

Unleash the Ultimate Competitive Advantage: Your Salespeople!



Paul Sansone Jr.
Dealer | Sansone Jr.'s
66 Automall |
Neptune, NJ
(732) 558-1888 |
psjr@66automall.com



Jonathan W. Dawson
President | Sellchology |
Atlanta, GA
612-387-7776 |
jon@Sellchology.com

@Sellchology
#NADA100

The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

Meet Paul & Jonathan

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 (February 2012)
- Founder of “Tier 4 Marketing” (February 2015)

Jonathan W. Dawson

- Man on a mission to save the world, one salesperson at a time
- Founder of Sellchology – Selling through psychology
- Two decades teaching the psychology of sales and marketing
- Car salesman | Trainer | Coach Consultant | Author | Speaker

Our BIG BOLD Promise...

50 minutes from now you will
feel challenged, inspired,
convicted and **100% confident**
that you, too, can unleash
your ultimate competitive
advantage!

One Condition...

Your Promise

What is your
ULTIMATE
competitive advantage
in your marketplace?

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Facility / Location

We have the newest, most
amenities or accessible facility!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Pricing

We have the lowest, most
competitive, no haggle pricing!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Inventory

We have the largest, best, most
diversified inventory!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Advertising

We have the most effective,
targeted or relevant advertising!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Technology

We have the most up-to-date,
accessible, user-friendly
technology!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Online process

We have the easiest, friendliest,
fastest online processes!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Loyalty perks

We have the best extras, bonuses,
future discounts loyalty perks!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Salespeople

We have the most empowered,
professional, knowledgeable sales
professionals!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Experience

We have the most fun, unique, or
efficient experience!

1

Not True

2

Not really

3

Kind of True

4

Mostly True

5

True

Our competitive advantage is our
Culture

We have the a strong mission,
inspiring vision, and core values
that create our culture!

How do you compete?

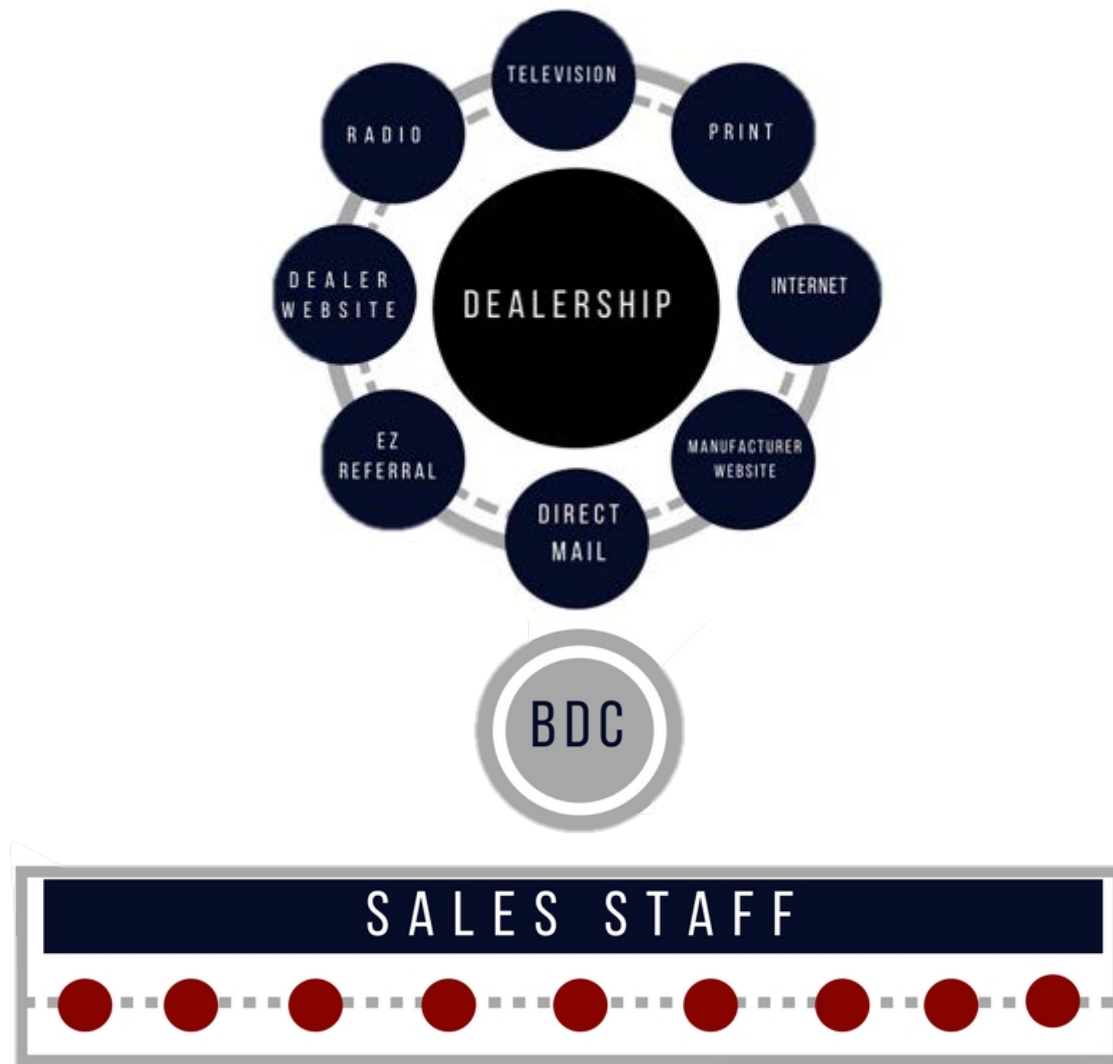
- _____ Facility / Location – newest, amenities, accessible
- _____ Pricing – lowest, competitive, no haggle
- _____ Inventory – largest, best, diversity
- _____ Advertising – effective, targeted, relevant
- _____ Technology – up-to-date, accessible, user-friendly
- _____ Online process – easiest, friendliest,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

