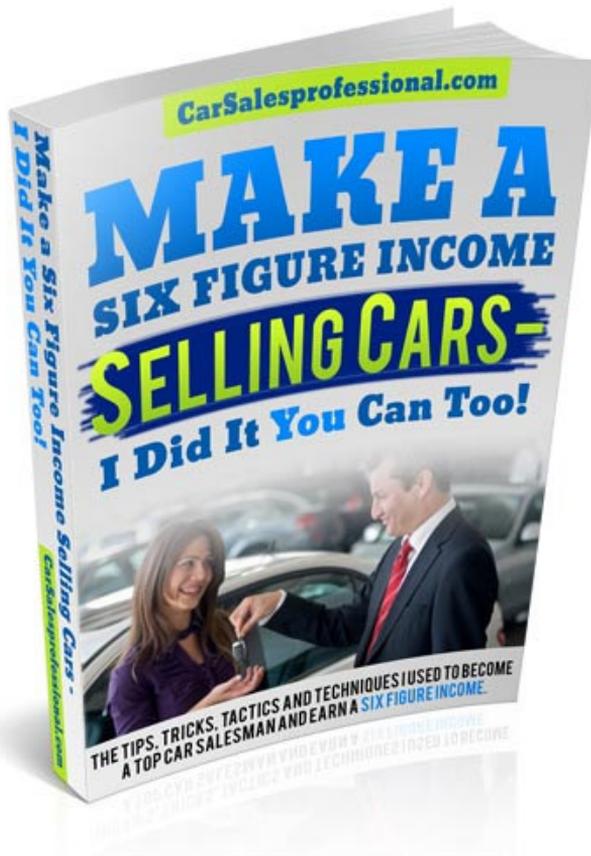


Make a Six Figure Income Selling Cars, I Did It, You Can Too!



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I can't guarantee that you will actually read the book, follow my suggestions or that you will sell enough cars to make a six figure income a year. I wish I could, but I can't.

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By Karl Beckham



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The Reason for This Book

I wrote this book to help the many people that are employed in the Car Business and not making the kind of money that they are capable of making by selling cars. There are many sales people selling cars today, but most of them rarely make more than \$40,000 a year. The purpose of this book is to give you, the reader the methods and techniques I used to earn a Six Figure Income selling cars.

This book is not meant to replace the selling system that any car dealership is using, it is meant to enhance the current system. The ideas, tips, methods and techniques contained here are for the purpose of improving the sales results of Car Sales Professionals. Many dealerships stop the training after the initial training which is very often the reason for high turnover and low morale. This book is designed to help Car Salesmen and women enhance their earnings and results which lead to happier sales people and customers.

About the Author

I entered the business of selling cars after the life changing and humbling events of a small business failure and bankruptcy. I had used all my savings and assets to try and keep the business from failing, but I failed. If that wasn't hard enough to deal with, I had a family to support that consisted of a supportive wife that was stay at home Mom and 3 children. I had to get a job and quick. The economy was not great at the time, it was not too long after 9/11 and most businesses were in a "Wait and See" mode. I started submitting my resume to any company that would accept it, the only places that showed any interest were a Mortgage Refinancing Company and a Insurance and Financial Services Company, both of which seemed to be more of a scam than a job.

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I was starting to get desperate and started reading the help wanted section of the Classifieds. I saw several ads for Auto Sale People and thought, that is cheesy, there is no way I could do that. But after days and weeks of no phone calls or emails in response to the dozens of resume I submitted, I was getting desperate. I continued to see ads for Auto Sales People and started to talk myself in to selling cars. I had heard that Car Sales People can make good money and the ads said no experience needed. I started doing some research online and between the desperation and my talking myself into the possibility of selling cars, I went and filled out applications at several new car dealers.

A few days later I received phone calls from two of the dealers where I applied to sell cars. Both dealers had me come in for an interview. I went to both and thought I did OK in the interviews, I was told they would call. Two, three, four, five days and no call, finally 1 week after my interview I got a call from one dealer and they asked me to start the following week. I was to start their in house training the following week on a Tuesday. I started training and was selling cars by Saturday.

I never sold cars in my life, but there I was a Car Salesman. I was determined to do a good job and make some money, so I could get back on my feet after the business failure. I kept my eyes and ears open so I could learn the business. After about 4 months of selling cars and learning the car business I became a member of what was called the "Top 20% Club". The Top 20 was based on the old 80/20 business rule. The "Top 20" consisted of the 3 top sales people. I remained a member of the "Top 20" as long as I was on the sales floor. My income was over \$100,000.00.

Selling cars is not hard work, what I did, you can do. This book covers what I did and what you can do to earn 6 figures a year in the car business, selling cars. It is not hard and I did not work on my days off. I worked 5 days a week and no more. Best of all I had fun doing it!

Just a note, I am a Car Sales Professional and not a professional writer. I put all of the methods and techniques I used to Make a Six Figure Income Selling Cars in a format that I thought was easy for

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everyone to understand. I have included my email and website at the end of the book if you have any comments or questions.

Now let's have some fun and sell some cars!

Karl Beckham



Chapter One



The Car Business

To me the Car Business is like no other business. There are not too many jobs that will let you earn two hundred, three hundred or five hundred extra dollars just by talking an extra 15 or 20 minutes longer (if that doesn't make sense, it will after you read the whole book).

One thing about the car business and selling cars is that you are paid commission. Not salary or hourly plus commission, but commission ONLY! Most dealers will pay you a weekly amount while you are training for the first 30 days or so, but then you get paid only commission. That is what scares many people and keeps

them from selling cars. Everybody wants to know exactly how much money they will take home every week. I am here to tell you there are no guarantees in selling cars. But if you follow my guidance and instructions your weekly pay might vary greatly, but your monthly pay will remain fairly steady. I don't know about you, but I can deal with weekly fluctuations when the monthly is fairly consistent. If you are making 6 figures a year, it is easier to deal with a little fluctuation in your pay envelope.

Another question asked by a newbie about pay is how is it during the slow months? When you follow the book your months will not vary too much and the slow months are not very slow. Even February, which is traditionally a slow month, it is not bad at all when you do it right.

Changes are Happening in the Car Business

The Car Business has gone through many changes in the last few years, some are because of the economy and credit and others are from the manufacturers pushing the dealers to be more professional and to help change the poor image of the car sales business.

The auto manufacturers have really been stepping up to help and require the dealer provide a better customer experience. They have been spending money to educate sales people and dealers and on product and best practices in every aspect of the car buying process. With the recent changes and the ones that are coming down the road, I think this is probably one of the best times to launch a career in the car business.

C.S.I. – Customer Satisfaction Index

The automobile manufacturers have a system in place to monitor the buying experience customers have when buying their car. This system is called the **Customer Satisfaction Index** or commonly referred to as C.S.I. It is a survey that is either mailed to the consumer, or a phone call that is made to the customer after their purchase is registered with the manufacturer.

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The manufacturers ask Customer Satisfaction Index questions that are graded on a numeric scale for example it may be on a scale of 1 to 5, with 1 being poor and 5 being excellent. Other manufacturers ask questions without using numbers as reference but rather a description such as Poor, Fair, Acceptable, Good and Excellent.

These questions go from a handful of basic questions to a fairly long list of questions that cover every step of the customers visit to the car dealer. The questions will ask about the sales persons professionalism, variety of vehicle selection, knowledge of product by sales people, available parking at the dealership, cleanliness of facilities, were the people you worked with trustworthy, was your Finance Manager knowledgeable and trustworthy and many more questions in that realm.

You can see from the Customer Satisfaction Index questions asked that the manufacturers are serious about wanting to know every aspect of the customer's car buying experience. The answers to these questions are weighted in ways that are kept secret to the dealers. When all of the surveys for a month of new car sales are totaled then a score is given to the dealer.

These Customer Satisfaction Index scores are important, very important to the good dealers. These scores are quite strict in the way they are graded. With many manufacturers a 93% score is failing. When a dealer has a failing score for months in a row they can lose the opportunity to participate in contests and the dealer will also have an unfavorable standing with the manufacturer when it comes to receiving desired inventory and favors.

When a New Car Dealer has a low Customer Satisfaction Index it can eventually lead to investigations, warnings and possible loss of franchise.

The customer has a voice when they receive their Customer Satisfaction Index survey or get a phone call from the manufacturer. The automobile manufacturers spend lots of money creating and monitoring a Customer Satisfaction Index or C.S.I. system, they are serious about keeping their customers happy. They know that a happy customer will continue to buy cars for years and hopefully their children will too.

Turnover of Sales People and Why

The car business has a reputation for high turnover among sales people and there are several reasons for that. One reason is that people come in and think they are going to show people cars and collect checks. They figure they are going to make the big bucks and then reality sets in and they starve themselves out of the business. Very few people get fired, they usually quit. Not that you can't come in and make good money selling cars, but it takes a few months to get up to speed.

What I feel to be the main reason for turnover is the lack of individual training and coaching. Everyone will receive some coaching and guidance, but the better sales people on the floor are not usually willing to help the Newbies, because they consider new sales people as a loss of income. I don't know why, because when you have more sales people the dealer will usually sell more cars as long as there is floor traffic.

The sales manager that supervises the sales people would be the natural choice for training and coaching sales people, but they are usually too busy or they believe Newbies should learn the hard way like they did. Besides the training that a dealer provides when you start selling cars, the only type of training is from manufacturers which is product training. Product training can help you sell cars, but that is a very small part of the skills need to make 100K a year selling cars. This is probably the number one reason that I wrote this book, to provide individual training, guidance and coaching so you can start making the Big Buicks. I did, you can too!

Talk the Talk, Lingo of the Car Business

The car business has a whole language of their own that is full of slang terms and acronyms. I have compiled a list of those terms and lingo to help get you familiar and comfortable with the language. I may have missed a few because there are different ones in other areas. If you come across one that is not in the list, please drop me an email. Get comfortable with these terms, because I will start using them later in the book.

Car Dealers Slang, Terms and Lingo

ACV: Actual Cash Value. ACV refers to the actual value of a vehicle that is being traded in.

Ad Car: An advertised special car that is a stripped down model for a low price.

As- Is: There is No warranty. There is no warranty of any kind and no returns.

Atomic Pencil: Crazy, very high numbers given to the sales person to present to the car buyer.

Bagel: A cheap, junky or low value vehicle.

Back End: It's the amount of profit from warranties, insurance, service contracts and interest.

Back of Book: How much the car dealer has invested in a vehicle that is lower than the wholesale book value.

Be Back: A customer that says they will be back, but **very rarely does**. They usually went somewhere else to buy a car and they are using "I'll be back" as an easy way to leave. Every once in a while one comes back, but it is very rare. That is why it is so important to sell them while they are there.

Be Back Bus: An imaginary bus for customers who say "I'll be back," It is a common term to jab new sales people that believe their potential customers are coming back to buy from them.

Bird Dog: A fee paid to someone for referring a new customer to the dealership, maybe between \$50 & \$100 when the referred customer buys a car.

BK: Customer in bankruptcy or had a recent filing or discharge from bankruptcy.

Blew Out: This is what a customer did when they saw the first pencil or was insulted by a sales person and leaves before you can do a write up.

Blue Hair/Silver Hair: A description for senior citizen customers.

Blow Them Out: Sometimes a dealership salesman will intentionally blow a customer out, because they are making crazy low offers and they don't want to waste their time on them. They send them on their way by insulting them or refusing to accept their offer.

Book: The actual book value of a car traded in.

Box: Finance Office or where final paperwork is done.

Broom/Sweep: Said to a car salesman that does a lot of meet and greets, but never gets any farther. He or she chased them away by being pushy or rude.

Buy Rate: The minimum interest rate that the dealer has to charge the customer based on the buyers credit rating.

Buyers Are Liars: An old saying, used by car salesman, also "If their lips are moving they are lying"

Box Close: Some dealers actually Close or agree on final numbers and terms in the Box (finance office).

Brick, Golden or Gold Balls: These dealer slang words refer to customers with great credit.

Bump: This car dealer slang term refers to convincing the customer to sign for a higher payment than they said they would.

Buried/Flipped/Negative Equity/Upside Down/Tanked: These car dealer slang words refer to lots of negative equity in a trade in. Owing more than the trade-in is worth.

Call Them Until They Buy, Die or Get a Restraining Order: An old saying from management to salesmen to get them to call customers than have been there previously.

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Car Salesman Mantra: Today's the day, you're the guy, and this is the place. Let's sell some cars.

Cherry Picking: a sales person that only takes customers that look or act like potentially easy buyers.

Close: Come to an agreement on the final figures and make the deal.

Cream Puff: A used car in great condition.

Credit Criminal: A customer with terrible credit and they never pay any of their debts.

Comin' In: The slang term a salesman uses to claim a customer driving on to the lot as their customer.

Crack/Gross Up/Home Run/Laid Away/Tear Someones Head Off: These car dealer slang words all refer to making huge profits from a car sale.

Dime: \$1000.00

Dealer Tattoo or UG: These car dealer slang words refer to a car dealership Unconditionally Guarantees your loan to the lender. If they go bad on the loan the dealership is responsible for repayment in full to the lender, also called on the hook. (these are rare very rare today)

De-Horse: To deliver a car and take them out of their old car (their trade in) without a bank approval. This keeps the customer from shopping while the dealership works on the approval, very common practice.

DOC Fee: Short for document fee or documentation fee. Most dealerships charge customers some sort of doc fee for processing paperwork, the maximum amount is usually determined by the state government.

