



The Next Generation of Automotive Salespeople

Automotive Salesperson, Inc.

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Disclaimer

This book is written in the masculine gender for ease of writing. Michael Learning Group has absolutely no bias to age or sex, and believes that any person who applies himself to the study and practice of automobile sales can and should be successful.

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WHAT IS AUTOMOTIVE SALESPERSON, INC?

Thought:

*The best way to predict
the future is to make the
future happen.*

Automotive Salesperson, Inc. is a program that teaches salespeople to become better business people. Many salespeople simply run their business by “hit or miss.” They come to work in the morning, take whatever the dealership, the economy, or the manufacturer has to give them, then leave the dealership at the end of the day. But throughout that day they never do anything to actually develop their business, and run their business as if they actually owned it.

This is not a selling skills course.

Salesperson, Inc. has determined that increasing a salesperson’s selling skills alone will not give this individual the tools necessary to attain that next level of success. Once a salesperson learns the basic fundamentals of selling, or the “10 Steps to the Sale”, additional business will come from understanding the business aspect of sales; all of those areas above and beyond the basics that salespeople need to learn.

What if salespeople thought of themselves as business people?

So I started looking at these salespeople sitting at their desks and I asked myself, “if

they had overhead to pay, if they had employees to pay, if they had to make sure their company profited every single month, would they run their businesses differently, then if they thought of themselves as mere salespeople?" And the ultimate response was a resounding, yes!! They'd have to.

Your own business with no investment whatsoever!

When salespeople get hired into a dealership, they get a free phone, a free desk, a free telephone answering service, a free advertising budget, and a million dollars worth of inventory, with no investment on their part whatsoever. All they have to do is run their business from their desks just as if it was their very own business. Well, that becomes the problem. Most salespeople don't look at it as a business. They look at themselves as salespeople, and it's the dealership's responsibility to get them business.

Salespeople need to develop their own business.

Even if it is the dealership's responsibility to bring in business, if salespeople want to increase their sales and profits above and beyond their current production, they need to begin looking at the details of their business, aside from selling skills.

Business people need to know the numbers.

For years, salespeople have been told that sales is a game of numbers. The more numbers you do, the more sales you make. The problem is, no one ever taught salespeople how to do the numbers. If a salesperson set a goal of 14 sales and \$4000 per month, he never really knew whether he reached the goal until the end of the month. He also never had a plan of attack on how to reach the goal. So the result was, this salesperson seldom reached his/her goal. It doesn't have to be this way. By keeping accurate statistics, real life numbers, a salesperson can conceivably predict exactly what needs to be done in order to reach his goal — because the numbers don't lie.

Salespeople need to run their business like a business

So Salesperson, Inc. developed **Automotive Salesperson, Inc.**, which teaches salespeople to run their business like a business, as compared to running their business by "hit or miss." As you read through this manual, you will find everything you'll need to start thinking and acting like a business person. Once you focus your mind in this direction, the sky will be the limit.

MONEY: DO YOU KNOW HOW TO MAKE IT?

Thought:

*Money won't buy
happiness, but it will
buy you a lot of things
that will make you
happy!*

MONEY — It's been the focus of every salesperson who ever worked on a commission basis. I've never known another word that respects so much attention, that we've virtually based our whole life on it. And no matter how much you make, it never seems to be enough. The latest statistic I've read says that the average auto salesperson across the United States earns an average income of \$32,000 per year. This is in an industry that claims you can make unlimited income. If this is true, why then do most salespeople make so little money?

Thought:

*The person who said
money isn't everything,
probably didn't have any.*

MONEY — You make it and spend. You save it and invest it. It is the cause of stress, frustration, and divorce. You need it to eat with, to drive your cars with, to heat your homes with. You're criticized when you don't have it, and envied when you do have it. Someone once said that money isn't everything, but it was probably said by someone who doesn't have any. You surely can live with much less, but then you wouldn't have searched for employment in an industry where the hours are long, the rejection is high, and the money is inconsistent. If you wanted a lesser lifestyle, you could have taken a job at McDonalds, received \$6.00 per hour, be guaranteed \$240 every single week, and live off of that. But that must not have been good enough.

You wanted to make more. So you became an auto salesperson because someone said you could make unlimited income. Then, how are you going to do it?

Let's list some of the most common reasons that I've heard over the years why a salesperson couldn't make unlimited income:

- The economy is down.
- Too many salespeople in the dealership.
- Not enough advertising.
- Not enough customers.
- Not enough cars.
- No rebates being offered by the manufacturer.
- Pay plan is terrible.
- My manager isn't strong enough.
- The dealer is mean.

And I'm sure there are many more. But the fact is, none of these reasons have anything to do with the individual salesperson. There's always something or someone else to blame for the fact that a salesperson doesn't make enough money. Some of these reasons could be valid. But I've never heard a salesperson blame himself for not making enough income. That fact is, a salesperson could be to blame. It could be that the salesperson was lazy, wasn't responsible and accountable for his own income, didn't learn the correct way to earn unlimited income, didn't invest in his own career, didn't want to do anything more than the basics. If this is the case, unless this person was handed sales on a silver platter, the chances are he/she wouldn't make it.

