

#### **68-Inspect Before Delivery**

This car salesman tip is not rocket science, but it will make for happier customers and a better chance for referrals and repeat business. When your customer is doing their paperwork and the porter or lot person is getting the car ready for delivery make sure you inspect it thoroughly before you allow the customer to see the car. Walk around the car slowly and look for scratches and smudges, make sure the seat or steering wheel doesn't have any dirt or stains and then sit in the driver seat and look around the car.

Now look through all the windows and make sure they're not streaked or dirty and look for anything that might make your customer have second thoughts about their purchase. You want your customers to be happy and taking a few minutes to look over the car before they drive away is a smart thing to do. The last thing you want them to do is go home and notice dirt, stains or damage on their new vehicle. So take a good look at the car inside and out and make sure it's something that you would be willing to buy before you let your customer take delivery.

I can't tell you how many times I've seen a salesperson deliver a new car to a customer only to have the customer get

upset and sometimes even to the point of wanting to reject the vehicle and have the deal go south. When you're customer is spending 20, 30 or \$40,000 to purchase a vehicle they want things to be right, so make sure there aren't any surprises. The few minutes that you invest will go a long ways when you ask for referrals and repeat business.

### **69-Delivery Details, Radio, Seat, Etc...**

I just talked about inspecting a new car before delivery, which by the way should also be done with a used car, but something else to consider are the details. Besides inspecting the car pay close attention to the details, if there is a radio station or two that they selected during the test drive program it into the radio, adjust the seat to a reasonable position for their size, place two of your business cards in their glove box, make sure the owners manual is with the car, either hand it to them or make sure it's in the glove box and point it out to them when you go over the car with them.

During the delivery process you should help them program all of the favorite radio stations; show them how to turn on the heat and air conditioning and how to work the wipers. You should also open the trunk make sure the spare is where it's supposed to be make sure the tools are where they're supposed to be. This is also a good thing to do with the customer because they won't think about until they need it and then it can be too late.

The entire time you spend with them selling the car you want them to feel that you care about their well-being and going over the details both before delivery and during delivery process reinforces the fact that you care about your customers which is the absolute best way to get repeat business and referrals. Make sure they know how everything operates and

where everything is located the leave it to chance. The last thing you want happening is for them to have a problem on the same day they get the CSI survey from the manufacturer.

You want them to drive away feeling that this was the best automobile purchase they have ever made and that you are the best salesperson they have ever worked with. It only takes a few minutes extra, but it can create years of income down the road for you. So if you plan on staying in the car business and making some big money make sure you pay attention to the details and it will pay you back 10 fold.

### **70-Ask For Reviews – Tell the World**

The Internet plays a big part in the sales of automobiles today and it will continue to get more important to the industry as time goes by. As a salesperson you can take advantage of the Internet by asking your customer to go to a number of different websites and write a review of their experience (if it was positive). I'm sure you have heard of the different websites such as Yelp, Angies List, Yellow Pages, Dealer Rater, Edmunds.com, Cars.com, Google and Yahoo Local where consumers can add reviews of the experience with local businesses. So if you have a happy customer that goes to any or all of these websites and brags about you and their car buying experience it could help your sales. In fact they can even go to Facebook and place a review on their page and share it on your dealership page. Getting your name along with your dealership out there on the web in a positive light is always a good thing.

Get in the habit of asking your customers that are happy with you and their purchase to go to any of these websites or all of them and mention your name, your dealership and their positive experience of buying a new or used car. Over time your happy and positive customer reviews will help you gain

more customers and more sales. Consumers are reading online reviews all over the place and if you stand out as being the salesperson that people recommend you will soon find customers coming in the showroom asking for you that you've never met before. It's a simple way to add more business and ultimately more commissions. It can take a while to build up a number of positive reviews, but if you don't ask them you'll never get them.

I've talked to many salespeople across the country that have had customers walk in the showroom and ask for them simply because their name was mentioned in a positive way by customers that bought cars from them. People don't like going to car dealers and dealing with salespeople, especially salespeople they don't know, so if they can get the name of a car salesman that many other people have recommended they will do it and there are many sales people that will attest to this fact. Ask them for a review and direct them where to go, but don't ask unless you are absolutely certain they will give you an excellent review.

### **71-Snap a Picture of Them With Their New Car**

Get in the habit of taking a picture of your customer when they're taking delivery of their car. Most people will be very happy and be smiling from ear to ear when they are about to drive home in their newest vehicle. This is a great time to take a snapshot and use it to make your self the car salesman that people want to do business with when they buy a car.

Some customers won't want to take a picture, but I have found that most of them do. Take advantage of this opportunity to capture them in a picture that you can use in a variety of different places. Like they; say a picture is worth 1000 words and if you have dozens or even hundreds of pictures of your

happy customers over the years it will say something about doing business with you. If the dealership has a website that posts pictures of customers that's a great place to put your photos or maybe your dealership has an area where they post pictures of our customers either way take advantage of this opportunity to be the car sales person of choice.

If you are a car salesman and you are determined to make a career out of selling cars you need to take advantage of every opportunity to help you get more customers. As a professional car salesman you should have a Facebook page. Even if you are not a Facebook fan you can have a page and it won't cost you a cent. I'm not talking about a personal page I am talking about a business type page that portrays you as a car salesman extraordinaire. Post pictures of your customers, post pictures of new models and post pictures of things that happened around the dealership.

Today's world is all about social media and when you and your dealership is displayed on social websites with happy customers it tells potential customers that you are the salesman they want to work with when they buy a car. If by chance you're just not into the Internet and social media then create a scrapbook for your desk that customers can view that includes pictures of your happy customers because nothing you say will be as beneficial as dozens of pictures of you and your happy customers.

Whenever possible you should even have someone else take the snapshot and include yourself in the picture with your customer in front of his or her new car. That way when people come into the dealership and see your face they will actually point to you and tell the other salesman "that's a guy or girl I was looking for right there. It only takes a few minutes to get a picture of you and your customer so take the time and you

might find that you could add an average of a sale or two a month.