Down Stroke: Refers to the down payment on a new or used vehicle being purchased.

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DTI: Debt to Income ratio. This is a finance term that uses a customer's gross monthly income for financing stipulations.

Equity: When a customer owes less than what their vehicle is worth, they have equity.

Eyeball: How good a car looks, or how much eye appeal there is.

FedEx 'em: Putting a customer in a car for an overnight test drive, hoping they fall in love with it and also to reveal the level of commitment to buy from the customer. This will usually keep them from shopping elsewhere.

Finn or Nickel: \$500.00

First Pencil/First Pass: These slang words refer to the first set of figures a salesman shows to a customer when negotiating. They are usually pretty big numbers to see if they will bite or accept them.

Fish: A sucker, the car dealer slang term that can also refer to new sales people.

Front End: The amount of gross profit between selling price and the cost of vehicle

Four Square: Form used by many car dealerships for negotiating with the customer.

Get Me Done: A customer with bad credit that is primarily concerned with getting financed rather than the vehicle they buy.

Green Pea: New sales person.

Grind: negotiations that take longer than normal. The salesman is grinding that customer until he gets the deal.

High Penny: To quote a customer, let's say, 72 months at \$320 a month and the actual payment is \$320.99. This equals additional profit of \$70 for the dealership.

Holdback: secret money that the Car Dealer gets to sell the car from the manufacturer.

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Hoopdy: Cheap, low value car.

Hosed Them: This slang term means that there was very nice (large) gross profit made on the sale.

Hot Buttons: Items that is important to the buyer. These are also items a salesman will put emphasis on during negotiation to get customer to use emotions to buy.

Import/Imported Tire Kicker: This old car dealer slang phrase referred to Canadians when their dollar was worth less and they never bought vehicles in the states.

Laydown: A customer that agrees to the first set of numbers they are told without negotiating.

Leg: This is fluff in a quoted payment, so that finance has a better chance of making more money from a customer. If a customer's real payment is \$320 and the salesman has quoted \$340, then there is \$20 in leg they can use to sell warranties or profit from the interest rate.

Liner and Closer: A selling system where the liner represents the person assisting with vehicle selection and test driving, while the closer is the one to negotiate with the customer.

Looking For A Good Bye: A sales managers slang phrase to customers making ridiculously low offers. "It sounds like you are looking for a good buy, so, good bye!"

Lot Drop: If a sales person were to go to speak to a customer and was told "I'm just looking," then didn't try to move the sale forward. This is called a lot drop and another salesman could go speak to the customer and not have to split the deal if one was made. This can be considered not doing your job by management.

Lowball: Refers to a very low offer to buy a vehicle or as a trade in value.

Meet and Greet: The initial meeting and introduction between salesman and customer.

Mini: when a car is sold at a very low profit and the sales person's

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commission is a minimum, such as \$75.00 or \$100.00.

Nerd: A customer that comes in with their folder full of research in hopes of getting a better deal.

Nut: Breakeven point. As in “All we did was cover our nut when we sold that car”.

On The Hood: Manufacturers incentive money available to customers, like rebates, on a specific vehicle.

One Legger: This dealer slang term usually refers to a husband without his wife or the opposite.

Out of the Wrapper: is a used vehicle that is in excellent shape.

Over Allow: When a car dealership shows a customer, let's say \$10,500 for a trade in, when it's ACV is only \$9,000; they have over allowed \$1,500.

Pack: The amount of money that the dealer tacks on the cost of the car that reduces the amount of commission paid to sales person.

Packed Payment: is the same as Leg. When a payment is quoted higher than what it should be to help the Finance Manger sell warranties, window etching or anything.

Player: a customer with good credit.

Pounder: A pound refers to \$1,000 profit. If the dealership made \$4,000 profit, this would be referred to as a 4 pounder.

Pre-Qualify: determining if a customer is a buyer by looking at or talking with the customer.

PTI: Payment to income ratio. A finance calculation used for qualifying a customer based on their gross monthly income.

Put Them On The Ceiling: Give them a very low amount on Trade-in or very High amount on payment to get them to throw their logic out the window.

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Put Someone Together: To make a big profit and a deal through negotiating.

Repo: is a repossession

Reserve: The car dealer slang term means the finance profit from marking up a customer's finance rate.

Ripped It/Stole It: Bought a car, or took a trade in really cheap or cheaper than the ACV.

Roach or Rat: These dealer slang words refer to customers with really bad credit.

Roll the Trade: Rolling the trade is the practice of undervaluing the trade-in to make the deal more profitable.

Quarterback/Third Base/Maven: These slang words refer to a third party, related to or friends with the buyer that either negotiates the deal for the buyer, or throws a wrench in the negotiations.

Skate: A sales person taking a customer that asked for someone other salesman.

Slam Dunk: Refers to a big profit deal, or a sure "thing" deal.

Sled/Turd: A junk, low value car.

Slicks: Bald tires.

Spiff: A car dealership incentive to a car salesman for reaching a set goal or selling a certain car.

Spot Delivery: To immediately contract and deliver a vehicle to a customer without a bank approval. (not legal in all states)

Stole the Trade: Trading in a vehicle for an amount way under ACV.

Straw Purchase: When someone finances a vehicle in their name, but the vehicle is for someone else.

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Stroke: A customer that has no intention of buying now, or in the near future, and essentially wastes a salesman's time.

Strong: When a salesman closes a tough customer, or bumps a customer, the salesman was "strong."

Switch: To switch a customer from a vehicle they want, to a different vehicle.

T.O.: When a salesman is getting nowhere with their customer, they Turn Over the customer to either another salesman, or a manager.

Take a Bath: Losing money on a sale

The \$500.00 Sandwich: a sales person went to lunch and missed a sale.

Too Much Car: A customer wants to buy a vehicle that is out of their league financially, or for what they can get approved for.

Tire Kicker: The car dealer slang for a person that is looking with no intention of buying

Tower: The sales manager's desk where sales people get the numbers and coaching

UFO: Censored version: U Frickin' Own it! Said to customers that want to return a vehicle.

Under Allow: When a vehicle has an ACV of \$8,000 and the dealership only shows \$7,500 to the customer to increase profit

Up: A fresh customer on the lot.

Upside Down: Customer owes more on their Trade-In than it is worth.

Walking Numbers: A lowball set of numbers that a car dealership will give to customer that did not buy before they leave. The idea is that they will have very low numbers that other dealers will not sell for in order to bring them back.

As you can see there is a whole special language for the car business. You will get very familiar with these after you have selling for a while. Before you know it you will be speaking the same language.

Chapter Two



The Car Dealership

You will quickly learn that the new car dealership that is still around today is a very efficient business model. The competition in the car business is never ending; the good dealers are always looking for ways to improve all aspects of their business along with making their customers happy. The car dealers of yesterday that took customers for granted and participated in unethical and deceptive practices are going away. Don't get me wrong there as still some out there, but their numbers are decreasing. A vital part of your success and the ability to make 100K a year selling car has to do with the car dealer, which I will be addressing in the next section.

The Dealer Makes a Difference

As I said earlier, the dealer that you are selling for has a very large impact on your ability to succeed in making 100k a year. In the following sections I cover what you need to do to try and select the best dealership to reach your goals. Every dealer operates a little bit differently than the other, but the overall system and structure is basically the same. Read these next sections carefully, because

this information is critical to your success of selling cars and making the big bucks.

Selecting a Dealer

When I talk about selling cars and making 100K a year, the simple fact is that you can't do this at just any dealer. You want to select a dealer that has sufficient floor traffic, a good reputation and they represent a quality brand or brands. Depending on where you live some dealers can handle multiple brands while others only one. Usually the dealers that handle several brands are located in more sparsely populated areas.

If you have never sold cars before and you are looking for your first car selling position you are somewhat limited to dealers that are hiring sales people and in your area. However don't let that stop you from stopping in to see if they will accept an application, many dealers will accept applications at anytime. (if not wait 30 days, see "turnover")

Before you go out and hit the pavement it is a good idea to spend a little time online. You can go to www.google.com and search for customer ratings and other items pertaining to the dealer, and you can visit the Better Business Bureau and check for complaints. I just want to warn you here, you will always find some complaints about a dealer. The difference is how many you complaints you find compared to other dealers and if these complaints were resolved. When you come across a dealer that has dozens of complaints and negative reviews, you may want to reconsider.

Licensing

There are certain states and countries that require a car sales person to have a license. I have never sold in a state that had that requirement so I did some research. What I have been told by dealers in these states is that when they hire a new sales person, they will provide them the small amount of information that they need to know to pass the license exam. It is not considered to be much of a hurdle, but rather a formality. They said they have not

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had any problems getting a new sales person a license to sell cars.

House Process and Training

Wherever you start your selling career, there will likely be a system and process in place. The dealer has probably been using this system for years and it works for them. When they train you in their sales process, pay attention and learn it front and back. The information that you will learn here is to compliment the process that they use, it is not to replace their system. This information and techniques will enhance the dealer's system and give you the tools you need to be a top sales person.

A Note: There are some dealers that charge you for training, if you come across one of these dealers you may want to think twice about hiring on there. Unless you know more about this dealer you may want to take a pass.

Pay Plans

Every independently owned dealership will have their own variation of a pay plan, it is rare to find two plans that are the same, unless the same owner or company has multiple stores. In order to get you familiar with pay plans, here is an overview to give you an idea of the different possibilities.

Salesman will get paid 25% (just an example, it could be anywhere from 20 to 40%) of the gross profit of the front end. (front end = profit from selling the car)

The gross profit is the difference between the selling price of the car and the cost of the car, "less the pack".

Pack is a fixed amount per car that the dealer keeps from the profit to pay for overhead. Depending on the dealer an example might be: \$500.00 pack on new cars and \$600.00 pack on used cars. That amount will be taken out of the profit first, then the salesman gets paid (25% example) of the remaining profit. (I have seen the

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pack ranging anywhere from \$300.00 per car to \$1200.00 per car depending on the dealer)

To illustrate the salesman's pay plan:

They sell a car and the front end profit is \$1500.00.

Less pack of \$500.00, payable profit is \$1000.00

25% of \$1000.00 is \$250.00 and that is salesman's commission.

Depending on the dealer's salesman's pay plan the front end commission can range from 20% to 40%. Some dealers will pay a flat 30% percent no matter how many cars they sell while others will pay 20% for the first 5 cars they sell and 30% for cars 6 through 10, 35% for cars 11 through 15 and 40% for 15 on up.

There are times when a dealer will sell a car for zero profit, yes "0". Sometimes in an effort to just move the car out they make NO profit. In this scenario the salesman's pay plan pays them a "Mini". A mini is a feature of the salesman's pay plan that allows for transactions that do not make a profit or very little profit. A mini would pay the salesman a flat figure based on what the dealer and the salesman's pay plan allows. I have seen this range from \$75.00 to \$150.00 per car depending on the car dealer.

The next part of the salesman's pay plan may include a monthly volume bonus on top of the percentage of profit. Again this varies from car dealer to car dealer, but the idea of rewarding top performers is the same at every dealer.

An example might be:

Sell 12 cars a month and get \$500.00 bonus

Sell 15 cars a month and get \$800.00 bonus

Sell 18 cars a month and get \$1000.00 bonus

Sell 21 cars a month and get \$1200.00 bonus

and on we go, you get the idea.

A good sales person will sell approximately 20 cars a month.

Another part of the salesman's pay plan is the add-ons and accessories. Add-ons are items or services such as rust proofing, undercoating, paint sealer and fabric protection. Accessories may be remote start, sunroof, towing hitch and similar items. This is not the best paying part of the salesman's pay plan, but for a good salesman this could possibly add another \$600 to \$2000.00 a month.

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I hope this explanation of the salesman's pay plan gives you some insight to the way some of the possible pay plans work. Every dealer will have their own pay plan for sales people that may consist of all or some of the above elements.

T.O. or Sales Manager, Half or Whole

This section is made to give you an idea of how some dealers handle the process of the T.O. or "Turn Over" which means; when you are working with a customer and come to a point where you have not made a deal or you are no longer moving forward in the process, someone will take over the deal. The person that takes over can be another sales person or a sales manager.

The decision to pull you out of the deal can be yours or the Desk Sales Manager. If you feel that you have exhausted all of your possibilities or if the Desk Manger feels that you are not doing the job, they will have a T.O. take over your deal.

Again depending on the system that the dealer uses one of the two following will result:

A. Sales Manager closes the deal – you deliver the car and sold a whole car.

B. Second Salesman closes the deal – the second salesman will deliver the car and you receive half a car, and the second salesman gets half a car.

C. A Second Salesman does not close the deal and the Sales Manager takes over the deal. If Sales Manager closes the deal see A.

These are just some possible scenarios when it comes to taking over a deal. As I said, every dealer does things a little different, so it is very important to learn their system and process during your training.

Getting Help From Your Fellow Sales People, Yeah Right

When you are new to the game of selling cars as with any new job or position you would think that you could get some help from your

fellow sales people. Well, don't count on that happening. There may be fellow sales people that are willing to help you out and give you some good advice, but it seems to be a rare situation. Most sales people are threatened by new sales people. They view new sales people as a threat to their livelihood. Besides you feeling like a threat to earning potential of the existing sales staff, many of them naturally assume, what is the sense, because of the high turnover rate in new sales people.

