

Unleash the Ultimate Competitive Advantage: Your Salespeople



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Learning Objectives

Upon completion of this workshop, you will be able to:

- 1) Adopt a culture and mindset where your sales team becomes your strongest competitive advantage and self-generates traffic, leads and sales.
- 2) Reduce sales staff turnover by helping your team build loyal relationships with customers and by increasing their personal job satisfaction and income.
- 3) Increase profits through improved sales performance, gross per unit, and CSI

Who are the presenters?

Paul Sansone Jr.

- Owner / Dealer of Sansone Jr.'s 66 Auto Mall (Nissan-Kia)
- 2nd generation dealer since 1980
- Creator of PMB and EZ-Referral Network
- Founder of "Tier 4 Marketing"

Jonathan W. Dawson

- Man on a mission to save the world, one salesperson at a time
- Founder of Sellchology – Selling through psychology
- 2 decades teaching the psychology of sales and marketing
- Car salesman, trainer, consultant, coach, author, speaker

Self-assessment

What do you consider your ultimate competitive advantage? Take a minute to complete the survey below, scoring each item on the following scale:

1 = not true, 2 = not really, 3 = kind of true, 4 = mostly true, 5 = true

Score	Item
	<i>Facility / Location – newest, nice amenities, accessible</i>
	<i>Pricing – lowest, competitive, no haggle</i>
	<i>Inventory – largest, best, diversity</i>
	<i>Advertising – effective, targeted, relevant</i>
	<i>Technology – up-to-date, accessible, user-friendly</i>
	<i>Online process – easiest, friendliest, fastest</i>
	<i>Loyalty perks – extras, bonuses, future discounts</i>
	<i>Salespeople – empowered, professional, knowledgeable</i>
	<i>Experience – fun, unique, efficient</i>
	<i>Culture – mission, vision, core values</i>

What is the Best Business Model for Automotive Dealerships?

Here is what the typical business model looks like:



Is it possible to improve and simplify it? What if it looked like this?



What if the sales person was the main element of our business model?

And what if the dealership business model looked like this?



To understand if the new model will work you, you need to ask yourself this question:

How do you see your salespeople?

Are your salespeople:

- An expense?
- An investment?

The automotive industry's turnover is between 30 – 70% depending on the position. For salespeople, this high turnover rates results in these negative results:

- Massive losses in gross revenue
- Reputation tanks (CSI & online reviews)
- Educated customers Vs. Uneducated sales people
- \$40,000 per year = \$14/hour at 50 hours a week

The best people to sell your highest value customers (service, repeats, referrals and self-generated) are your loyal salespeople!

Many dealers pursue short-term results instead of long-term solutions

Paul Sansone Jr.'s experience and outcomes after implementing the new business model of empowering his sales staff:

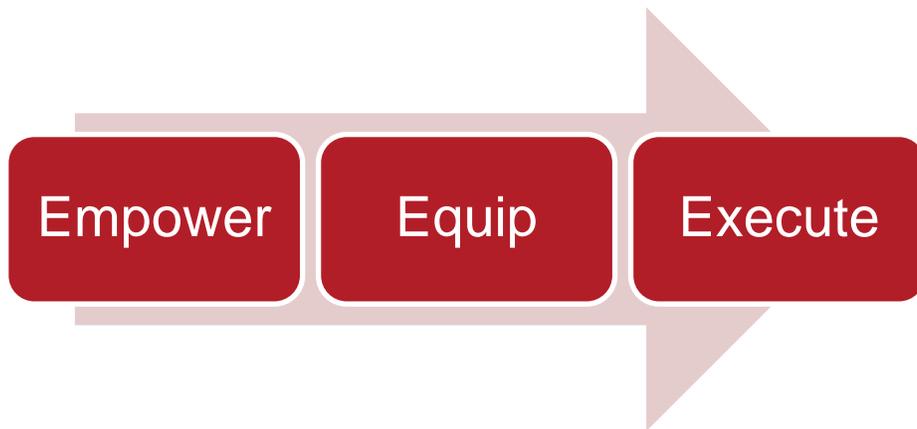
- Turnover is reduced by training salespeople people and helping them earn more money:
 - The average salesperson earnings at his store is \$90,000 per year
- Hiring Criteria:
 - Nice and desire
- Customer response:
 - Enjoy and engage sales staff
- Dealership Return on Sales (ROS):
 - 35% higher than regional average
- Nissan Award of Excellence:
 - 4 years in a row
- Nissan Market Penetration:
 - 125% (8th in the state)
- Kia Market Penetration:
 - 185% (2nd in the state)
- Sales Turnover:
 - 111% in the region vs. 27% at his store

How did we get these results?

It was a combination of the following tactics:

- Personal website for salespeople
- Teaching them how to develop a personal brand, market, and get reviews, referrals and testimonials
- Creating relational buyers instead of transactional buyers
- Using effective lead generation (e.g. Facebook ads)

Steps to Unleashing Your People



Frequently Asked Questions

1. How do you design a salesperson-centric culture?

2. Is the goal to have an “all or nothing” approach?

3. Did you recruit or develop your existing sales team?

4. How has it affected other departments?

Unleashing your salespeople could be YOUR competitive advantage if you believe:

- People buy from people they know, like & trust.
- You can out-experience your competition.
- Customers care about their shopping experience.
- Sales professionals who build a business can become your unique competitive advantage.