### **72-Ask For Referrals**

If you're determined to make some real money selling cars you need to be asking for referrals from every customer you sell. I'm not saying that referrals will provide you with all the income you need or want, but they will help you make extra sales every month. Salespeople get referrals from time to time and that is usually just because they took care of their customers well, but if you make an effort to ask your customer for referrals on a regular basis it can eventually grow into a steady stream of new business. The longer you sell cars, take good care of your customers, follow-up with them on a regular basis and ask them for referrals the more customers you will eventually get through referrals.

When you work with customers make talking to them to them about referrals a regular part on your routine. Tell them that you sell vehicles on regular basis to people that were referred to you from your past customers. Let them know that in order to make a decent living in the car business referrals are very important to you. Make sure that they know that you want referrals and in order to get referrals you take excellent care of your customers and are there for them not only when they buy the car, but for as long as they own the car. Telling them things like this it proves to them that other people like, trust and return to you when the need arises. Basically you are telling them that you are great and that you want them to send you everyone they know because you will take care of them like they are part of your family.

Educating your customers about referrals during the sale could help you make the sale and asking for referrals after the

sale could bring you customers. All you have to do is come right out and ask them because very often they forget about you asking them during the sales process so whenever you follow-up with them make sure you ask them again and again and again. Then make a regular practice to follow up with them either on the phone or through e-mail and ask them again. If you don't ask you won't get so start asking and start getting more customers.

P.S. If your dealership has a bird-dog program make sure you take advantage of the program, see the bird-dog car salesman tip below.

## **Chapter Eight**

### **No Sale – Now What?**

Nobody closes them all, now what are you going to do? These car salesman tips #73 to #77 are about making the best of your time spent with those customers.

#### **73-Be-Backs Buy**

We all joke about Be Backs, but you can sell more cars when you work the ones that don't buy from you. I am not saying that you should buy their story about coming back because they are usually just looking for away to get out. However research shows that very few sales people, somewhere fewer than 10% actually follow up on their customers after they leave the dealership. The bar is not set very high when it comes to chasing Be Backs which can help you make a difference in your monthly car count.

I have talked to many people over the years that bought cars and most of them said that the sales people from other dealerships never or rarely called them to follow up after their visit. They said that they assumed that the salesperson didn't care if they bought a car or not after they left the dealership. I have noticed that there has been a trend over the last few years that more sales people are following up with their Be Backs, but it is not significantly higher than it was. So why did these people come back to buy a car? Because the salesman followed up with them and seemed to be genuinely interested in helping them purchase a vehicle. The net result is that the car salesman that is following up is selling more cars than their counterparts.

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**Be Backs are Buying Cars**

Very few people come to a dealership to spend an hour or two with a car salesman unless they are going to buy a car. It doesn't take more than a couple of minutes to follow up with your un-solds via the telephone or email, but if you want to sell more cars you better start making some calls with the people that you didn't sell yesterday. Granted you will learn that many of them bought cars after they left your dealership, but not all of them. When you follow up with a customer from yesterday that you weren't able to close they might tell you they bought already, they changed their mind and they are going wait or they will be pleasantly surprised that you cared enough to call or email.

The people that you talk to that give you excuses like they bought already or that they are waiting don't want to talk to you for some reason or another, but the ones that will talk to you and tell you what is going on can be your ticket to your next sale. So the next order of business is to get them to return to your dealership. However you need to give them a good reason to come back. The reason needs to be compelling, or informative so they have a reason to return that benefits them. It could be to have another look at their trade-in, new incentives or you believe that you can get closer to their price (don't make any promises on the phone and check with your Sales Manager first) or maybe you did some research on the vehicle they were considering and you have the answers to the questions they had while they were there earlier.

**Be Backs Will Help You Sell More Cars**

When a Be Back returns to your dealership the closing ratio is significantly higher than it was on their first visit. In fact most Be Backs sell on their second visit. You have several things on your side when you are able to bring a Be Back back into the showroom. 1. One is that they are ready to make a purchase or they wouldn't bother. 2. They are getting tired of

shopping for a car want to get it over with rather than visit more of your competitors. 3. They know where you were last time on price and trade value so they won't expect crazy results.

I am not saying that you are going to get a great number of Be Backs to comeback and buy a car from you, in fact the percentage will be quite low. However the time you spend with customers that return to your dealership will be less than the first time and they are very likely to leave with a car. This is a great way to add a few more sales to your monthly car count which will allow to you to sell more vehicles month in and month out and often help your reach a bonus. Don't count on Be Backs because we have all been disappointed in the past, but this one easy way to add a couple of deals a month and ultimately sell more cars.

#### **74-Most Salespeople Don't Follow Up**

There's one thing that most salespeople don't do and that is follow up with the customer that left the dealership without buying. For just that reason you can stand out from the competition. It's just a simple fact salespeople don't want to call customers after they left the dealership if they didn't buy a car. They're focused on fresh ups and opportunities that drive on the lot rather than mining this potential gold mine of potential buyers.

I've talked often about being backs and how they won't be back, but there is a small percentage of them that will come back and the closing ratio on those customers that you follow-up with and bring them back a 2nd time somewhere in the 60-80% range. Obviously there are a lot of factors to consider, but when a customer comes back to your dealership because

you've talked to them and gave them a reason to return they usually buy a car.

We all know that some people just cannot pull the trigger without visiting more than one dealership. So they've will often leave your showroom after asking for your card and visit another dealer. Then if they run into a very good salesman they may buy a car, but if they don't and you follow-up with them unlike most salespeople and provide some information or some other reason to return you can become their first choice.

Before you throw in the towel ask your sales manager if they have any more room to move on the price and see if the two of you can come up with something that will bring them back. One of my favorites when the customer has a trade-in is to tell them your used car manager was very busy while they were here and he would be very interested in taking a second look at their trade-in. However before you do this make sure you talk to your used car manager or sales manager so if the customer does come back you are all on the same page.

If the customer doesn't have a trade-in and the sales manager feels that there's little bit more room tell your customer you were talking your sales manager and that he or she would like them to come back because we think we can put together a deal that everyone can feel good about. You don't want to tell them on the phone or in an e-mail what you have in mind or what your sales manager has in mind because then they will think about it from a logical point of view rather than an emotional point of view. Remember our greatest enemy, as a salesperson is a customer using their logic, we want them to use their emotions to make a purchase which is best accomplished in the dealership.