I knew one salesman that was very good and had been selling cars for many years, but he would not even acknowledge new sales people. When I started he would look right through you and not even say Hi, Good morning or anything, to him you did not exist. After I had been there a while and was selling a respectable amount of cars I got to know him a little better and we talked regularly. I asked him why are you so rude to new sales people and why don't you acknowledge them? His answer was, "if they are still here after 30 days I will talk to them, but not before". He said new sales people come and go so quickly that he didn't think it made any sense to talk to them. I believe many of the veteran sales people feel the same way, but he was the only one that made his feeling public.

So to sum up this section, if you can find a veteran sales person to help you out and take you under their wing, great you will be miles ahead of the pack. But don't count on it until you earn their respect and even then don't expect too much.

No Respect, What's Up With That?

When it comes to selling cars, there is only one way to gain the respect of your fellow sales people and sales managers. And that way is; sell lots of cars and make lots of money!

Once again the high turnover rate has an impact on the respect that new sales people can expect. Basically, you will not get any until you prove yourself. Everybody can talk about how good they are and what they have done in the past, but until you sell lots of cars and make lots of money, respect is rare in the car business. Even new sales people that have come from another dealership

selling 20 cars a month get no respect until they have proven themselves and their abilities.

Some say it is the same way in other jobs and businesses, but from my observations the car business turns up that lack of respect about 5 notches. I am not trying to turn anyone off with this information; I am trying to prepare you for life as a new car sales person. That's OK, because you are going to be selling lots of cars and making a 100K a year before you know it.

Chapter Three



There Really is a Method to the Madness

I mentioned in an earlier section that every dealer has a process they use for selling cars. They spend lots of money to train you in their process and expect you to follow that process. Their process sells cars and makes money or they would not be in business today. The better and quicker you learn and follow their process, the quicker you will get the inside help you need to reach your goal of 100K a year selling cars.

The Process of Selling Cars

Every dealer has a process and the most common one is outlined below. Some dealers and trainers have combined these into 7, 8, or 9 steps, but the idea is the same. I have heard it called "Steps to a Sale" or "The Road to a Sale", but that doesn't matter. What matters is getting you familiar with the process.

1. The Meet and Greet – The name is just what it says, meet and greet your customer or customers, exchange names, ask and answer some questions so you can move forward.

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2. Determine needs and wants of your customer. Such as vehicle type, new or used, price range.etc.
3. The Walkaround – presenting a vehicle, the features and benefits for your customer.
4. The Test Drive – Having your customer drive the vehicle and present more features and benefits
5. Post Test Drive – Determining if you and they have chosen the right car.
6. Moving to The Showroom – Bringing the customer to your desk for the details
7. Negotiating – Time for numbers, terms and other factors
8. Closing – Coming to terms and closing the sale, time for a handshake
9. Business Office – Inform your customer of the remaining steps and escort to the Business Office
10. Delivery – Prepping and delivering the car

As you can see there is definitely a process to selling a car. Some dealers combine some of these steps, but the result is the same. There are times that these steps can be done in a different order, but it is not recommended, every step has a reason that helps sell the car as you will see in the upcoming sections.

Getting Too Smart for Your Own Good

Over the years of seeing sales people come and go, succeed and fail there is almost always a point where they get too smart for their own good. You see sales people come in and start selling cars and getting comfortable with the process and the way the dealership works. They start to get a big head and think they can sell lots of cars because they think they know the secrets. Then in an effort to improve or more efficiently sell cars they start changing or leaving out steps that they believe aren't necessary or take too much time. They start to shortcut the process. Then you guessed it, their sales start dropping off and they are trying to figure out why.

The reason for their drop in sales is that they have strayed away from the basic steps of selling cars. They thought they could improve a system that thousands and thousands of car dealers

use to sell cars. Well think again, there is a process because it works. The process sells cars. The tips, tricks, lessons and strategies that I will be covering here are not for circumventing the process, they are to enhance the process and dig deeper into the existing process. The only advice for the person that starts getting to smart for their own good is “GET BACK TO BASICS”. When they realize that fact, their sales start climbing again and they have learned the lesson that every sales person that makes it in this business has learned.

Chapter Four



It's Your Business

Selling cars is like having a business of your own.

When you sell cars for a living and get paid on commission, you learn very quickly, that what you put into your business, you get out of your business. If you spend your days at the dealership smoking cigarettes and waiting for customer to drive on the lot you can forget about making 100K a year. That is what many people think selling cars is all about; those are also the sales people that make \$30,000 or \$35,000 a year. I think we have established that your goal is to make 100K a year, so standing around chit chatting and smoking cigarettes is something you do not have time for if you are going to reach that goal.

I know firsthand and have talked to many small business owners over the years and I have been told numerous times that owning and running a small business is hard work, but it is very rewarding. The business of selling cars at a good dealership is the same way, but without all the hard work.

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Think of selling cars as your own business inside of another business. The benefits of having your own business of selling cars are many. Over time as you grow your business you will build a following that will buy cars from you again and again. Many people in the business call it their “Book of Business”. They will send customers to you over and over because you are a professional. Your phone will ring and customers will be calling you to buy a car.

If for some reason you change the dealership where you sell you may be able to bring a percentage of that business with you. Don't count on taking too much of it with you, but you can get some to follow you. Your customers may love you, but they also like the dealership.

With a business of your own you don't have to have an accountant or a bookkeeper, you don't have to worry about building maintenance, payroll, taxes, scheduling employees, cleaning the bathrooms, and you don't have to worry about anything but selling cars and growing your business. You focus entirely on moving metal.

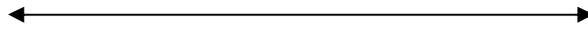
You go to work clean, dressed nice, and looking good, and you come home the same way. What an incredible opportunity to make money without all the distractions and worries.

Think of selling cars as your own business. You will get out of your business exactly what you put into your business. If you think about your car sales career you will do well, keep the following statement in your mind at all times.

“When you work on commission and you're not with a customer you're Unemployed”.



Chapter Five



Starting Your Day

Sounds like a strange chapter for a book on selling cars, right? The reason for this short chapter is to understand that being ready to sell cars when you get to the dealership will enhance your success. Do the things you need to do so that when you get to the dealership you are ready to sell some cars. Whether that means getting a good night sleep; eating a good breakfast or listening to some great music that pumps you up on the ride in to the dealership. Some of my best days started out by getting a fresh up (customer) at 10 minutes before starting time and selling them. Those are the kind of days that keep you motivated and allow you to sell 3 cars in one day. Three cars in one day is known as a “Hat Trick”. I don’t know why they call it a Hat Trick; I think it has something to do with being like a Magician and pulling rabbits (customers) out of a hat. I have done that several times and I can

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tell you that it makes for a great and profitable day. The moral of the story is that you need to be ready when you hit the door.

Get Your Head in the Game

That's right I said get your head in the game, selling cars is about using your God given senses as you will discover shortly. Being able to think clearly and quickly is critical to your success. You need to have a clear head and be thinking at all times when you are in front of a customer. If you have relationship problems, money problems, plumbing problems at home or whatever it is you need to leave them at the door. Focus needs to be a priority when you are selling cars. You need to focus like a laser beam on your customer, their needs, wants, personality, words, body language.....I can keep going here, but I think you got the idea.

Having your head in the game is important when you are selling cars. Do what you have to do, but leave the distractions at the door and you will receive the rewards in your pocket.

Create a Routine for Yourself

Creating a routine for yourself is not a requirement of the job of selling cars, but I have found that having routine gets you in the habit of doing the things you need to do to make the most of your time on sales floor. Just like any routine that someone has it can help or hinder the achievement of your goals. Create a routine for yourself so you are not flying by the seat of your pants and not moving in the direction of your goals.

Setting a routine is a personal thing, but to give you an idea of the type of routine I am talking about I have provided my routine here:

- Check for any phone messages
- Walk the lot and check inventory, look for specific cars in common price ranges. That way when I am dealing with a customer I will always have a switch car in mind to fit their

needs. It also makes me look very knowledgeable to a customer when I know what we have available.

- Call customers that I worked with the day before that I did not sell. I checking to see if they have come to a decision yet, thanking them for coming in, and trying to get them back into the dealership so I can sell them a car.
- Calling customers that I sold yesterday, a week ago, 2 weeks ago and a month ago to make sure they are happy with their car, their car buying experience, thanking them for their business, and asking for referrals.
- I am checking my list of cars I sold a year, two years ago or more and calling to make sure everything is running smoothly with their car. I am also letting them know if there is a new model of their current car in stock or if there is one coming out in the near future.
- I am also checking my list of previously sold customers to see if there are any birthdays coming up or anniversaries of their purchase coming up, if there are I will drop the appropriate card I the mail to them along with a few of my business cards.

All of these things sound like a lot of work, but if you organize them efficiently it does not take much time. While I am doing any of these tasks I am also watching the lot for any fresh customers. If I spot a fresh customer, it is easy to come back and finish my daily tasks because I have turned it into a routine. Without a routine many of these business building tasks will not get done and remember what I said; you will get out, what you put in. It's your business, run it like a business and you will reap the rewards.

Chapter Six



Meet and Greet

The first and very critical step to selling cars is the Meet and Greet. This is where your customer forms their first impression of you. It is very hard to recover from a bad first impression. The wrong approach, the smelling like smoke to a non-smoker, bad breath, wrinkled and dirty clothes, un-shined shoes and a whole list of other things can make a bad impression to some buyers while other buyers and not so critical about these things. Put the odds in your favor, look presentable, use a breath mint, stand up straight, and speak clearly and with enough volume to be heard. Be enthusiastic, wear a smile and treat them like they will be your only Up today.

The Approach: Ideally you should approach your customer before they get into the showroom. Keep one thing in mind, the person that you are about to approach did not get there by mistake. They are interested in a car. The Meet & Greet taught by most sales trainers is pretty standard, it starts off with a Welcome to Example

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Auto Sales, my name is Joe and your name is? Then you wait for their name, shake their hand and if they have a friend or spouse with them you introduce yourself and ask their name. Then you start asking questions about what they may be looking at today. That is fine like I said before; follow the dealership training and scripts as you were trained. The difference is not in the training that the dealer provides; ***otherwise everybody that went through training would be selling the same amount of cars.***

The Difference is YOU! People Buy from People!

Some dealers like to have their sales people greet their customers when they get out of their car. I have found that it works for some people but more often than not they feel like they are being attacked before they have had a chance to look at the lot. I have found it much better to back off a little and give them some space (unless Ups are scarce). Let them look around and pay attention to what they drove to the dealership. Pay attention to where they start heading, what they are wearing, If they are a couple are they walking together or is one leading the search.

Pay Attention to the Details:

The difference is in the details: I told you above to pay attention to the car that your customer drove to the dealership. Is the car a late model car or a Hoopdy? Does the car have a hitch? If it does maybe your customer is a camper or a fisherman. This could be a useful bit of information that could help you gain rapport with them. Does the car have a sticker that shows where they purchased the car? Did they purchase it from your dealership? The answers to these questions can be a way to break the ice and get them talking. There could be hundreds of similar scenarios like these and they can give you some easy ways to get your customer talking. There is one saying that rings true and that is; if you listen closely to your customer, they will tell you how to sell them a car. After all they are here to buy a car, if you don't sell it to them, they will find a sales person that does listen to them and they will buy a car.

You have 2 ears and one mouth, so you should listen twice as much as you speak!

Learn to be a chameleon or an actor if you prefer. Be the person that has had similar experiences as your customer. From the above example; if your customer is a fisherman, you are a fisherman. If they are a camper, you are a camper. I am not saying that you need to go overboard here you just want enough to connect with your customer. DO NOT lie to them, if you have a fisherman for a customer and you have never been fishing, tell them you have not been fishing if they ask, but that you think you would enjoy fishing. The whole idea here is to make your customer comfortable with you and become a person they can trust.

Hot Buttons

Hot buttons are the things that are important to your car buyer. Everybody has a Hot Button and most car buyers have several. When you are talking to your customer (and mostly listening) your job is to find out what those Hot Buttons are, some customers will come right out and tell you what they are, while others will hold back from telling you because they might be embarrassed. The ones that hold that information back are the ones that you need to get talking and then listen carefully. The best way to get your customer talking is to ask them questions, not yes or no questions, but questions that they will get them talking and start revealing those Hot Buttons.

I have taken over or T.O.'d deals after the salesman has grinding them for some time, when I start asking the customer questions and letting them talk, I find out that the salesman was trying to sell them a car with a sunroof. It seems that their previous car had a sunroof and they had numerous problems with it, so they do not want a sunroof. You would think that the customer would have told the salesman that they did not want a sunroof, but they didn't. I started asking simple questions like; did you like the new car, did it have everything you were looking for in a new car, is there anything that you did not like about the new car. Then here it comes, they said they did not like the sunroof and they told me about their previous car that had a sunroof. I switched them to the

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same car without a sunroof, which also lowered their payments and closed the deal. It was not hard to do; it was just a few questions and listening.

Knowing your customer's Hot Buttons are critical to your success. Not only is important to ask a customer what is important to them, but you also need to try and find the Hot Buttons that they don't tell you about. I have had some customers that I would have pull up along the side of the showroom window so they could see themselves in their new car. I know it sounds cheesy, but I would tell them to look in the window and see how good they look in their new car. I would say it in a joking manner, but they looked very closely at their image in the new car. Then when things got a little stale while negotiating, I would remind them about how good they looked in the car.

