

Decide - Commit - Succeed - Win = Success!

SuperSystem

Changing Lives One
Person at a Time

Improving Profits Right Now

**Best Practices To More Sales In Today's
Automotive Market**

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You have to do everything right to survive today

- Have an open mind to new ideas. Customers have gotten smarter
- No real process's could be costing you a ton of money
- Quit running your customer off
- Where is customer loyalty today?
- Technology has become more sophisticated – devices – software
- If you fail to train, you train to fail!!!
- It comes down to:
 - People
 - Policy
 - Procedure
 - Process's – Fail Forward
- Know that your competition is silently attacking you – because they are improving their selling and managing process's - New Car Dealers and used car lots
- Be careful of working in it, you also have to work on it
- CIA = Customer Impact Area

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Why We Lose Sales

- No selling or management process – An SOP is a drink I think
- Salespeople run the prison – Can't find good salespeople
- Management is afraid to tell salespeople what to do – they might quit – so, “you can work, you just can't work here!”
- Salespeople take shortcuts, because they don't even know what is the right way to sell at your dealership
- There aren't any consequences – because there are different rules and selling process's for everyone
- We have always done it that way – change is only something that is pocketed
- Management allows the salespeople to sell them on why they won't do their job.
- Leadership is only something found in a book
- People work is as important as paperwork

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How To Build A Sales Department

Sales

1. Job Versus Career
2. Get Organized
3. Plan – Planner
4. Unbankable Basics
5. Bypass Price
6. Close
7. Handle & Overcome Objections
8. Negotiate
9. Phone
10. Building “Me, Inc.”

Management

- Mission Unit Goal _____
- Team: Prospect-Interview-Hire-Fire
- Standard Operating Procedures
- Train-Forecast-Track-Adjust MTD
- One-On-Ones Motivate - Eliminate
- Goals-Pay Plans

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George's Best Tips

- Evaluate your staff
- Train – Train – Train
- Improve Process's And CIA Areas
- Go Back To Basics
- Track Any Number That Moves
- Change NOW
- Set Bigger Goals
- Ask
- Just Do It