Sometimes a simple phone call to your customer that was there earlier in the day or the day before asking them how

their search is going and if you can provide them with any more information can be enough to do the trick. Or ask them for e-mail address and send them an article or a link to a third-party website that talks highly of your vehicle and/or your dealership. Sometimes a helpful and friendly phone call can make you stand out from the crowd and be just enough to earn their business. Use this practice of following up with all your customers that didn't buy and you will be surprised how many sales you will add to your bottom line every month not to mention the extra commissions and volume bonuses.

### **75-Why No Sale?**

You worked with a customer for over an hour and you were sure you were going to make a deal, but no deal. They asked for your card, they said they would be-back, they said they had to be somewhere at a certain time or any other the BS stories that customers will give you when they don't buy a car and they left. So what happened? You need to play it over and over in head until you can figure out what happened so you don't do it again.

As I mentioned earlier you do need to follow up with them and ask how their car search is going and if they didn't buy from some other dealer you might have a chance, but if they did buy you should ask them why you were not able to earn their business. However be prepared for the most common answer that practically every non-buyer gives and that is price. If you haven't learned by now you better catch up because it is not usually about price. If you are lucky you might get a lost potential buyer to tell you the truth about why you didn't earn their business and if you do pay close attention and learn from the customer how you can do a better job.

If you get that rare person that will tell you the truth about their experience and how they felt about their visit to your dealership make the most of this first-hand research. This is valuable stuff and you should ask as many questions as they will answer to help improve your sales skills. As a car salesman or saleswoman we often take things for granted because we do this everyday, but if you can get a customer one time a month or more to tell you their honest opinion rather than giving the price or the same old trade-in BS make the most of the valuable information they provide to better yourself .

**76-Sometimes They Need a Reality Check**

Every now and then we get those customers that are unreasonable, mean, disrespectful and just plain ignorant. Oftentimes we simply want to throw them out of the dealership, but these people want to buy cars too. These are often car buyers that haven't purchased a car in quite a while and they are not in touch with the current market place. So sometimes they just need a reality check. Often these people will go from one dealership to another doing nothing more than irritating and agitating the salespeople and sales managers, but at some point they need to buy a car.

When these customers have visited several dealers and found out that that is all their trade-in is worth and that they can't get 30 or 40% off sticker price they start to realize that that's just the way it is and they have to go back to one of the dealerships to buy their car. Very often these kinds of customers leave the dealership on unfriendly terms and after they've had their reality check are too embarrassed to return.

Your job as a salesperson if you want to sell more cars every month is to call these people after they've been to your dealership and treat them respectfully and ask them if you can

help them in anyway. The chance of any other dealership or salesperson doing this is very rare and the mere fact that you called and treated them nicely could be just the ticket to bring them back and when they come back they usually sell.

When they do come back they are usually very nice, cordial and very unlike they were when they were there the first time. They had the reality check they needed and they realize that they are going to have to pony up and take less for their trade and pay more for the car. Once they realize this fact you now have a customer that you can sell a car to rather than kick out of the dealership.

If you are the car salesman that is willing to make the call and/or send them an e-mail you can earn this customers business because they are probably not welcome at most of the dealerships they visited. Reach out to these people because the worst thing they can do is hang up on you or give you an earful, but sometimes it's worth it to pick up a deal or two a month. Give it a try; sometimes these customers are the best customers once they've had their reality check.

### **77-Leave a Message**

This car salesman tip may seem obvious, but I don't know how many times I have heard salesman leave a phone message for a customer that did nothing more than cause the recipient to delete the message from their voicemail. Whenever you call a customer that has already been to your dealership, but did not make a purchase they will rarely return the call unless there is something in it for them. If they do answer their phone when you call that's great, but more often than not they won't call you back.

So in order to get your customers to return your call you need to give them a reason. I have many heard salespeople call

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and leave a message that simply asks for a return call, but remember you are a car salesman and most people really don't want to talk to you unless there is a benefit to them. When you leave the message don't tell them anything, don't give them any information, but make sure entice them to call because you have something to offer.

Here are a few examples that you can adjust as needed to tremendously increase your chances of getting a return call.

Hello Mr. Customer, this is Joe from ABC Motors. I have some information for you that might be exactly what you were looking for. Please give me a call at your earliest convenience. Call me at 123-456-7890, thanks Joe.

Hello Mr. Customer, this is Joe from ABC Motors. I have some great news regarding your trade-in (if their trade was a sticking point) or about the price of the car you were looking at (if price was an issue) or whatever you thought was the sticking point or obstacle that kept you from closing the deal. So please call me as soon as possible. Once again this is Joe at ABC Motors and I can be reached at 123-456-7890.

However, make sure you talk to your sales manager or used car manager and have something to offer so you can get them to come back. If you don't have something to offer then you should have information, which could be specifications, warranty, financing, color choices, options or anything that might interest them. Always leave your message in a very enthusiastic voice and make it sound like you are very excited to hear from them. Give them a reason to call back and they will.

## **Chapter Nine**

### **Telephone – A Valuable Car Sales Tool**

We all know that we need them face to face to make a deal and to do our best work, but sometimes the telephone is exactly what you need to sell more cars each month. These car sales tips #78 to #83 consist of tips for using the telephone for picking up more customers and making more sales every month.

#### **78-Is That Car Still Available**

When you sell cars for a living sooner or later you are going to get that phone call asking if that car is still available. That call might come from a Phone Up, a referral or a customer that you worked with a day or two ago. Are you prepared to answer that question? The old-school answer is yes it's available so when will you be here to take a look. The problem with that answer is that when the customer gets there and the car is no longer available your customer is going to go off like a bomb. More than likely you are going to have a scene in your showroom; the kind of scene that's bad for business. The old-school philosophy taught us that getting them into the dealership is the biggest hurdle and once they are here we can show them something else to sell a car. The problem is once they've made the trip to your dealership and the car is gone they naturally assume you lied to them. Your credibility is gone and so is your chance to make a sale.

When you get that call and you know the car is sold get their information such as name and phone number and tell them you will check on that and get back to them. Then after you hang up check on the car and if it is sold look up to 3 or 4 switch cars that fit their price and style. Then you can call them back and tell the cars sold but you do have this list of cars to

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tell them about and hopefully get them to come down and take a look. Not every dealership believes this is the proper procedure, but when you look at the overall numbers this usually turns out to be the best solution.