This might not have been a Hot Button when they thought about buying a new car, but it became one when after they saw how they looked in the reflection of the showroom window. The moral of the story is that; you must not only listen closely to what your customer is saying, but you must read between the lines of what they are not saying. Watch their facial expressions and reactions to different questions and answers. Watch their eyes, and their body language to get the real answers. It would be very rare to have a customer tell you that they want a car that will make them look good. It is your job to find that out, I have said it before and I will say it again; listen carefully to what they say and what they don't say, that will tell you how to sell them a car.

A Ticket to Leave

Some sales people are very eager to hand out their business cards, but a business card is really the customer's ticket to leave with shopping for a car. In any stage of the process the customer will say can I have your card, I will be back or give you a call. The customer feels that they have fulfilled their obligation to you for time spent when they have your business card. Keep your business cards off of your desk and out of sight unless you just sold them a car or you and the sales manager has exhausted every possible way to sell them a car. Even then, you probably did

something that caused them to change their mind about buying a car from you, so giving them your business card will probably be of no benefit to you. Although every once in a while these customers will come back with your card in hand. I don't have any solid numbers, but I would venture to say that it's close to 1%.

Mirror your Customer

The term "Mirror your Customer" refers to you acting like your customer. If your customer has a highly animated personality and they talk fast, do the same. If you are talking to a soft spoken person that moves slow, do the same. When you mirror your customer it is like an unspoken compliment. The customer does not even realize that you are acting like they act, they just feel more comfortable working with you.

Many sales people have a hard time mirroring some of their customers for fear that the customer will think that they are making fun of them. But the fact is; when you mirror your customer without going over the top they will unconsciously feel a kinship of some kind and respect that will allow you to get close to them and follow your lead.

Buyers are Liars

There is a very common saying in the car sales business; "Buyers are Liars". I have found this to be true in most situations, but it is not intentional. This is a defense mechanism. Many people that come to buy a car absolutely hate the experience. They compare it to going to the dentist. Your job is to make a connection and bond with them so they can relax and let down their barriers so they can enjoy the experience and tell everybody they know to come and buy a car from you.

I have sold more cars that I can count to people that came in the door saying they were just looking or they were going to look at several dealers before they made a decision and my dealer was the first one on their list. After I spent an hour or so with them, they drove home in a new car. Why, because I used the techniques I outline in this book and they wanted a new car. When I first started

in the business of selling cars I felt that I was wasting my time working with people that were just looking, but now I would gladly work with Buyers that are Liars.

Two People Meet and One Gets Sold

This one is self explanatory if you really think about it. You and your customer meet, and one gets sold. Am I going to sell this customer a car or is the customer going to sell me on why they are not going to buy a car. I picked up this saying from a veteran of the car business and I tried to keep it in mind whenever I was with a customer. It has served me well over the years, after all who is the Professional Car Salesman, you or the customer.

Chapter Seven



Handling Objections

I have intentionally placed this section of Handling Objections right after the Meet and Greet because as a line of defense a customer will start with the objections as soon as you start talking with them. Customer's objections are a way of asking you why they should do this or that. They are looking for a good reason to allow you to show them a car or take them for a test drive. Just because it is part of your dealership's sales process is not a reason, at least not one that they will accept.

Some common customer objections and solutions:

- I am just looking: Great, as long as you are here, let's make the best use of your valuable time and look at some cars.
- I am not buying today: That's OK, many customers don't buy on their first visit, but as long as you are here let's get

you all the information you need to make a good decision when you are ready to buy.

- I just came in for a brochure: That's great, but while you are here let me show you a few cars in person, they are much better in person than the brochure.
- I don't need to test drive the car, I drove it before and I just want to work on the numbers: That makes sense Mr. Customer, but I have heard some buyers say that each car is a little different. You wouldn't want to spend time working on numbers only to find out that the car you are buying does not drive just like the one you drove before, would you? Plus, I would like you to look at the car with me and be sure of all the options so the prices are what you were expecting.

These are some common objections voiced by customers in the first few steps of their visit, these are merely a defense, telling them why it would be beneficial for them to do as you ask will help them let down their defenses. Give your customer the benefit to them by doing what you ask, not yours. ***They don't really care what you want; they want to know what is in it for them, so tell them.***

Some people say that objections are buying signals. When you can professionally handle all their objections throughout the process you will have a buyer. When you don't handle these objections you will get a "Be Back" or at least that's what they say they will do, but in reality they will leave and go to a dealer and sales person that will handle all their objections.

When handling objections it is important to handle them one at a time. Your customer may three or four different objections. Take them one at a time and start with the main objection. You will find that many times when you handle the main objection the others will fade away. They really want to buy a car, so if you can handle the main objection they will very often find a way to handle the others.



Chapter Eight



The Walk Around

The Walk Around is a common term in the car business, it refers to going around the car and showing the customer features and benefits of the vehicle you will be trying to sell them. I won't go too deeply into this process because it will likely be a major part of your training system with whatever dealer you sell for.

I have seen many a sales person take a customer on a Walk Around and you can see the customer start yawning. The sales person starts losing their customer, they are bored to tears and the sales person is not picking up on that fact. The sales person keeps on blabbing about safety features and airbags to a male customer

in his late 20's. There are not too many male customers in their late 20's that are worried about safety features. I am sure there might be some male customers in their 20's that feel that airbags are important, but not too many.

The point that I am trying to make here is get to know your customer, and quickly. Walk them around the car that they have chosen and pay close attention to their Hot Buttons. Open the hood, trunk and doors, but don't preach your sermon about safety to somebody that is interested in performance. You should touch on all the features, but make it quick on the less important features and more time on the Hot Buttons. Make yourself aware of your customer's reactions, comments and body language. When they start looking past the features that you are pointing out pick up the pace and focus on features they care about. This goes back to mirroring your customer.

More sales people will lose the respect of their customers by not keeping up with them. ***It doesn't take much to turn a buyer into a looker.***

Who's Buying the Car You Or Your Customer?

One of the biggest mistakes I have seen selling cars by Green Peas and Newbies is them trying to sell a car to a customer the way they would buy a car. They think that they are being nice and professional based on how they would prefer to be sold. The sales person's style may appeal to a small group of car buyers and they end up connecting and selling them. But these are sales people that only sell 5 or 6 cars a month. They only sell the ones that want to buy a car the way that they want to sell it, eventually they leave because you can't make a living selling 5 or 6 cars a month.

When selling cars you will come across a wide variety of customers that have certain expectations when it comes to buying a car. That is actually one of the things about selling cars that makes it fun. Figuring out what they want and how they want it, when you do that you will be selling cars and making 6 figures a year.

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I have sold customers that need to come to the dealer 3 or 4 times before they could actually make a purchase and I have had customers that I had to raise my voice and tell them to buy the car **now**, before they would buy. Customers come in all shapes, sizes, attitudes and expectations; all you have to do is figure them out fast and sell them a car the way they want to buy a car. Earlier I talked about being a chameleon, which is a very good analogy because you are always changing to match your customer.

Let the Yeses Begin

Sound strange? That's what I said, let the yeses begin. Throughout the sales process you will be asking your customer questions about their needs and wants, but you also need to ask your customer questions that you know they will answer with a YES.

Let me give you an example.

- That's a nice feature, isn't it?
- This car rides nice, doesn't it?
- Don't you love that new car smell?
- This color looks good on this car, doesn't it? (they picked the color)
- That power seat is a nice feature, isn't it?
- This car would look good in your driveway, wouldn't it?
- That payment would certainly work for you, right? (be careful with this one)

I can go on and on, but you get the idea. Throughout the Walk Around and Test Drive you want to ask questions that are similar to the ones above. Talk and ask about the features that they will surely answer with a yes. The more your customer says Yes, the more they will say Yes. It is some kind of psychological

conditioning, when a customer agrees and says yes enough times, they are a buyer. (unless there is some other reason, like credit or monetary reason) It has been said that 40 yeses equals a sale. I am not quite sure of that number, I have sold some with 15 yeses and I have been unable to sell others with 60 yeses. But overall, the rule of thumb of somewhere around 40 yeses works out to a sale much more often than it doesn't. So let the yeses begin.

Product Knowledge, How Much Do You Really Need?

I have worked with sales people in the past that have made it their priority to learn or memorize all the specifications, facts and capacities to help them sell cars. They were amazing and I would actually use them for those times when I need a quick answer. They could spew out the information before I could ever find it in a brochure. The sad part was that they would rarely sell 6 cars a month. They knew all the facts, but they like many others starved themselves out of the car business. Product knowledge is important, but it is only a small part of selling a car.

Reasons for Product Knowledge

The way I see it and there may be many sales managers that disagree with me, but I think product knowledge is important for 2 reasons.

1. To install confidence in your customers so they will feel that they are working with a competent and knowledgeable sales person that can help them select the proper car and options for their needs and wants and to help them through the car buying process, from selection to financing and eventually product support after the sale. The car buyer is going to be much easier to influence, guide and direct when they believe they are working with a successful, knowledgeable and experienced sales person.

If you can get your customer to believe that you are the right person to help them buy a car without having all the answers to their questions that's great. But many times customers ask question after question to test their sales person. They may not really care what the answer is or they may know the answer

already, but they want to know if you know the answer. If you don't have the answer and you don't handle it properly they will start to wonder if they have the right sales person. If you don't know the answers don't lie to them and guess or make something up that sounds good. Tell them you are not sure and tell them you will get the answer for them. Depending on the question you should have a reason why you don't know. For example; new model, too many models, you missed the training because of all you deliveries....etc. Rather than make a weak excuse, tell the truth. They will respect the truth. When they catch you in a lie it will be very difficult to regain their faith and it is likely they will be turned into a "Be Back".

2. To install confidence in the sales person: The car salesman that knows their product inside and out is usually much more convincing and confident when they are working with potential car buyers. They won't get rattled or knocked off course when the customer has a question because they know the answer. The self confidence of the sales person has a definite impact on the ability to successfully sell a car.

So when it comes to Product Knowledge the more, the better. However you do not need product knowledge to sell cars, but if you don't have it you better be able to get past all the hurdles that a car buyer will throw in front of you. If you don't there is a good chance you will lose a sale.

If you are committed to selling cars for a living and making six figures a year you should make the effort to learn the product.



Chapter Nine



Creating Urgency

Most car buyers like to take it slow; you hear it all the time from customers.

“We just started shopping and we want to see and drive a few different cars”

“We are not in a hurry, we want to shop around before we make any decisions”

“We are not buying today, we are doing our research”

They usually want to take it slow because they are unfamiliar with the process of buying a new car. They only buy a new car every few years and they want to take slow so they can be sure they are making the right decision and getting a good deal. They also say

they want to take it slow as a defense mechanism. They make statements like the ones above so you will not think they are buying a car today so you will not pressure them. Believe me, when you do your job properly and create some urgency you won't be able to sell them a car fast enough and then they will leave the dealership with their new car saying they did not plan on buying a car today.

The reason to create urgency is because you want them to buy a car today. Not tomorrow, not this weekend, but today. You want them to buy the car and drive it home NOW! If they don't buy a car now there is a good chance that they will never buy a car from you. They will visit your competitor, run into a Professional Car Salesman and they will sell your "Be Back" a car.

Old School Urgency

I call it the Old School way of creating urgency because it is the way that car salesmen have created urgency in the past (although most still use these methods). They say that "Our Big Sale" ends today, the car will be sold before you come back, this is a rare car, you will never see a price this low and my favorite; I have several customers wanting this car.

Today's car buyer is smarter than you think. Think about all of those cheesy lines for a minute, if you have several customers wanting this car why is it still here? Or if this car is so rare why is it still here? If the car is not here when I come back you get me another one and if you can sell the car for that price today I am sure you will sell it for that price tomorrow. I have heard them and tried them more times than I care to admit. The customer always has answer for the Old School urgency methods or they are thinking that they will just go to another dealer if you don't have the car tomorrow (they usually won't say it, but they are thinking that).

Some of these Old School methods can be effective with the right buyer in the right situation, but more often than not they just sound like cheesy lines. Your dealership may still be using these lines as an everyday method of creating urgency, but before you open your

mouth and blurt out something that sounds like a lie or a cheesy line think twice about your words.

Urgency Needs to be About Your Customer

When you try to use the standard lines to create urgency you are using what you think will create urgency with the customer, not what the customer thinks. The best way to create urgency is to know your customer. What is it that makes your customer think that they should buy NOW! If they are concerned about when the sale ends then the end of "Our Big Sale" will be effective and if not it won't. If your customer asks how many of this model and color you have in stock then telling them that several people have been looking at it might be effective.

Your customer's perception of urgency may be very different than your perception of urgency. The customer knows what you want; you want to sell a car now and hopefully make a nice big commission! However it is not about what you want, it is only about what the buyer wants. Your job is to make the customer believe that you want what the customer wants. Everything is about your customer or at least to make them believe that it is.....

Urgency should be created throughout the entire sales process. Once your customer selects a car it is your job to start planting the seeds of urgency in their mind. Talk about the car: this is a popular model, this is a very popular color, many people like their (the model) equipped the same way, we have been waiting for the manufacturer to send us more of these, but it has been taking quite a while because of demand. Be careful with that last one, it doesn't sound too good if it is in a line of 10 others. Plant the seeds of urgency throughout the process without making it seem like you are creating urgency. It needs to sound like casual conversation.

There is no hard and fast method for creating urgency in the mind of your car buying customer. Every customer has different buying motivational factors and you need to find out what they are so you can plant the seeds in their mind as soon as possible so they can create their own personalized motivating factors.