This model is dedicated to the individual who is concerned about long-term success, and not just short-term gain. Many of the things I'll talk about would not be of interest to the short-term salesperson. It takes a lot of work and persistence in order to become a professional salesperson who has the potential of earning \$100,000 per year. And in most cases, it is possible despite the dealership, the town, the carline, the management, or even the economy. The most important fact is that it takes a lot of work.

If you are willing to put in the time and effort to be successful, this is the program for you. **Automotive Salesperson, Inc.** can get you thinking and acting like a highly successful businessperson. Even if you didn't do everything within this program, keep in mind that it's the thought process that will make you successful. As long as your mind is always thinking about what to do, what to change, how to get better, how to get results, you're going to have a better than average chance of getting where you want to go. If you accept mediocrity, that's exactly what you'll get. So, make it happen!

YOUR ROAD TO SUCCESS

Thought:

Successful people do all of the things unsuccessful people don't want to do.

What is success?

Success has been defined as “the progressive attainment of a worthy goal”. While this is a good general definition, each one of us has our own specific idea about what success means to us. So, what does success mean to you? For some people it means status, prestige, and respect; for others it means power — the ability to influence and command others. But for most people, their definition of success includes financial independence and security.

What is financial independence?

Like success, financial independence means something different to each of us. A better question might be: “What amount of income would make you feel financially independent?”

For some salespeople that might be \$25,000 per year, for others it might be \$100,000. The important thing isn't the amount of money itself. What really matters is how will you make enough money for you to feel financially independent.

Understanding how an auto salesperson's business works is one way to make sure you don't become just another statistic. In order to succeed in auto

sales, you have to do what unsuccessful salespeople didn't want to do, that is, acquire the knowledge that successful auto salespeople had learned through trial and error.

And you don't even have to go through the costly, painful process of trial and error learning. You can prepare yourself for business success by learning all the activities that go into making your business successful, and by making sure each of them is handled properly.

The other key that determines business success is energy. Energy for business comes from self-motivation. Highly motivated people are successful because their enthusiasm for what they're doing has a positive influence on everyone around them. A high-level of motivation also creates excitement, giving salespeople huge amounts of physical energy, enabling them to accomplish even more.

It's important to have the right attitude

You need to know the business side of auto sales to become successful, but it isn't the only thing you need. The right attitude is equally important — and in my opinion, even more important. Each of us is somewhat different. We each have our own opinions, beliefs, likes, and dislikes. Yet one thing that all successful business people have in common is their attitude. They are highly motivated. They know they can get the job done, and they know they'll succeed. That makes them very positive about themselves and their business.

How you can get the right attitude

The right attitude is the one that winners have. It's the "can-do, never give up" attitude. In order to get the winners attitude, here are some things you need to do:

- **Expect success**

Experts in motivation say that 85 percent of success is based on your attitude, so keep your attitude positive. Look for opportunities in every situation. View setbacks as stepping stones rather than obstacles. Keep working your plan based on realistic goals, and don't become discouraged by setbacks.

- **See yourself as successful**

Form clear mental picture of yourself attaining your goals. See yourself enjoying the kind of success you want. And try to experience the feeling you'll have when you meet your business and personal goals.

- **Prepare yourself for success**

Stay informed about what's going on in the automotive business. Read

positive books and magazines. Listen to success oriented tapes at home and in your car. Attend seminars and workshops to upgrade your education.

- **Associate with positive people**

Spend your time with winners and eliminate the losers in your life.

- **Act like a winner**

Positive thinking and positive thought, to yourself as well as to others, are the ways to stay mentally healthy, just as positive health habits are the ways to stay physically healthy. Get motivated and stay motivated.

Habits are the key to success

Everyone has habits. The difference between someone who succeeds and someone who fails is the kind of habits they have. Bad habits are easy to form, but hard to live with. Good habits are harder to form, but they will ultimately lead to success.

Failures generally find it difficult to sacrifice the immediate pleasure bad habits may offer. That's why they don't accomplish much. Successful people, on the other hand, realize that success depends on them. They're willing to put their long-term goals ahead of short-term pleasures by cultivating the habits that lead to success.

The major difference between winners and losers is inconsistency. Winners are consistently just a little bit better. They keep at it and they keep trying to improve. So strive to become just a little better each day. Keep at it and don't be discouraged by setbacks. The amount of persistence will measure your belief in yourself.

I know you can do it

It all boils down to how motivated you become, and how much business sense you attain. You can measure your motivation by your commitment to your business. If you're committed to making your business successful, and you make the effort to prepare yourself with the necessary business skills, you're bound to succeed — provided you stay with it.

So get yourself ready for business success. Be clear about your goals and get motivated to accomplish them. Learn as much as you can about the auto selling business. And do something every day toward making your dreams come true.

Now that you have an idea of the nature of this program, let's begin a step-by-step process that will get you started toward your financial dreams.

If you would like to begin receiving the benefits from the rest of this program, return to the web site to see how easy it is to purchase.