Car buyers already don't trust their salesman and if you start off lying to a customer before they ever get to the showroom there is not much chance that you're going to sell them a car when they do get there. If you do manage to calm them down and show them other vehicles they are not going to trust you any farther than they can throw you.

### **79-When To Call**

There are going to be plenty of times that you need to call a customer whether it is because their car came in for delivery or they were in the day before and you are following up with them. Some salespeople will make the call regardless of the time, but many salespeople are worried about calling that at a bad time. Well stop worrying and start calling because everyone has different times that are good for him or her so just make the call and get it over with.

When you start second guessing yourself about when you should make the call you will avoid the call and find a reason not to do it when you really need to get it done. Customers aren't concerned about time of day they call you or what time of day they visit the dealership so stop putting off those calls and do it now.

The phone is an essential tool in the car business so start putting too much thought into when you should do it and just do it. If you get a customer that is rude and unfriendly when you call just apologize, make a note for yourself and call back at a different time of day. I have had many customers that have told me to stop calling that I have called back at a different time

a day and they were very receptive and some of them I even sold a car. Different people have different times when they are busy and non-receptive, but the only way you will learn the best time to call is when you have the time. And don't give up on them because you had a bad call; just try again at a different time. You don't give up on the showroom floor after the customer said NO once or twice so why would you give up after one bad call.

### **80-Set Appointments, But Don't Call Then Appointments**

Most sales managers are after their car salesmen to make appointments all the time and some dealerships will even require their sales people to have an appointment before they can work the floor. That may be extreme, but the car business has changed over the last couple years and generating floor traffic requires more than **prospecting**, newspaper ads and Internet advertising.

If you want to have a successful car sales career you need to take some responsibility for bringing in customers. Whether it is from **car sales follow up**, **prospecting**, calling be-backs or all of the above. Bringing customers in to the dealership to see you is the ticket to a **six-figure income** as a car salesman. The natural or most common method is to set car salesman appointments, but that is not what you want to hear. The word appointment is one that everyone understands, but it's not the one that most car buyers want to hear.

#### **Think About the Car Salesman Appointment**

Think about the last time you made an appointment to see someone. Was it a doctor, accountant, lawyer or dentist? It probably was, but was there anything good, fun or nice about that appointment? If it was the doctor or the dentist they poked, prodded or inflicted pain upon you and if it was the

lawyer or the accountant they gave you their bill, which was is just a way of being poked in a different way. No matter how you look at it the experience is not something you look forward to doing again anytime soon. So why would the car buyer want to make an APPOINTMENT with a car salesman? We already have to deal with a bad reputation so who is going to make sure they don't miss their car salesman appointment.

Stop trying to set car sales appointments and start setting some time aside to show your customer some vehicles. Ask them to stop by so you can show them some cars and provide them with the information they need to make a good decision when they are ready. Ask them to drop by the dealership so you can show them a few options and see what they think. Some people respect the car sales appointment, but I would venture to say that it is less than 5% of your customers.

When you are on the phone with a customer and you start grinding them for an appointment you are just giving them a glimpse of what is to come when they get to the dealership. If they feel any pressure at all to commit to an appointment they may agree, but don't hold your breath. You can ask which is better today or tomorrow, morning or afternoon, but don't push them for an exact time unless they want to set a time. Stop using the word appointment.

Ok, you got me, that's still a car sales appointment, but stop using that dirty word. Think about what's in it for them and why they should stop by or drop in. Maybe you could put them in a new car for the same payment, maybe you could lower their payment because of a finance special or that you would like to see what they think about the new models. Make it casual; don't try to sell them a car before they get in the door. We all know that many things are possible after they feel the wheel and smell the new car smell, but first you need them in the door.

**81-Is This A Good Time To Talk?**

When you call a customer it is very hard to tell if they are going to be busy or preoccupied so ask this simple question right after you introduce yourself...Is this a good time to talk or do you have a minute or to talk? When you ask their permission you give them the opportunity to bow out gracefully for some other time which you can then ask when would be a better time or if they say yes they are open to talk. When you ask permission you diffuse the likelihood of ticking them off and cutting you off because you called at a bad time. This may seem rather obvious, but most salespeople jump right into a conversation because they answered, but that doesn't mean they are going to be receptive. I have found that even if it is not a great time for them to talk they will usually take the time to talk to you when you ask their permission because they know you will call later if you ask if there is a better time.

**82-Incoming Calls or Phone-Ups – Get Their Info**

Incoming sales calls to the dealership or also known as phone ups are one of the best opportunities to pick up a customer. Many dealerships today have a department or staff of people designated and trained to handle these inbound sales calls, but not all dealers are doing this yet. So you if have an opportunity to take these inbound calls jump at the chance because this is one of the easiest places to pick up a sale.

Of course the phone needs to be answered in a professional manner announcing the name of the dealership and the person answering the phone along with how you can help them. This is common business etiquette and everybody should know how to answer her phone properly. When it comes to car sales

and the phone rings for the sales department it's usually a customer and most likely a good potential customer. The caller took the time either look up the number or find it on your website and actually make a phone call for some type of information. Most people won't do this since the Internet, most will submit a lead or email request and only give you a limited amount of information as far as their identity, but when they call in they are usually buyers.

When customers call they are usually looking for a specific model, a specific color or a vehicle they saw on your website and they want to know if it is still available. So what do you tell them? Do you tell them no, we don't have a red one or do you tell them we have several of that model in stock and in practically every color? Do you tell him the car is sold after inquiring about a specific used car or do you tell them that you saw it an hour ago in the front row? What is the dealership's policy? Do you lie to customers telling them a car is still available when you know it's sold? As a new car dealership, if you don't have a specific color for a customer can you do a dealer trade? These are some of the things you need to know before you pick up the phone because callers are almost always buyers.

Outright lying to customers is not a good policy, but then again turning away buyers isn't very good either. When it comes to used cars and callers that are looking for a very specific vehicle your best bet is to ask them what they liked about that vehicle and try to offer them several other choices. When you lie to customers about a sold car and they make a trip down to your dealership there's a good chance there's going to be a scene created in showroom and that won't sell anybody a car plus it could hurt any deals that are already working in the showroom.