The Obvious Urgency Factors

I don't want to end this section without addressing the most obvious urgency creating methods. There will be times that specials on financing or rebates from the manufacturer has an ending date that must be enforced. These manufacturer specials will have a published date when the program ends, you should use these published materials to show the customer when the programs ends and explain that the dealership has no control over these cut-off dates. Make the manufacturer the bad guy and explain that once the program ends there is nothing you can do to get them the specials rebates, sales prices or financing. Having customers on these cut-off dates can always help you create urgency so use them to your advantage.

Remember: Creating urgency in the mind of your buyer needs to be tailored to what they need, want and believe. To them it is all about them so make them believe that it is.....!

Chapter Ten



The Test Drive

Ever heard the old saying; "the feel of the wheel, seals the deal". There is a lot of truth to that old saying, but if they don't drive the car they won't feel the wheel.

I know of many car dealers that won't enter into negotiations until the customer test drives the car. Some of these same dealers will pull the first salesman off the deal if they don't get the customer to test drive the car. They hand the customer over to the next salesman and if they sell the car the first salesman gets NOTHING, No Commission, No Nothing.

Sounds harsh, but it is quite effective at getting the sales people to test drive their customers. When the customer takes the car for a

test drive the closing rate is higher and ultimately the customer is happier because they know exactly how the car drives and handles before they make the deal.

Driving for Dollars

The test drive must be an integral part of selling a car because we need to get our buyer involved emotionally. Yes, emotionally. If cars were sold on logic alone we would never be able to make a six figure income. I am not trying to replace the training that you already received from your dealership. That training was designed to get you started selling cars. My intent is to add to that training and enhance what you have already learned.

So rather than go through the Test Drive step by step I am focusing on the extras and emphasizing the key points. Your job throughout the Test Drive is to get your customer emotionally attached to the car of their choice. You want them to feel how it will feel to drive that new car to work or visit friends. Feel the pride of having that new car parked in their garage or driveway. Feel the feelings of driving and owning a new car versus their old car.

Most car dealers have a route that they use for most test drives and that is great, but some car buyers want to drive a little longer. Go ahead and let them drive longer, have them drive and get attached to the car. Some people need more time to get attached.

While you are driving with them start with those “Yes” questions and target those questions around feelings.

This car would be comfortable on a trip, wouldn't it?

I love that new car smell don't you?

This car would look great in your driveway wouldn't it?

I bet your friends and neighbors would be envious of this car, wouldn't they?

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It would be a much more enjoyable trip to work every day in a car like this wouldn't it?

And with the right customers you can go to the cheesy side. Some customers almost expect cheesy when you add some humor :

Wow, you really look good in this car; don't you feel better when you drive this car instead of your old car?

This car looks like a designer suit on you, it makes you look good don't you think?

Those were just a few cheesy lines sprinkled with some humor, but I believe it works to plant seeds in the mind of the car buyer. They start thinking that they feel better or look better in a new car.

With some customers I would have them pull the car up at the end of the test drive to one side of the dealership where they could see the car and themselves in the reflection on the showroom windows. Then I would say how good they look in the car. Then I would laugh and they would laugh, but they remembered that image when we were at my desk negotiating to buy their new car. During the process I would remind them how good they looked in the new car.

Cheesy car salesman lines with a bit of humor can really break the ice with a car buyer, but you need to be careful. You start using humor and cheesy lines on the wrong customer and you will turn them off and lose them. Too much cheesy can also turn off the customer that is receptive to cheesy and humor so tread lightly in this area.

Remember why you are taking them on the Test Drive.....to get them to experience feelings and emotions that will serve you when you start negotiating. If they remember those good feelings when you have them at your desk it is much easier to get the bump and make a deal. Almost everyone uses some form of emotions to make a major purchase. They have to FEEL GOOD about buying that new car before they will make a deal. So make them FEEL GOOD.

Divide and Conquer

When you are trying to sell a car to a couple keep in mind that you are dealing with 2 different people. They are usually 2 very different people, they may be on the same page when it comes to how much they can afford, but that is usually where it stops.

Typically married couples are 2 people that balance each other. One is logical and one is emotional or one is looking at style and performance while the other wants comfort and versatility.

Whatever way they differ it is your job to sell both of them on one car before you will make a sale. Depending on the couple this could be a very difficult task. The best way is to divide and conquer. It is said that the wife usually makes the final decision to buy a car. Sometimes the wife is very verbal about the purchase and other times the husband does all the talking, but looks to the wife for the final nod of approval.

The tricky part to selling to a couple is appealing to both of them and their needs and wants without giving too much attention to the wrong person. If you give too much attention to the wife the husband will think you are flirting or trying to get around him by connecting with her. If you give too much attention to the husband you will alienate the wife and she will never give the final nod of approval. If you are a car saleswoman it will be opposite.

Your mission is to figure out the dynamics of the relationship. That is why it is important to get them talking by asking questions. Not personal questions because that would be crossing the line. You can learn a lot about a couple and their relationship by listening to both of them while engaging in small talk and asking about their needs and wants in a new car and what they don't like about their old car. Listen carefully, who is controlling the conversation, who is responding with logical and concise answers and who is using emotional ideas and words.

Now you know who to address depending upon the subject. People respond, retain and are influenced by people that

communicate with them in the same style that they use to communicate. The person that is all about specifications, facts and figures does not connect with the person that communicates with them through emotions or feelings and vice versa. This is a scientific fact when it comes to communication. This is why some people get along great while others can't see eye to eye no matter what they are saying. This is how the human mind operates, so you need to adjust the way you communicate to the person that you are communicating with.

Listen to the way they communicate, listen to their words. They might say:

"That **sounds** good"

"I **see** what you mean"

"That **feels** right"

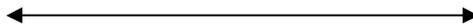
Listen to the way they talk about things to get an idea of how they communicate and then follow their lead.

This is one major difference between a car salesman that sells 6 or 8 cars a month and the salesman that is at the top of the board every month. The average car salesman only sells the people that communicate in a style similar to theirs, but not to the rest of their customers. When you can adjust your style of communication to match more and different kinds of people you will sell more cars.

So divide and conquer by talking to the person you want to address in the terms, ideas and words that they use to communicate.

The Test Drive is your time to listen, learn, engage their emotions and communicate in their style of communication without the distractions of what is going around the car dealership. This is very important to what happens after the test drive. The test drive is quality time, the time to form a bond that will serve you well when you get the customer into the showroom and start talking numbers.

Chapter Eleven



Touch Desk

You don't do anything without touching or talking to the desk. The desk manager or sales manager at the desk or tower is responsible for all the sales people and customers at one time. Your job is to keep the manager informed of what is going on with your customer from start to finish. There is more to it than barking and bitching like most of them spend their time doing.

The Role of the Sales Manager

The job of the Sales Manager and especially the General Sales Manager is to have their hand on the pulse of every sales person, customer and other Sales Managers that are on the floor. It can be

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a very stressful job and then when they have their hands full the GM or General Manager wants to know why sales and gross profits are down.

When it comes to Sales Managers they were once on the sales floor just like you are now. They have become sales managers because they sold lots of cars consistently. They were very good salesmen and top producers. They could relate to customers and close deals. I have seen my share of both good and bad Sales Managers and if you have spent any amount of time in the business I am sure you have too.

The sales manager wants you to sell cars and make lots of money. The more money you make the more money they make. They can be difficult to work with at times, but the more cars you sell the easier they are to get along with. Their job is to milk every nickel out of every sale. They are the sales manager because they know how to do that (expect for the bad ones). Help them do that and you will both make more money.

In the car business you get respect by selling cars. The entire structure of car sales is based on performance. The more cars you consistently sell the more valuable a property you become. If you sell enough cars month in and month out you will get less B.S. and more respect, plus you might get a bone (sell a car to a owners friend or acquaintance) or two now and then.

Dealing With the Sales Manager

Sometimes one of the hardest parts of being a car salesman is dealing with the Sales Manager. I m not trying to defend a disrespectful or a pain in the ass Sales Manager but try to put yourself in their shoes.

Don't try to sell the desk or Sales Manager, your job is to sell the customer. This is very common among sales people to try and sell the sales manager. They are trying to convince the desk that their customer is this or that or they won't bump anymore or some other line of B.S. This is probably the easiest way to tick off a sales manager. When dealing with the sales manager be clear and to

the point, just the facts. They don't have time to listen to every story or every word that your customer said. They just want facts and they don't want a salesman trying to sell them why they should take the deal. The more cars you sell every month the more respect you will get and the better your sales manager will listen to what you are saying.

Remember the old saying "Money Talks and B.S. walks".

Chapter Twelve



Write Up & Negotiating

Many people say that the write up and negotiation is the most important part of the sale, I disagree because every part of your interaction with the customer is important. If you screw up one part you will turn them into a "Be Back" or "I have to go". Every word, every action and reaction is important. You are on stage and most car buyers are looking for a reason not to buy. Don't give them one.

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Before you bring them into the showroom and set them down at your desk you need to be absolutely sure that you have them on the right car. Selection is critical; I have seen more sales people grind a car buyer to buy a car that was not the right car than I can remember. They did not ask the right questions or pick up on the cues or body language of the customer and started the write up and negotiation. The result was that they didn't sell a car. It's almost impossible to recover from grinding the customer to buy the wrong car. They won't buy it and then all they want to do is leave. You cooked them and they're DONE!

Enough about selection let's get to the write up and negotiation. You know you are on the right car so now it's time to bring them to your desk. You get out a write up form, worksheet or guest card, whatever you call it at your store. Fill out the form with all the pertinent information in a relaxed and casual way. Don't put on your business face when you take out the pen, keep it light and friendly. Some sales people put on their business face when they start filling out forms and it changes their demeanor and personality which is like a red flag to your customer.

Next step you do is to reconfirm their choice of vehicle. You want them to be sure. "If we could work out all the numbers to your satisfaction could you see yourself driving home in this car today?" Then wait for the answer and the reaction or body language. The answer isn't always accurate, but the reactions and body language always tells the truth. If you got the right car or the wrong car you will know.

The "Four Square"

The Four Square is the most common form for negotiation, but there are also methods that car dealers use to work through negotiations and make a deal, but in theory they are all basically the same.

Start your Four Square or whatever system you are using by writing. Write down the year, make, model, trim level, color, options and accessories. Talk about them while you are writing

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them and ask more “Yes” questions. Get them to remember and relive test drive and the emotions that they experienced.

Go through your Four Square or worksheet as trained and wait for their reaction. This is the key, their reaction to the payment or price (it should be payment unless they are paying cash). If you get that one out of a hundred they will say “That sounds about right”. Not likely you will get that one, but it does happen from time to time. More than likely they will have objections to one or all of the numbers, that’s good because most objections are buying signals that you need to work through.

Work through their objections and use the information that you gathered to overcome their objections. Focus on the yeses you received, focus on the emotions they experienced, remind them of some of their comments about the car or trade-in. I don’t want to get into word for word negotiations because you have been through that training. Your training has taught you to get through the process and move towards the close. You need to go above and beyond the basic training by using all the information that you gathered from your customer. You need to play on their emotions, the emotions that want a new car, the emotions that don’t want their old car, the emotions that can see the car in their driveway, the emotions of showing off their new car to family and friends, the emotions of driving that new car to work every day.

Emotions are the strongest buying motivators there are for the customer. The proper mixture of emotions can overcome logical and sensible decisions. Emotions are the way to increase your commissions and make a six figure income selling cars.

If you would sell cars with logic alone and the customer buys cars with logic alone every sale would be a mini. Not much money in mini’s, you can’t sell enough of them to make 100K a year.

So tap into your emotional side and start making the real money selling cars.

Good Guy, Bad Guy

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You can call it good guy bad guy or good cop bad cop, but whatever you call it make it work for you. You are the good guy on your customer's side and the Sales Manager is the bad guy. One of my favorite lines for this scenario is; "I would rather sell you a car and make a small commission than not sell you a car at all".

The time you have spent with your customer so far has hopefully created a connection or bond with them that they believe that you are the good guy or gal that is working for them. They know in the back of their head that you work for the dealership, but you can give them a short explanation about how you work on commission and then use the line above about selling a car for a small commission. Play it right and it will be believable, play it wrong and they won't believe another thing you say.

Create the bond, be believable and be the good guy and you will sell more cars.

Back and Forth

Talk to anybody that has bought a car at a dealership and one thing that comes to mind is how the car salesman goes back and forth from them to the sales office. They always wonder what you are doing in there and what you are talking about. Many people say that the back and forth is the worst part about buying a car.

Every time you leave the desk and go into the sales office when it is not a direct request from your customer you lose credibility. Every time you go back and forth the customer has less faith in your abilities and you become less believable and thus making it harder to sell a car and make a profit.

Stop going into the sales office every time they have a question or make a weak offer. Talk about their question, defend your numbers, ask them why, ask where they got their numbers, and ask them to justify their offer. Slow down and take your time. Don't go to the sales office until you have to, not until you have exhausted all possibilities and then tell your customer where you are going and what you are doing. Don't make them wonder, but do not give away any of your power and control. You want your

customer to think that you are working for them and that you are not just a pawn in the sales manager's game.

You can tell them that you are making sure there are no deposits on the car, checking if there are more of the same car coming in soon or some other line that sounds believable. If you have been negotiating for a while you can tell them that you are going to put the numbers in the computer so you can see if it is even possible to sell the car for that price without losing your job. When you come back you can tell them that you really want to sell a car, but you would rather keep your job. Be creative before you have to play Good Guy Bad Guy.

Newbies have a tendency to always talk about the sales manager and what they are going to accept. They give away their power before they even get into real negotiation. Then a sales manager ends up having to come in and close the deal and usually at a very small profit. If your dealership splits deal on a manger close (some do) they lost half a deal, not the best use of your time.

The Psychology of Car Sales Negotiation

When it comes to buying cars and negotiation everything depends on perception. That is one reason your Four Square is designed to hit them with an extremely high payment, a very low trade-in value and a high down payment.

How many times have you talked to a customer that wants to buy a \$20,000 car with a \$300 payment, has zero down and has a trade in worth \$1000. We've all had this up more times than we can remember. So you do your Four Square and the trade value is \$500, the down payment is \$4000 and the payment is \$590. Your customer freaks out most times, but the idea is to get them off of that \$300 payment. This is an oversimplification, but the idea is to change their perception and raise their monthly payment limit in their mind. You may have to scrape them off the ceiling and answer some questions about term and interest rate, but as you

move through the process and start getting the payment to a more reasonable amount you can become their hero. This is basic car selling information that you have probably learned in your training and experience thus far.

However, it is up to you to shape and change that perception. This is where “Planting Seeds” comes into play. You must plant the seeds in their mind throughout every step, starting with the “Meet & Greet” and all the way to the spot delivery.

Planting Seeds

Planting Seeds is a way to influence your customer, but you must start at the very beginning of the time you spend with them. These seeds must sell you, sell the dealership and sell the car. One of the critical points to selling anything is that the customer has to feel comfortable doing business with you and the dealership. You can't make them feel comfortable, it is an emotion that comes from them and planting seeds is how you create that emotion.

Most car buyers dread going to the car dealer because of the stories or myths they have heard about car salesmen and car dealers. They put their guard up the minute they hit the lot. They are looking for a reason to leave before they look at the first car. Most are very fragile in the first 15 minutes or so, so be gentle. You need to break the ice and get them to start lowering their guard. Planting seeds is the way to help them lower those barriers.

One way to plant seeds is to tell your customer stories. Stories that involve their concerns and address their “Hot Buttons”, stories of previous customer's experiences that is similar to your customers concerns of safety, reliability, economy or anything that is important to them. Telling stories is a great way to plant seeds in your customers mind without you being the one that is telling them what they want to hear. When you tell stories the information that you are providing is coming from a third party. Third party testimonials are much more believable than you telling them how good, safe or dependable the car they have selected is. When a car buyer hears stories that involve previous customers they can relate and see merit in the car but also in you as a salesperson.

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An example of one of my favorite true stories:

A couple of months ago a past customer called and said he needed a new car (model of car he bought previously). I said the last one I sold you is only about six months old, is there something wrong with the car. He said yes it is totaled out from an accident he was in. He said he was OK just a few bruises. He said that he was broadsided on the driver's side by another car and it totaled his car and the other car. He said he came out with a few bruises and was amazed that he wasn't seriously hurt from the accident. So he wanted another car exactly like the one he had because he would not drive anything else after what he has been through. He went on and on about how safe he felt driving that car and would never consider anything else.

This was a true story and I used it so many times when I was selling a similar car to plant the seeds of safety in a customers mind.

Would you as a car buyer relate to that story or would you relate better if I told you that it was a safe car and it had crumple zones and air bags and whatever else. Of course not, telling is telling and they choose to believe or not believe you. But if you tell them a good convincing story they believe it because it was someone else's experience not their salesman's.

If you don't have any stories yet, be patient you will if you sell cars for any period of time. In the mean time you can borrow stories you have heard. In the above story I planted seeds of safety but there was also a part in there that said that my previous customer was happy with me as their sales person and trusted me because he called me for his new car.

Stories of past customers can help you sell cars. Build your library of stories and you will sell more cars. (Make sure they are believable and don't turn them off with too many stories)



Chapter Thirteen



Closing the Sale

There is nothing like the feeling you get when you close the sale.

A very common mistake made by Newbies or Green Peas is not knowing when to ask for the sale. They keep talking and selling past the point of closing and they talk their customer out of buying without knowing why or how.

Asking for the Sale and Shutting Up

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The above scenario can also happen to average sales people or those that sell 6 cars a month. When you have **not** gotten to know your customer well enough or are unable to read them you stay in the sales mode and don't ask for the sale. I can tell you from experience that customers very rarely say "I want to buy the car". You have to ask for the sale and once is not enough. That doesn't mean that you should ask them after every sentence. When your customer is listening closely to what you are saying and you have worked out some numbers it is time to ask for the sale and SHUT UP.

Shutting up and waiting for your customer to respond is powerful. This is human psychology 101 and it is one of the most powerful tools you have to sell cars. It is that uncomfortable silence that will either have you customer say yes or they will bring up an objection. But only if you stop talking after you ask them to buy. Don't say a word.....nothing. Wait for your customer to answer. You will be as uncomfortable as your customer until you get used to SHUTTING UP. You know why you need to shut up but your customer is deciding on yes or no.

If they say yes, great you sold a car. If they answer with an objection they are telling you that you need to address their objection to sell them the car. If they answer no and don't have a specific objection then you can ask them why not. Ask them is it:

Payment

Down Payment

Trade-In Value

It is always one of those or at least 99% of the time. Drill down and ask the questions and after each question...SHUT UP. Then handle each objection as they come up and then once again ask for the sale.

When you handle an objection or are working on an objection your question should be "If I can do this or do that (handle their objection) then you will buy the car and take it home NOW, Right?"

Wait.....

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Get a commitment from your buyer. If you do something for them you want them to do something for you.

If I could do this then you will do that, right?

Write in on your worksheet.....example: If I could get your payment to \$390 for 60 months then you will buy the car now and drive it home. Then draw a line under that statement and put an "X" on the line and ask them to sign on the line and hold out the pen. The gesture of holding out the pen to them is asking for a commitment. It becomes a two step process or level of commitment. Accepting the pen says yes and then signing is saying yes again. You may not see this as two yeses but your customer will in their mind. To most people accepting the pen is a big step and signing is even bigger. Some will sign below the line or near the line. When they do this they are not completely committed. So stop them and have them sign on the line or address their doubts and objections. We all know that it has no legal meaning, but the customer will really be committed when they sign on the line under the statement. If they object you still have some things to work out with them. This is a great way to determine their level of commitment.

During negotiations customers will say many things as a way to see what you can do, but when you require them to make a commitment their true colors come out. Going to the desk with a verbal commitment is a sure way to get brain damage from the sales manager. Lock them in to doing something when they ask you to do something.

The Handshake

The handshake can be another powerful tool in your closing techniques. Like the getting the customer to sign under your statement in the above scenario the handshake can also bring them to another level of commitment. When you include the handshake you have tested their level of commitment three times. If you can get them that far you will almost always make the deal. You may have to go through this a few times until the details are worked out, but then you can extend your hand for the handshake and say congratulations you bought a car.

Obviously some people take commitment more personally than others so by using the pen gesture, signing the statement and the handshake while repeating the statement they just signed is a very good at determining their level of commitment. I have had some people take the pen and sign, but when I repeat the statement and reach to shake their hand they hesitate or back off. These different actions that you ask them to make mean different things to different people but when you get all three you will probably sell a car.

Plate'em

Depending on your dealership policies and practices you may have the ability to plate'em or send them for an extended drive. I have heard it called all kinds of different things but basically you put a dealer plate of the car and let them take it overnight. Obviously this is not a preferred practice but when you get that customer that is so close and is willing to take the car there is a good chance they will bring the car back and make the deal. My personal experiences have been that about two thirds of the customers come back and buy the car. I am not a big fan and have only done this about ten times over the years and consider it a last resort.

The "Take Away Close"

You can call whatever you like; I call it the "Take Away Close". It is a very common practice when selling cars but not everybody has a name for the practice. The idea is when you have a customer that is in love with the car they want to buy but there are stuck on price or payment you need to take it away. You have reached a point that negotiations are not moving forward so you try to switch them to a car with less options or a year or two older cars. Then tell if they are stuck at that price or payment you can put them in that car. Have them drive it, sit in it or whatever so they will appreciate the car you are trying to sell them in the first place. Hopefully this will get them to accept the bump rather than buy a car they don't really want. If they accept the lesser car that is OK and if it used you might be able to make more money. Don't go to the point that

they start thinking that they should talk to other dealers or you will lose them. Keep them interested and enthused. They need to believe that you are concerned about their needs and wants. If you come off like you are just trying to sell them any car to make a deal they will start thinking about other dealers.

Chapter Fourteen



Delivery

Great, you made a sale but your job is not over. You still need to gather paperwork and information so you can get them in “The Box” or “F & I Office”. At this point they feel somewhat relieved to have made the decision to buy and they just want to get out of there as soon as they can. They want to sign and leave. Acknowledge their feelings and assure them that you will get everything moving along so they can leave in their new car (or used) as soon as possible. Tell them what you are doing and tell them what the next steps are so they will know what to expect.

“The Business Office” or “The Box” Experience for Your Customer and Your Part

Your customer will be going into the Business Office to sign all their paperwork and complete the sale. They will go into the Business Office and the Finance Manager is going to congratulate them on their purchase and tell them that they can relax now because all the hard stuff is over. They are not going to tell that that they are going to grind them like the gears on an old Ford so they can sell them insurance, warranties, service contracts and window etching. But they are, they are going to do their best to sell them everything they can.

Their experience with the F & I manager can have an effect on you. A bad F& I experience will cause you to lose a future customer and referrals. Their experience can also lead to a bad C.S.I. score for you and the dealership. Depending on your dealership this can be a very big deal. Some dealers pay bonuses based on CSI scores and that can really hurt the pocket if you miss or get a short bonus because of low CSI.

Your job is to talk to your customer about their experience in “The Box” and make sure they do not have a bad taste in their mouth. Help them move past this experience and get them excited about their new car. You need to make their last experience at your dealership to be a positive memory about you and the dealership. Before they jump in their new car and leave spend some more time with them. Make sure their new car is clean and shiny and has a full tank of gas. Point out how nice it looks, how good they look in their new car. Go over the options and accessories and make sure they know how everything works. Set some radio stations for them and them and make sure they know how to set them. Check and set the clock, even if you don't have to set the clock point out that the clock has the right time to show them you are considerate. Show them the manuals the controls and everything else. You don't have to spend an hour delivering their car but you want to leave them feeling good about their purchase, the dealership and you.

Spot Delivery

Not every state allows the “Spot Delivery” but many do, if your state and dealership does spot deliveries there are a few things you should know. The point of the Spot Delivery is to get the customer to buy the car and take delivery now. The customer gets caught up in the excitement and takes delivery right away before they come to their senses or as some say “come out of the ether”. Many customers like the “Spot Delivery” when you let them know that their time is valuable and that your dealership wants to make the best use of THEIR time so they don't have to come back and spend more time getting their new car.

When you sell cars you can appreciate the Spot Delivery because you don't have to worry about a customer changing their mind before delivery or going to another dealer to compare prices. Once you “Spot Deliver” the car you know you have a commission coming. However there are times when a car can come back because of financing problems, but in most cases it is a done deal. An experienced Finance Manager and General Sales Manager will make a big difference when “spotting” a car. Their experience and ability to get a deal bought makes the difference between the dealer getting a couple cars back a month or several. You know once they take delivery there are no returns unless it is because of credit so you can rest easily and take the next up.



Chapter Fifteen



Following Up

Following up with your customer is a time consuming process but it is one that needs to be done. A good follow up process for sold customers and un-solds customers can be your ticket to the good life as a professional car salesman. Just imagine not fighting for

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Ups and taking inbound phone calls of customers that want to buy cars from YOU!

You can have an ever growing stream of car buyers looking for you because they want to buy a new or used car and put some money in your pocket. They like you; they trust you and they want to help you sell cars and following up can do that.

Follow Up After the Sale, Why and When

When I first started selling cars for a living the thought of calling a customer the next day made me cringe. I was afraid that they would have a problem or complaint about the deal or even worse they might want to return the car. I learned to get over that very quickly when I realized how important was to keep an open line of communication with my buyer.

There were complaints or problems from time to time, but by heading them off quickly I could keep my customer happy. If there was a problem that was beyond my capacity I would get a sales manager involved and make the customer happy. The dealers that I worked for were concerned about CSI scores and they made bonuses reflect your CSI score. The better your CSI, the better your monthly bonus.

Back to following up with your customer, through trial and error I set up a follow up schedule for my sold units that worked pretty well at keeping my CSI score out of the dumpster. I would call them at the following intervals;

1 Day After Delivery: I would call them and say I was checking to see how everything was going and to make sure they were happy with their car. I asked if they had any questions about their car and thank them for their business. If there were questions or problems I would address them immediately and do what was needed to keep them happy. After the phone call I would send them a thank you card with a short hand written sentence inside along with a few business cards. I would say something like I hope you enjoy the car and it has been a pleasure working with you. I would also try to

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mention more personal such as joke we both laughed about or if there was something they would remember about their purchase. If there was a problem I would then send them a thank you card after any problems were handled.

1 Week After Delivery: This call would basically be the same as the 1 day after delivery call but I would ask them to give my card to anyone they know that is looking for a car. I would also mention that they should be receiving a Customer Satisfaction Survey from the manufacturer and I would greatly appreciate if they could give me an excellent survey. I would also mention that the survey is all about the time we spent together and even though there are questions about the dealership and their F & I experience the survey only reflects me and the business we did together.