When it comes to new cars, dealer trades are very common in the industry so we can sell more cars to more customers. So would you say we don't have a red one in stock or we have practically every color in stock or we do have it available to us. Available or sitting on a lot are 2 different things, but be careful because this could also be a potential land mine. Talk to you sales manager about dealer trades and the policy before you commit to something that will blow up in your face.

So if you want to sell more cars and earn more commission start picking up the phone, but make sure you know policies and procedures at your dealership about handling phone ups.

### **83-Take a Phone Up and Make Sure They Ask For You**

Phone ups are great source for picking up fresh customers, but you need to make sure they come in the dealership and ask for you. I've heard many calls taken by salespeople over the years that do little more than say yes the car is here when you come in ask for me. Unless that potential customer is coming in within the next 30 minutes to an hour there's a good chance they are going to forget to ask for you because they are more concerned with the car than they are with the salesman. To greatly increase the chances of them looking for you when they come to the dealership is to do something for them. A 30 second conversation does very little to lock your name into their memory. So make it seem like you are going out of your way to do something for them and they will make sure they talk to you when they arrive.

When you talk to someone on the phone and they want to know if a specific car is available strike up a conversation and find out what is so special about that vehicle. If they have particular questions tell them that you would move be more than happy to go out on the lot find out for them because you

don't want them to come all away down to the dealership and be disappointed. Or tell him that the car is currently showing in your system, but you would like to go and physically touch it or see it before they make the trip because the dealership sells lots of cars. Then get their name and phone number and call them back in a few minutes. Tell them it's no problem and you're happy to do that for them.

This will go a long way towards locking you into being the one that they will look for when they arrive. Call them back promptly and lock into their memory the fact that you went out of your way to make sure they have accurate information before they make the trip. Not only is it much more likely that you will be the salesperson of choice, but you now you have their contact information so you can follow up if need be to make sure they visit.

Phone Ups close at rate that is usually 3 times the fresh up rate, so make sure you take that call and get them to ask for you.

## **Chapter Ten**

### **Email Sells and Makes Your Job Easier**

These car sales tips #84 to #87 are a few ways to use email to your benefit and make your life easier.

#### **84-Get Their Email Address**

The Internet is a big part of our business today when it comes to selling cars so to maximize your opportunities you want to make sure that you get the e-mail address of every one you talk to and sell. If they were a fresh up and you didn't sell them you can contact them by e-mail and if you did sell them you can follow up with them by e-mail. Most people want to avoid the car salesman, but you can greatly improve your chances of earning their business and earning more future business when you have their e-mail. This is a very simple car salesman tip, but most sales people are very bad about getting a customer's e-mail address.

When you have the e-mail address of your past customers you can follow up with them easily for months and years to come and solicit more business. You can also ask them for referrals and talk to them about your bird-dog program as a way for them to earn some extra cash to provide you with more opportunities. The e-mail address of your be-backs can also help you sell more cars. We all know about Be- Backs, but sometimes they will come back and when they do they usually buy. So if have their email address and they don't answer their phone or return your calls you can give them a reason via email to get them back.



**85-Less Is More – Email Content**

We know from a variety of reputable sources that people do not read e-mails instead they scan them for information. They don't open their e-mails and read them from the top to bottom. They scan e-mail, they look for hotspots or points of interest so when you send e-mails to your customers there's no reason for you to write a book. All you want to do is create interest and hopefully start a two-way conversation. This fact couldn't be more evident right now with the way people use texting. If you can start a two-way conversation with a potential customer you can go back and forth and create a bond and provide some information. Don't spend a bunch of time putting together lengthy e-mails that customers will merely delete.

When you send e-mail to your customers you better hit the high spots, use bullet points and when needed clickable links. This is what people look at and this is how people read emails so format your e-mails the way people read e-mails and you will get more responses. Email can be the difference that sets you apart from other dealerships and salespeople and ultimately help you sell more cars.

**86-Give Them Something**

When you send e-mails to your customers give them something of value. They don't need another e-mail that looks like spam because they will just delete it from their inbox. Give them information, give them clickable links to articles about you and your dealership, give them something that makes you stand out from the crowd. Even when you follow-up with the customer let them know it's for their benefit. Provide them with new model information and clickable links to your website showcasing the new models and let them know about special sales that go on your dealership. It's also a good idea to

include any type of service coupons that will keep them coming back to your dealership.

I know you're not in service and you don't get paid commission for service customers, but when one of your customers is in service and has some time on their hands it's a great time to show a new model or take them for a test drive. You know how it is; the feel of the wheel seals the deal. Most times this will not amount to much of anything while they are in service, but I have sold many cars to customers that were in for service, plus it can plant the seed in their mind about having a new model. Future sales is about planting the seed in their mind so every time you send them an e-mail give them a seed of something to think about.

### **87-Your Email Signature**

At the bottom of every e-mail you send there should be your signature. Take the time to put together a professional e-mail signature. It should include your name, your dealership address, your phone number preferably the one to your desk and your cell phone number. Also include your e-mail address and include a photograph. It doesn't need to be a fancy picture just a face shot, which will help your customers remember you. When you're doing follow-up, when you're looking for referrals, or when you're trying to get be-backs back in the store you should have a full e-mail signature and easy way to contact you. It is a proven fact that e-mails that contain a signature file with a photograph of the sender get more and more favorable responses than those that doesn't include a photo.

It may sound crazy, but I've actually tested this myself over and over and found that it greatly increases the odds when a photograph is included. So whether it's in your CRM or the

email server that you use for work set up your e-mail signature file and include a photograph. Every lit bit helps and more responses equal more sales.

## **Chapter Eleven**

### **A Car Sales Career**

Making the most of your car sales career. These car sales tips #88 to #100 are for you, the car sales professional that wants to sell more cars and carve out a prosperous career out of selling automobiles.

#### **88-Create a Routine For Yourself**

If you are determined to be a successful car salesman or car saleswoman it would serve you well to create a routine for yourself so you can stay on top of your game. Besides taking Fresh Ups and selling cars there are many other tasks you need to accomplish on a daily or weekly basis. Obviously the customers come first who can have you tied up for an entire day and your daily tasks don't get done, but there is usually plenty of downtime when there aren't any customers to sell. To make the most of this time you need to keep yourself familiar with the inventory, make phone calls, do follow up emails, follow up phone calls for CSI and keep the filling the pipeline for future business. In addition you need to be prospecting, asking for referrals and taking care of sold customers that need accessories installed and customers that have deposits on inbound and ordered cars.