The Next Follow Up Call: I would make this call based on the amount of time it takes for the customer to get the survey from the manufacturer. It might be 2 or 3 weeks, maybe a month but I would try to call them just before they would receive the survey. Then the phone call would be almost the same as 1 week and delivery.

Make your phone calls short and sweet, most people are busy and would like to get off the phone as soon as possible. Tell them you appreciate them taking the time to take your call and that you will make it short. If your customer makes the call last longer that is fine, but let them call the shots.

Every Six Months: These phone calls need to be short and to the point. You are just checking and want to make sure everything is going OK with their car. Mention referrals but don't dwell on the subject. If your dealership pays a bird dog or referral fee to people that bring in car buyers be sure to mention that to your customer.

After the one year anniversary of their purchase feel free to mention specials or sales that are going on and one again ask for referrals.

Other Follow Ups: I send a birthday letter to customers on their birthday. You may ask why a birthday letter? I am cheap and birthday cards are expensive these days. I would write a letter on dealership stationary wishing them a Happy Birthday. I would also include a few business cards and again ask for referrals and mention that you pay a bird dog or referral fee of XX dollars for anyone they send in that buys a car (only if your dealership participates). Most dealerships will provide stationary and pay postage if you are mailing to past customers for referrals and to create future business.

If it has been 3 years or more you will want to start talking about new models, special financing, high trade-in values or anything that might bring them down to the store for a look. If they are willing to take the time come into the dealership and see you there is a very good chance that you can send them home in another new car.

Following up with customers can be a lot of work, but so is showing cars to people that can't buy. It can be done without too much effort if you get a system. If your dealership has a CRM (Customer Relationship Management) system use it for scheduling your follow up calls and letters. Most dealers do have a system today, but if they don't you can come up with a system that can keep it from becoming overwhelming.

I kept a three ring binder of all my sales and organized them by date. Then on the first of each month I would flip through my deals and follow up according to the list above. I would make notes on each deal after the follow up and write down anything about our conversation that seemed important for the next call. I would also make a list of the birthday letters I needed to send and then write the letters and send them when I had downtime. There are better systems out there and even some great software programs for following up with customers but mine worked pretty well.

So yes, following up with customers can be a lot of work, but you spend long hours at the dealership every week so you might as

well make the best of it. What else would you be doing? Would you rather follow up with customers and make six figures a year or stand around burning some smokes and complaining about how much you are NOT making? You decide.

Following the “Unsold”, Die, Buy or a Restraining Order

Back when I started selling cars a sales manager once told me that you need to follow up with your un-sold traffic. They said that some customers need to think about it or come back to reality and if you follow up with them and get them to come back in there is a much greater chance of selling them a car.

I respected that sales manager so I listened to what they were saying. Their advice was to follow up with them until they DIE, buy a car from you or someone else or get a restraining order against you. That was a little extreme, but I started following up and realized that those customers bought cars. It wasn't from me, but they bought cars. This prompted me to start asking questions and start paying closer attention to my customers. I had to know what I did wrong and what I needed to do to improve my selling skills.

When I followed up with these customers and they told me they bought the same car I showed them at another dealer I knew I was not doing the best job that I could do. Those are the ones that really hurt. Obviously some were about price but they all weren't about price and even if it was about price I took it personally that I did not sell the value of buying from **me** and my dealership.

I was determined not to let those buyers get away in the future. I started examining everything I did and making adjustments. I was trying to sell cars the way that I like to buy things and not the way that others make major purchases. I started listening closer and reading between the lines. I spent more time listening and understanding my customer and then selling them by using what they said or didn't say.

I was once told by a veteran: Listen closely to your customer and they will tell you how to sell them a car. It took me a little while but it finally sunk in that not only did I have to listen to what they were saying, but I also had to listen to what they weren't saying.

Following up with customers that didn't buy can turn into a gold mine if you know what you are looking for. I would rarely follow up with customers that wanted to buy but couldn't because of credit reasons. Although I had a customer that was so close to making a deal but their credit was not quite good enough. I thought what the heck; I will give them a call and see if they could get a cosigner or more money down. They couldn't get a signer and they couldn't dig up any more cash but because I followed up with them and gave them respect while they were at the dealership they sent me three buyers over the next 2 months. They actually sent me a few more, but only three of them could buy. One of them turned in to a regular customer that has bought three cars from me over a period of 4 years and I made a very nice commission each time. I learned something from the above story and that was that you never know who will be the one that buys a car. So stop "Cherry Picking" and take the Up.

Filling the Pipeline

Filling the Pipeline is a term I use to describe the practice of setting up customers for future sales. I know we all want to make the sale TODAY, but sometimes it just doesn't work out. That is when I start filling the pipeline. I know I will need sales next month and the month after that so I fill the pipeline with customers that can't or won't buy today, but they will be buying in the future.

You can fill your pipeline with past customers that are going to buy again, customers that came in but didn't buy today and customers that couldn't buy today. The ones that couldn't buy today can be

tricky. Sometimes you are just wasting your time calling credit criminals, but when they are nice people and seem sincere it is your call if you should take the time. Treat people with respect and be a professional because they will remember your attitude and the way they were treated. Even if they couldn't buy today they might know people that can buy today, which was shown to me in the story above and many similar experiences.

Fill your pipeline with customers by following up with everyone that has the potential to buy a car today and tomorrow.

Chapter Sixteen



Referrals

Referrals are one of my favorite customers for the obvious reasons. A previous customer has already sold them on my skills and professionalism which makes it easier for me to tear down

those barriers to buying a car. Referrals are not a sure thing, but it gets your foot in the door. In many cases a referral may be a customer that might never come to your store if it wasn't for the recommendation of a past customer, friend or acquaintance. But even better they are coming in and asking for YOU!

Referrals, the Path to the Good Life

Like I said earlier referrals are not a sure thing but they are much better than a "Fresh Up". You still need to work with this customer like you would any other customer, but you have an advantage of dealing with someone that was recommended to you. Don't take shortcuts and make sure you give them the full dog and pony show. Use the name of the person that referred them to you throughout your presentation and negotiation. Make them feel like they are getting extra special care and consideration because Joe, Bill or Sue sent them in to see you, make it a big deal. Tell them that Joe, Bill or Sue told you to give them a good deal. A customer that buys from a referral is very likely to become a person that will send referrals.

Think about referrals in this way; The more cars you sell whether they are new or used, the more potential referrers you can recruit. You build an army of referrers and fresh ups will be a thing of the past. Your long days at the dealership will pass like hours or minutes. Your day will be filled with customers that are coming to see you and only **you!** While your fellow sales people are waiting on the curb for a fresh up you will be working with buyers. You will be taking and making calls, setting appointments and selling cars all the way to the bank. Obviously this doesn't happen overnight, it will take some time and hard work, but it is possible. Would you rather smoke some cigarettes and drink coffee while waiting for a fresh up or spend your days talking to car buyers. ***It is up to you to decide.***

Chapter Seventeen



The Telephone, the Ultimate Secret Weapon

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I am of the opinion that the telephone is the next best thing to having the customer in front of you. You can talk and listen to the customer and get an instant response. You can hear their responses even when they don't say a thing.

The key to the telephone and selling cars is to "Put a Smile in Your Voice". Yes, that's right I said put a smile in your voice. You may have heard this before in your sales training and if you did it is because it is true. If you never heard this before you are probably saying; is this guy some kind of kook.

Just as you can listen to your customer's responses over the phone and get a good idea of what they are really thinking, they can do the same when you talk to them on the phone.

The best way to make you understand what I am trying to say is to compare it to a time when you were dating people for the first time. At the end of the night your date would say "call me" or "I will call you" and you knew right away if they were going to call you or not. You had a feeling and you were usually right.

The same holds true when talking to car buyers or potential buyers on the phone. You can condition yourself to know which ones will come in and which ones are trying to get you off the phone.

To make a difference on the phone you need to put a smile in your voice. You need to sound excited and enthusiastic to the person on the other end. Some people find it easier to do when they are standing up when they talk on the phone rather than sitting. Try it out and think all the money you are going to make if you can get them into the dealership. That should put a smile in your voice.

The Phone Up

Some dealerships have a phone center or a B.D.C. to take incoming sales calls and some dealers pass them off to their sales people. When you can take phone ups you have a tremendous opportunity to increase your sales.

The phone up can be someone asking for your store hours, someone wanting to know if you have a particular car in stock or it

can be a mooch that wants “The Best Price on a Car”. You might not have the best price or you might not have the specific car they want to purchase but the fact remains that every one of these callers are going to buy a car. Whether it is at your dealership and you are the one to sell them a car is up to you, **but they are going to buy a car.**

The conversation you have with a phone up can either bring them into your dealership asking for you or it can send them to your nearest competitor. Through practice and experience I have learned to talk to customers on the phone that has brought me more customers that bought cars than I can count.

Just like selling cars to the customer across the desk from you the phone up is not much different. They are looking for information about price, color and/or availability. They want facts and details, but with every detail you give them over the phone you stand a chance of giving them a reason not to come to your dealership. The answer is like most aspects of selling cars and that is to only tell them what you absolutely have to tell them.

We all know that when selling cars for a living almost nothing is black or white, it is all shades of gray. We tell them what we have to tell them and nothing else. The same thing you do when you have them on the phone.

I am not suggesting that you outright lie to a customer on the phone but if they want a red car and you say you don't have a red one the call is over and they will call your competitor.

To illustrate my point; the phone up calls in and asks if you have that model in red. Your answer should be that you have a dozen of that model in stock and you believe that you have every color. So when can you come by the dealership so I can show you our selection, would it be this afternoon or this evening? Then shut up and wait for their response.

Sometimes they will tell you when they will be in and then you ask for their name and number. Sometimes they will want a direct yes or no answer and they will ask you again. Be careful at this point

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you could lose them quickly with the wrong choice of words. Try to engage them and ask why they are looking for that car in red. Compliment their choice but also ask how soon they are going to purchase. Try to have a conversation, let them talk and tell you things that you can use to get close to them. If they are persistent and inflexible on a red car you may say again how you have a great selection and if there is a car you want and we don't have it when you get here you can usually get the same day or next day (assuming your dealer does dealer trades).

My point is to try and form a bond on the phone so the customer starts thinking that they would like to do business with you rather than call a bunch of other dealers. If the customer is close you will tell them that they are so close that you will do whatever it is that you have to do to earn their business and after all we want you to be happy with your new car. Suck it up on the phone, joke with them, flirt with them, compliment them or whatever is appropriate to get them to your dealership, but do not tell an outright lie. Telling them that you have a red car in stock when you don't will set them off when they get there so fast that you will only cause them to tell all their friends that you lied. If they are coming several days later you have an excuse when you don't have the red car, but if they come in the next couple hours and you don't have the car they will think you are like all the car sales stories they have heard. It is hard to bring them back after they **BELIEVE** you told them a lie.

The same holds true to the best price caller. Your response will be to tell them that you have seen some unbelievable deals made on that model car and that the best price is always determined by the buyer when they are in the showroom. You will tell that your dealership just wants to sell cars not collect them. Then try to get into a conversation and listen to their objections and reasons for calling around. Talk to them treat them with respect and sympathize with them. Tell them that you understand because you want the best price when you buy things too. Tell them that you are sure that they work too hard for their money to be overpaying for a new car. Again you are trying to connect with them so they will come in and see you and only **you**. After all they can't buy a car over the phone.

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Overall when it comes to Phone Ups you want to connect and be gray. Gray is good. Choose your words carefully and don't give them any more information than you absolutely have to give them. You want them in the dealership and you need to do what you have to do to get them there without lying to them. Just like selling cars at the dealership you want to form a bond or connection.

If your dealership does not hand phone ups off to sales people you will want to get close to the BDC manager and staff. There will be times when they need the help of a salesman and when they do you want them to come looking for you. You could probably pick up a couple of deals a month just by being the first one that comes to mind of your BDC department. Buy them a cold drink and compliment them from time to time and whatever else you can do to be the salesman of choice when they need some help.

Using the Phone to Increase Your Income

The phone up is my favorite way to add to my income but don't forget about the other uses. Talking to past customers on the phone can be a great source of future business and to improve your selling skills.

As I mentioned earlier when I would follow up with unsold customers over the phone the next or a couple days later I would try to get them to talk to me. If they did not buy a car yet I would try to get them to come back in to the dealer. When I am on the phone with them at home they would very often open up more than they did when they were at the dealer. They might talk price or trade and I would try to get them back in telling them that there is a different used car manager on duty that is a little easier to deal with or that it has been a slow day and we would do practically anything to sell a car today (this is not for the crazies but for the near misses).

Other times I would get a hold of the unsold buyers and they would tell me they bought a car. OK, I lost the sale but I try to find out why if they are willing to talk. I would use that input to improve my selling skills, techniques and what I could have done differently.

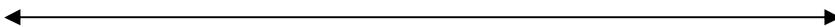
Past Customers and the Phone

When I follow up with past customers on the phone for new sales I target the ones that bought more than a year ago. I will make notes on their commission sheet so I can remember them all and I also add notes about their personality and whether they like to talk. Face it some people just don't want to be bothered and all you will do is piss them off. I make notes so I don't call these people and stick to direct mail or email for follow ups with them.