Depending on your personal schedule you should either walk or drive the lot every day so you can keep the inventory fresh in your mind so you can easily switch customers when the need arises. Then set a routine that includes all the things you need to do in the course of a day, week and month. I have found that once I created a routine to take care of daily business everything started coming together and I sold more

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and had more opportunities. Create a routine for yourself based on your schedule and it will help keep you on task, organized and productive.

### **89-You Make The Difference**

If you thought that the Internet was destroying the credibility and the ability to make big money as a car salesman, think again because in many ways things are the same as they were before the Internet was such a big part of selling cars. Recent research has proven that the car salesman is the number one source of information for the car buyer well over 60% of the time. That's right, the internet may be a big part of the car buying process today, but for most people the professional car salesman is still the number one source of information and they have the most influence over the consumer when they purchase an automobile.

When you think about that over 60% number you must keep in mind that it is an average and average means that some sales people have a much greater influence than others. Of course that also means that some sales people average lower, but also means there is room for improvement and that your individual influence is controlled by you. The better you become at being a car salesman the higher the number and ultimately the more you will earn.

Look around you at the dealership, some people sell 5 or 6 cars a month and some sell 18, 20 or more cars a month and earn a six-figure income. Obviously they sell more because they have more influence over their customers. Regardless of the number of cars you sell every month, you can always sell more, but not without effort on your part. No excuses, luck is not part of the equation because selling 20 or more cars a month on a consistent basis has nothing to do with luck. It is about skill,

desire and personal motivation. The customers are there and the money is there so the rest is up to you.

### **90-Stay Away From the Pack**

I pulled into the dealership the other day in the middle of the afternoon and I saw something that was sure to scare off the average car buyer. It's what I like to call or more importantly what car buyers like to call the "Car Salesman Wolf-pack". In the front of the dealership near the main entrance of the showroom there are 2 groups of sales people, 10 or 12 in all and one group or (pack) on each side of the front doors. It was a beautiful outside and they were getting some fresh air and enjoying the day.

The next thing I saw was the real scary part of the picture. I saw a potential customer pull in the lot and take a look at the pack or group of car salesman that was watching them like a wolf watches their prey and instead of pulling into a parking space and getting out of their car, they drove through the rows of new car inventory and out of the lot on the other side. They didn't even pause to look over some of the cars, they just continued through the lot and off to some other dealership.

Was it that they didn't see anything they liked or was it that they didn't want to be pounced on by a pack of wolves? We will never know because they left without a single word. Did they come to wrong dealership by mistake and not realize it until they were already in the lot? Maybe they didn't see the 50-foot sign and logo before they pulled in the lot. Maybe they didn't see anything they liked as they quickly drove through 200 plus new cars of every color, model and trim level. I guess they were "Just Looking" real fast.

Am I being sarcastic? You bet I am. The likely scenario is that the potential car buying customer saw a pack of wolves

licking their chops and they would rather not be go through that experience. They saw the classic negative stereotype of the car salesman and they changed their mind. Hopefully they wanted that brand of car and they will be back a little later or another day, but it is more likely that they decided to stop at another dealership and if they run into a professional car salesman rather than a wolf-pack they will buy a car. Oops, there goes another car salesman commission.

When we are talking about car buyers, we are talking about people that believe the worst when they come to the car dealership. So when they see a group car salesmen standing together in plain sight they assume that they will be pounced on by all of them and pressured to buy a car. Except for the boldest of car buyers, most potential customers would rather drive off the lot and go somewhere else than deal with the wolf-pack.

I don't think I need to say it, but I will anyway. Break it up, split up, get away from the door and if you must be in a group take to the back of the dealership where the customers won't see you. A car sales professional does not hang in the pack at the front of the showroom, they are usually out in the lot making note of inventory where they can approach a customer on a one on one basis which most customers prefer (just a car sales tip). This is more about common sense than about car salesman tips, because you know that the car salesman and car saleswoman wolf-pack is not the dealership's welcoming committee, but rather car sales people waiting for a fresh up so they can increase their car salesman income

### **91-Car Salesman Ego - Don't Blow the Sale**

Practically every car salesman I know that has reached any level of recognizable success has a big head. That's right a big

head or if you prefer a big ego. They think they are the best salesman, closer, test driver, and product presentation specialist. Some of these salespeople also have a big mouth to go along with the ego, but not all of them do. Some keep it to themselves and consistently sell a respectable number of units month in and month out. I am not saying that one is better than the other, but the ones with the big mouth often have a hard time controlling their mouth and lose deals from time to time. Having a big ego is not a bad thing, in fact it's probably a good thing because we need to assume the sale, have a determined and positive outlook and carry ourselves as if the sales is in the bag.

However the negative side of having a big ego is not always having the ability to control your emotions and mouth when you need it the most. Being a car salesman can be very trying at times when you have to deal with customers that don't think the laws of math apply to them and their payments. And don't forget about those that have no clue when it comes trade vales and credit scores. They may think they know what's going on and you will wonder how they have gotten as far as they have life being so stupid, but that's just what we have to deal with sometimes.

When you run into these types of customers and you will, try to remember why these customers are there. There are there to buy a car and pay your commission. So bite your tongue and whatever else you have to do to keep yourself from throwing them out, chasing off and telling them how stupid they are. *Don't get mad; get even* by selling them a car and getting some of their money. They are going to buy a car somewhere so you might as well be the one that sells them, so suck it up, bite your lip and get their money.



**92-Use the Bird-Dog Program at Your Dealership**

I am sure most you reading this are familiar with the auto sales bird dog. Just about every dealership that I have talked to over the years has some kind of bird bog program for bringing in new customers. This is a tool that can really help the car salesman when they put it to good use with their own car sales follow up and referral system.

**Finer Points of the Auto Sales Bird Dog**

When a past customer or an outsider brings a customer to the dealership and they buy a car the person that brought them in or referred them gets paid an auto sales bird dog. This can be any pre-determined amount that is set up by dealership management. I have seen this amount be \$50, \$75 or \$100 dollars and it is usually in the form of a check written to person that referred the buyer. It's a pretty good deal for the referrer, but they are not going to bring a trusted friend or family member if they did not get a great deal and great service themselves.

Depending on the management of the dealership where you sell cars some of the cost of the auto sales bird dog is paid for by the car sales person selling the vehicle. Most dealerships require the salesman to pay for half of the bird dog fee because it benefits the salesperson. The downside of the bird dog is if you sell a car to a customer that came to you via a car sales bird dog and the sale was a "Mini" that paid you \$100 and the referrer gets \$75 your commission is reduced by \$37.50. So instead on getting \$100 for the sale you only get \$62.50.

**Auto Sales Bird Dog Benefits**

You need to look at the positive side when it comes the auto sales bird dog and ask yourself if you would have sold that car without the referral fee. Whether you would have or not is not important. You need to think about it being one sale closer to a volume bonus and an opportunity to have made a bundle. I

said it before and I will say it again, selling cars is all about the numbers. We take the good with the bad and the 4 pounders with the minis. If you fully utilize your dealership's bird dog referral program you may be able to add a couple of cars a month to your bottom line that will help you get a volume bonus.

The successful car salesman will use every tool that is available to them to sell cars and a very powerful tool is an auto sales bird dog referral program. When you can offer an extra \$50 or \$100 to a past customer to bring you a customer you can substantially increase your referrals and deals. Most car salesman rarely use the dealer's bird dog program because they only like the 50% that they have to pay rather than focus on the potential to earn them more opportunities, sales and a volume bonus.

### **93-Follow-Up for the Future**

Follow-Up is probably one of the most overused terms in the car business, but there are several reasons for that. Following up after a sale when you sell a new car is obvious because customers get surveyed by the manufacturers and dealerships with poor customer satisfaction scores can lose some benefits and make them ineligible for contests. Besides new car CSI most salespeople are very weak when it comes to following up and potentially building future business.

Long term follow up can often seem like a waste of time, but if you plan on being in the car business for any period of time. A good follow up routine that includes birthday and anniversary cards or emails is just the beginning. If you have a CRM at your dealership you can set a schedule for following up with your customers on a regular basis and keep them coming back to you over and over. A piece of snail mail one or twice a

year and an email 3 or 4 four times a year can do wonders if you offer them something of value. A few good items to include are service coupons, new model introductions and special sales events. Include a business card in the snail mail and your picture on every email you send. Plus make sure you ask for referrals and tell them how they can benefit from your dealerships Bird-Dog program.

Most people don't like going to dealerships to buy cars, but it's one of those things they need to do now and then, but if they have a friendly face to contact at the dealership they will. That makes you the car salesman of choice when they are ready, plus repeat customers close at a much higher rate than Fresh Ups and they usually pay more profit which equals higher commissions.

Put together a follow up plan for your customers and you will reap the rewards in the long run. Make it part of your routine and it won't take much time at all.

#### **94-Keep Filling the Pipeline**

As a car salesman we are always focused on now, selling the car now and delivering the car now and we sometimes tend to forget that we are going to need sales tomorrow and next week and next month and next year. This is why you need to keep filling the pipeline, you need customers today, tomorrow and everyday in the future. As salespeople we tend to pay very little attention to the future because we are always focused on selling a car now. So this car salesman tip is about taking the time, gathering information and creating future business.

Practically everyone we know, see and deal with on a regular basis is a potential car buyer. They may not be buying today and they may not be buying next month, but at some time they will need to buy a car. So gather their information,

make it be known that you sell cars, enter their name and e-mails in your CRM and include them in your efforts to gather customers. Keep handing out business cards, sending out emails and keep your face in front of them because this is a way of filling the pipeline. The efforts you make today to fill the pipeline may feel like a waste of time, but if you make those small efforts a habit and part of your routine they will pay you back ten fold and I tell you this from experience. After a while you will be selling cars to people that you never thought you would sell and customers seem to come out of the woodwork. It's much like building a business, the longer you are in the business the bigger it gets as long as you're willing to do the work.

### **95-Living on Commission**

If you have never worked on commission before it can be a tough thing to get used to at first. I will admit that it was a real challenge trying to get used to living on a car salesman commission, but it's only because it's such a big change for most people. Most people were raised knowing how much they were bringing home every month or week and so it's really hard to get comfortable working on commission.

Being a car salesman and getting paid 100% commissions is one the reasons most people won't even consider selling cars for a living. Although if you do it for a while and make the mental adjustment you will never want to work on straight salary or hourly pay again. The ability to control your income is the greatest, granted there are times then things are slow, but over the course of a year you should be making much more selling cars than most salary or hourly jobs you have had in the past. In fact you can make a six-figure income selling cars and many people in the industry and doing it every year.

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When you first start selling on commission you need to set up a budget for yourself and stick to it religiously. The extra bonuses and commissions you make beyond your budget should be saved until you get the hang of working on commission. After you go through a few good months and few bad months (there should be no more than one or two bad months a year, 5 or 6 good months and 3 or 4 average months) you will start to get the hang of it. Then you will know what to expect and how you can change, manage and increase your income whenever you want to make more money.

**96-CRM - Know It, Live It, Breathe It**

Practically every car dealership has a CRM system of some type and this tool can be a very important part of your success. Most tools today are quite advanced, but most sales people don't take the time to learn them thoroughly. You can contact your customers, follow-up with your customers, e-mail customers and even set each one up on the specific schedule that you create. In order to learn all of the valuable facets that a good CRM has takes quite a bit time and it won't be learned overnight or even in a few days. You need to invest your time to learn about every part of this valuable tool. It can make your life so much easier and help you earn more money.

There are many different CRM systems out there, but the most important thing about them is knowing it thoroughly. The better you know the system the more it can do for you and ultimately the more cars you will sell.

**97-Working Your Pay Plan**

Car sales pay plans are like opinions, everybody has a different one, but there is one thing that you can't ignore and that is the fact that you should be working your car salesman

pay plan for all it's worth. I am not talking about doing anything sneaky or under handed I am talking about making the most of what is yours. Knowing where you stand and what you need to do to hit your next bonus is essential for making the most money humanly possible when selling cars.

The GM or the General Sales Manager of your dealership or both of them have thought very carefully about the pay plan that you work under. They expect the sales staff to look for every opportunity to maximize their income. They have calculated and ran through many scenarios before they put your compensation structure in to place. The basic premise is to reward the top car salesman or car saleswoman and give them a taste of success to a few of the runners-ups in order to further motivate them to achieve even more.