The people that I do call on the phone that bought over a year ago I usually only call them outside my normal follow up schedule to tell them about some incredible sale or something. An example might be when the manufacturer has 0% financing for 60 months I would call them and in an excited voice tell them about the special and let them know that might even be able to get a new car and lower their payment. No promises but with 0% it is definitely possible (unless they are currently financed at 0%). Besides even if you can't lower their payment you might be able to sell them a new car and keep them close to their old payment with 0% financing. Who wouldn't want a brand new car and keep their payment the same???

To sum it up, the phone can be a valuable tool in your car selling arsenal. Put it to good use by practicing putting a smile in your voice, being enthusiastic and knowing what they are really thinking instead of what they saying. (Because we know buyers are liars.)

Chapter Eighteen



Common Salesman Mistakes

Sales people come and go, you've seen it, I've seen it, and it is just a fact of life in the car business. New sales people come and

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go at an incredible rate, some for good reason and some for no reason. I have put together some of the most common mistakes that are made by car salesmen and saleswomen that keep them from being as successful as they want to be at selling cars and making a six figure income.

Staying the Course:

One of the mistakes that new car sales people make is that they quit before they get started. Even the good ones that make it past thirty days often quit because the income they made in the past thirty days is not enough to pay the bills. They expect to make the “Big Bucks” after a month and it just doesn’t happen if they never sold cars before. If you are going to make it as a car salesman you need to make a commitment to yourself and the profession and 30 days is not enough. You should be prepared to make a 90 to 120 day commitment to your new profession of selling cars. Your first month income will be embarrassing but you have to start somewhere.

If you decide to stay the course your income should continue to rise over the next 60 to 90 days. It takes time to learn the car business, the selling process and the dealership where you are selling. You need time to adjust your way of thinking and to the pay plan of the dealership. You could probably make the adjustment in 30 days if you sold cars in the past but not if you are new to the business.

A six figure income is a very nice income these days but you don’t jump into a new profession and make that much money in a month or two. I have seen new sales people that could have really made a good living in the car business selling cars but they didn’t really give the profession a chance.

If you are going to sell cars for a living make the commitment and give it your all. Isn’t a six figure income worth making a commitment and giving it your all?

Listening:

To Customers:

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A very common mistake that both new and seasoned car salesman make is not listening to their customer. Not just their words but their reactions, their body language and their eyes. Buyers are liars according to many car sales people but that is only the case if you only listen to their words. They will tell you how to sell them a car but you need to listen closely and read between the lines. They want a new car; they came here for a new car, so now you have to figure out how to sell them a new car. Read all the signs and listen closely and they will tell how to sell them a car.

Most people make the mistake of selling their customers a car the way that they like to buy a car. They assume everyone wants to buy a car the way they do and that couldn't be farther from the truth. Every single car buyer is different. They are a product of their experiences and no two buyers are the same. The better you adapt to the different buyers the more cars you will sell.

Watch, listen, study and read between the lines of your customer and then adapt to be salesman that they want to sell them a car.

To Staff:

Listen to your peers and managers: The people you work with at the dealership know how to sell cars so listen to them. Listen to the sales managers because they have sold cars and have become sales managers because they know how to sell cars. They want you to sell cars because they get paid according the sales of the entire staff so it is in their best interest to help you sell cars. Most sales managers are not the best teachers but if you take what they tell you and think about it you should be able to improve your skills.

Listen to top sales people when they are at their desk with customers. Try to get close enough to hear them interacting with car buyers. Pick up some ideas, lines and stories that you can adapt to use on your customers. A new salesman can learn a lot by listening to a veteran sell a car.

Talking or Shutting Up:

If I had to pick out the number one mistake that Newbies or Green Peas make it is that they don't know when to shut up. I have seen Newbies take the customer to the point of pulling the trigger and then instead of asking for the sale they keep talking. The customer is buying the car in their head while the salesman keeps blabbing. Then the customer's eyes glaze over and they ask for their salesman's card. They lost them and their customer is fried. The newbie has just cooked the customer beyond the point of no return. They just want to leave.

I have talked about shutting up and making the best use of uncomfortable silence but some new salesmen can't do it. They can't stand the silence and they start talking when the customer doesn't say yes. Even some car salesmen that have been selling for years have a problem with the silence. They can only shut up for so long. They may have been selling cars for years but they are not making anywhere near a six figure income. The uncomfortable silence is a closing tool, a very powerful tool but you need to be able to use it effectively for it to work. Talk, ask and shut up.

Getting Too Smart:

A mistake of many car sales people is to get too smart for their own good. They sell a few cars and think they know what they are doing only to see the numbers declining. They can't figure out why they are not selling as many cars as they did last month.

They have gotten too smart. They start cherry picking customers and short cutting the process. They think they know better but they don't. The sales process at any given dealer is designed to sell cars. If you could sell more cars by short cutting the system the system would change. They need to get back to the basics and stop short cutting the selling system. Some sales people realize quicker than others before they go back to the system and start selling cars again. The selling system is there for a reason, learn the system, use the system and you will sell more cars. You might get bored with the routine and script because you hear and do it every day, but your customer only buys a car every few years. So get over being bored and follow the process.



Chapter Nineteen



The Differences between the Top 20% and the Other 80%

There is not as much difference as you think. Consistent actions create consistent results. I have covered the actions you need to take to become a top car salesman or woman but knowing what you need to do and doing what you need to do are two different things. Whether you sell 4 cars a month or 30 cars a month you will spend the same amount of time at the dealership. You can take the actions and make the efforts I have described or you can spend all your time bitching about everything under the sun.

Top sales people stay away from the poison that comes from the bitches and moaners that have nothing good to say. Negative people are very contagious and provide no value to the salesman that is determined to earn a six figure income. Keep your distance and don't buy into their negative attitude.

The top 20% of car salesmen are taking continuous action to improve their skills and create opportunities to sell more cars. Their head is in the game and they can taste a six figure income, they know it's possible and they are determined to be successful.

How about you?

Chapter Twenty



You Won't Sell Them All, But You Have To Try

They say that the national average closing ratio is 17% that means that 83% don't buy a car at the average dealership. OK, that's an average that can consist of some sales people closing at 6% and

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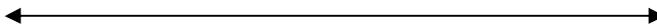
some at 28% but I will tell you that you won't make a six figure income closing at 6%.

Whatever your closing ratio may be I am sure you are talking to customers that are not buying. Since you are going to be talking to these people anyway you should start using them for practice. Make them your test customers. Try changing it up and adjusting your style, your techniques, your lines and everything else. Don't let your time go to waste. Use them the way they are using you. Fine tune your skills and improve yourself.

When you are selling cars for a living you have to face the fact that you won't sell them all. Some reasons are beyond your control but some and probably more than you know are your fault. Sometimes personalities clash but the better you can adapt and connect the better you will become. Fine tune your car selling skills on the ones you can't sell and sell the rest.

Make the best use of your time while you are at the dealership. You are there any way so you might as well make the best of that time. When you do you are getting closer to that six figure income.

Chapter Twenty One



The Secret Weapons

I am sure that you have seen a Newbie come along every once in a while that hits the floor and starts selling cars. They are selling many more cars than Newbies usually sell. Everyone is wondering

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why and if this person is just a natural born car salesman. How is this Newbie selling so many cars???

The answer: This newbie doesn't have a clue, he or she is just following the in house sales system to the letter and they have a **POSITIVE ATTITUDE**. They are taking Ups instead of Cherry Picking" plus they are smiling and enthusiastic.

You may have heard it before but I am going to tell you again and again until you get through your head. "**Attitude is Everything**"

When you combine you're in house sales system, the tips and techniques that I have covered in this book and a positive attitude you will sell cars. It's no secret that selling cars is not rocket science but it does take work.

You may have to adjust the way you think. If you have been making \$40,000 a year selling cars or some other profession you are thinking the thoughts of a person that makes \$40,000 a year. You need to start thinking like a person that makes a six figure income selling cars. You need to visualize yourself making the income you desire. Imagine and focus on the additional income, the extra effort and the extra deliveries you will be making.

If you truly believe that you can sell cars for a living and make a Six Figure Income you will make it happen. But if you believe that you can only make \$40,000 or \$50,000 a year that is how much you will make.

Goals

When I started out selling cars my goal was to earn \$80,000 a year. I heard it was possible and that was the amount of income that I decided I wanted to earn. After six months or so I was on track to make that \$80,000 and I had heard that you can make \$100,000 or more. I decided that \$80,000 was not enough and I was determined to raise my personal goal to that magical number of a six figure income. I decided that I did not want to hold myself back by stopping at \$100,000, I wanted more. I believed I could do it and I was determined to do it. I started thinking like a car

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salesman that makes a six figure income and it wasn't long before I was that car salesman. I reached my goal.

The point I am trying to make is that you need to set some goals for yourself. I tried different kinds of goals like number of Ups or number of cars sold, but those numbers go up and down every month. The goal that meant the most to me was making a six figure income selling cars.

Set some goals for yourself, goals that are meaningful to you. The kind of goals that will make a real difference in your life when you achieve them. The number of cars sold or the amount of Ups taken did not do it for me. After all I was selling cars to make money. So I chose to make my goal of dollars earned per year. I kept track of my earnings per year to make sure I was on track to reach that goal and reviewed it daily.

Take some time to set your goals and then write them out on paper and sign them. Then read them every day to keep you on track and motivated. Then track and review your progress weekly and monthly. You can't track your progress if you don't measure the results. Don't get put off by a bad month or two, it happens to everyone that sells cars for a living. You get to start out each new month the same way as everyone else.

You Can Do It, Others Have and You Can Too!

Communication

You need to be able to communicate with your customer in a way that goes beyond the spoken word. There was a University of California study of live face to face communication and it said that only 7% of communication is done through the spoken word. That leaves 93% and that breaks down to 38% tone of voice and 55% body language which includes body posture, facial expression, eye contact and facial expression.

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Some of those numbers are hard to comprehend. Who would ever imagine that the spoken word would rank so low when it comes to communicating with a customer in the showroom? How much time do car salesmen spend talking?

Effective communication needs to contain all of the elements mentioned above and in the proper amounts for your individual customer. The numbers above are guidelines because everyone is different. Some people may communicate better with more words and less body language and different tones of voice while others could be less words and more body language with other voice tones. No, I am not making this up; this is science that has to do with the way that the mind works.

To break this down a little farther;

We all have five senses and we use all of those at times to communicate and make decisions.

Visual: The way you look and dress the look of the dealership, the look of the car they are considering and anything that they can see along with your body language.

Hearing: Your voice, the sounds inside the dealership, the words you speak, the different sounds of the car and the sincerity in your voice.

Smell: Your breath, cologne or body odor (do you smell like smoke), the smell inside the showroom, the new car smell.

Touch: Your handshake, the feel of the wheel, the test drive and handling of the car, the leather interior, the comfort of the seats and most importantly how they **FEEL** about the process.

Taste: This one does not rank very high when it comes to buying a car, but if you give them a cup of coffee that has been sitting around all day it could leave a less than favorable impression.

These senses receive and process information differently for each person. Some of this information registers and relates with the conscious mind and some with the subconscious mind. People

make buying decisions by using both their conscious and subconscious mind. Some people are more visual than others and some are more receptive to hearing or smells but all of the senses are involved. To best communicate your message to your customer you need to have their senses experience those things that are the most important or influential to them.

So if all you are doing is telling a customer about a car and their most influential sense is visual, you might as well be talking to the wall. But remember that all the senses need to be engaged if possible and in the right amounts. The only way to get an idea what the right amounts are for your customer is to listen closely and observe their body language.

Just as location, location, location is important in Real Estate, **Listen, Listen, Listen** is important to selling cars.

Chapter Twenty Two



Some of My Favorite Lines, Sayings and Thoughts

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“I would rather sell you a car and make a small commission than not sell you a car at all.”

“I want you to be happy with your purchase so you will spend me some friends and family that are looking to buy a car”

“To make decent living in this business I need referrals, if you are not happy I am sure you will not send me any referrals so I want you to be happy.”

“What do you mean \$10.00 a month is not much? If you saw a \$10.00 bill laying on the floor you would pick it up, wouldn't you?”

”We are not running a museum here, we just want to sell cars.”

“Put the pants on them and sell them a car”

“Two people meet and one gets sold”

“Did you see a cross on the building? This is not a church we have to make a little profit so we can keep the doors open.”

“I really like my job and if I sold you the car at that price I wouldn't have a job”

“You have to drive it every day for the next 5 years so I want to be sure you like it.”

“Even a blind squirrel gets a nut once in a while”

“I am sure you work hard for your money and you are not about to buy a car without getting a great deal”

“Hello Mr. his name it's nice to meet you and this must be your daughter?” (It's really his wife and a great ice breaker)

“When you get paid by commission and you are not talking to a customer, you are unemployed”

Closing Thoughts on Selling Cars for a Living

Selling cars for a living is not for everyone. Some even say it takes a special person or a natural born sales person, but I don't believe

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that for a minute. A person that is willing to learn the car business and do the work required can sell cars and have fun doing it.

Having that customer that you sold a car to a couple years ago call you to sell them another car and being on top of the heap is a great feeling, so get to work and move some metal.

I have sold cars with almost every kind of person from almost every kind of background and have no doubts that you can sell cars and make a Six Figure Income. However there is a catch. You must make a commitment to yourself and your customers by learning everything you can to be a better car salesman, put forth the effort required, keep a positive attitude and truly believe that you can.

Let's sell some cars and have some fun!

Questions, Comments or Input; you can always reach me at KB@CarSalesProfessional.com

Stop by the website for posts and tips at: <http://CarSalesProfessional.com>

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