#### **Get More From Your Car Salesman Pay Plan**

You owe it to yourself to look for every way that you can find to increase your income. Too many sales people do their best to sell as many vehicles as possible with as much gross as possible, but they often fail to strategize the possibilities that might be within their grasp. Granted many sales people know how many more cars they need to make their volume bonus, but there might be more. Obviously your specific salesperson pay plan has a lot to do with it, but after going over and even helping dealers develop their pay plans I have found that far too many sales people leave their bonuses to chance rather than maximize the potential.

Does your car salesman pay plan provide incentives for selling aged pre-owned cars? How about something extra for selling demos? Do used cars pay more than new cars or new more than used? If there a bonus for the "Salesman of the Month"? Are there rewards for selling after-market products such as rustproofing, paint protection or fabric protection?

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Maybe a dividend for accessories? Perhaps there is preferred mix of new and used cars that can increase your compensation.

Since there so many different sales pay plans in effect today I can't provide you with a formula or tips of how you can work your compensation structure, but I can tell that you need to know all the details of your specific method of pay. Make yourself aware of all the possibilities and make the most of them. I am sure that some of you are already on top of working your car salesman pay plan, but I thought that everyone that sells cars for a living today should give it some thought.

### **Maximize You Car Sales Pay**

When it makes sense switch those that can be switched to an option that will pay more. Sell a new instead of a used car or vice versus and make sure you put as much effort into selling the extras as you put into selling the car. Stop hoping for a good end of month bonus and start maximizing your efforts in the direction that pays you what you are worth.

Nobody looks forward to selling a "Mini", but if you have a pay plan that allows you to sell add-ons and extras you might be able to double or even triple the pay you would receive by selling a "mini". Learn to look for all the possibilities and work the car salesman pay plan that you currently have. You might be surprised to find out that you could add five, ten or more thousands of dollars to your car salesman income per year. Top sales people across the industry are always looking for ways to escalate their commissions and you should too.

### **98-Track Everything**

Selling cars is all about numbers and if you want to sell more cars and make more money then you need to pay attention to the numbers. You need to track your numbers and know them inside and out. You should be recording and

tracking practically everything you do when it comes to working with customers. Record your Ups, your sold units, grosses, accessory sales, used vs. new, manager assisted closes, be-backs, bonus and commissions.

When you are aware of your monthly closing ratios, and all of your other numbers you have a pretty good idea of what you need to do to sell more cars. Examine whether you make more money (bigger grosses) on new or used cars. Figure out whether you need to take more ups or to improve your closing methods or whatever else. Once you know the numbers you will be aware of what you need to do and where you need to focus. What gets measured gets improved.

### **99-A Car a Day Keeps the Bill Collectors Away**

When I first started selling cars for a living a top salesman once told me that I should aim for a car each and every day that I work. I have kept that thought in the back of my mind ever since that day and it has served me well. If I would have a day where I blanked (no sales) then I would tell myself that I need to make two sales the next day to make up for the day I blanked. I am not saying this a foolproof system or anything like that, but it's a simple way to keep your mind on track and encourage you to do your best. Average one sale a day every month that you work and that will be approximately 20 cars a month a very respectable average.

Sure there have been months when I didn't sell twenty cars, but there are also months where I have sold more than twenty cars. Some of the cars you sell over the course of a month will only pay a "Mini", but there are also sales that can pay you a \$500, \$600 or even \$1000 when you work on straight commission. Ideally the numbers will average themselves out over the long run and now include your spiffs, and bonuses you



should end up with a respectable month when it comes to your pay. Do that over twelve months on average and you should end up making six figures a year which should definitely keep the bill collectors away.

**100-Beware of Friendly Advice**

Selling cars is a competitive environment and when the competition can determine your income even the friendliest people might not really be your friends. I'm not telling you that you should be cynical, but I am telling you to be careful of friendly advice. When you're selling cars for a living some salespeople might consider you a threat. Sometimes they can become jealous or feel threatened by you and your abilities and offer you advice that will do you more harm than good. Competition can make people do strange things so just keep that thought in the back of your mind and think about any advice or tips you may receive from other salespeople that may see you as a threat to their livelihood. Outwardly they may seem like a very helpful friend on the sales floor, but watch your back.

## **Bonus Tip, Resources and Information**

### **Bonus-No Limits – Potential and Limited Thinking**

One of my favorite things about selling cars and the car business is the ability to give you a raise. The ability to control your income is a dividend that few career choices can provide. Look around the dealership and you will see those that sell an average 7-8 cars a month, those that sell 10 cars a month, some that sell 14 a month and some that sell 20. What's the difference? It's not product knowledge, it's not education, it's not looks and it's not about whom you know.

The difference is the salesperson and the way they think. A 20 car a month salesperson thinks differently than a 10 cars a month salesperson. I have talked and gotten to know many salespeople in the car business over the years and the top salesman feel that they are worth the money they earn (six-figures a year), they expect to earn what they earn, they know they can sell cars and they know they can earn six figures every year selling them. They didn't start out in the car business earning six figures; they started out just like everyone else. They were full of self-doubt and wondered at times if selling cars was for them. They pushed ahead, they persevered, they stuck it out and learned how to sell cars and make money. They wanted more, they knew they could make more and they worked at it until they realized their desire.

Others have and continue to earn a six-figure income selling cars and you can too, but you have to want it and you have to do what it takes to get there. I am not talking about working extra hours beyond your schedule; I am talking about making the best use of your time while you are at the dealership.

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Watch, listen, learn and work on bettering yourself and your sales skills. YOU CAN DO IT!

**One more thing...**Some of these car salesman tips are basic, but when you sell cars day in and day out salespeople often forget some of the little things that make a difference. It's the little things that can do wonders for your numbers and your wallet. Keep these fresh in you mind and start selling more cars and making more car salesman commission. Visit <http://CarSalesProfessional.com> for more information and other books.

**Later, Fresh Up on the Lot**

**KB**

**Others Books by Karl Beckham**

**[Make a Six-Figure Income Selling Cars-I Did It You Can Too!](#)**

**[Closing the Sale- Car Sales Closing Techniques](#)**

**[Prospecting, Referrals and Follow-Up for the Car Sales Professional](#)**

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