Paul

**What is the
typical
current
business
model?**



The typical current business model...



How can we improve & simplify the model?



Improved & simplified business model



How do you see your salespeople?



Headaches AS AN EXPENSE Heartaches

How do you see your salespeople?



Heroes ARE AN INVESTMENT

Jonathan

**60-80%
Sales
Turnover In
the Auto
Industry**

Here are the consequences:

- 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

**Short-term
results OR
long-term
solutions?**

Hunter vs. Farmer mentality:

- Not a tent sale
- Harder to get there, but worth it
- Most profitable business model
- Takes time to create consistency, but WORTH IT

Why Empower the sales staff?

Paul grew sales while also increasing dealership profit.

- ✓ His (ROS) Return on Sales is 35% higher at his stores than regional average

He reduced turnover by training his people and helping them earn more money:

- ✓ The average salesperson earnings at his store is \$90,000 per year

Paul

My philosophy starts
with onboarding & pay

Onboarding: BDC Bootcamp & Milk Money

“BDC Bootcamp”

- ✓ Make 100 phone calls/text/emails
- ✓ Learn the product & process
- ✓ Memorize & internalize word tracks
- ✓ Learn to build their brand through social media and networking

Onboarding: BDC Bootcamp & Milk Money

“BDC Bootcamp” continued...

- ✓ 30-90 days in my BDC
- ✓ Navigate the CRM
- ✓ Handle incoming internet leads

“Milk Money”

- ✓ Consistency in paycheck
- ✓ Certainty and confidence in their pay

Real life results at my
dealerships

My dealership's results

- **Hiring Criteria:** Nice and Desire
- **Customer response:** Enjoy & engage my sales staff
- **Dealership ROS:** 35% higher than regional average
- **Nissan Award of Excellence:** 4 years in a row
- **Nissan Market Penetration:** 125% (8th in State)
- **Kia Market Penetration:** 185% (2nd in State)
- **Sales Turnover:** Region 111% | My dealership 27%

How it worked at my store

2017 Nissan Dealer Dashboard Summary

SANSONE JR'S 66 NISSAN (5240) Northeast - District (2603)						SEPTEMBER 2017		
BUYERS: Why Did Your Customers Purchase From You? / Multiple Response - May not add to 100% / BUYERS Sample =125						(5240)		
							Area Rank (of 46)	Regional Rank (Out of 188)
Is conveniently located %						11		138
Offered me the best deal/Lowest price %	42.6	49.4	47.9	46.4	59.2	10	34	118
Sales staff showed genuine interest for my needs %						4	9	33
Had the exact vehicle that I wanted (color, options, etc.) %						7	21	75
Valued my time %						7	16	53
Made the financing easy %						6	19	81
Provided hassle free negotiation %						4	14	55
Staff was knowledgeable %							22	92
Positive personal past experiences with this Dealer %						7		100
Recommendation from friend/Family %	29.7	19.8	20.2	20.0	29.7	1	3	11
Other %	5.9	4.4	5.0	5.3				

Were we offering the best deal?
118 out of 188!

Were we recommended?
11 out of 188!



You can have it all!

How did we do this? Relationship Selling

Real-life examples at
my dealerships

Gavin

- Mid 50's | Never in the business before
- Sells 30+ cars a month



Rudy

- Creates a marketing plan so he can go over a specific market
- Gross profit was over \$500k last year



Mark

- Second career | Created his brand, "Mark The Pie Guy" | Less than 3 years selling
- Sells 25+ cars a month

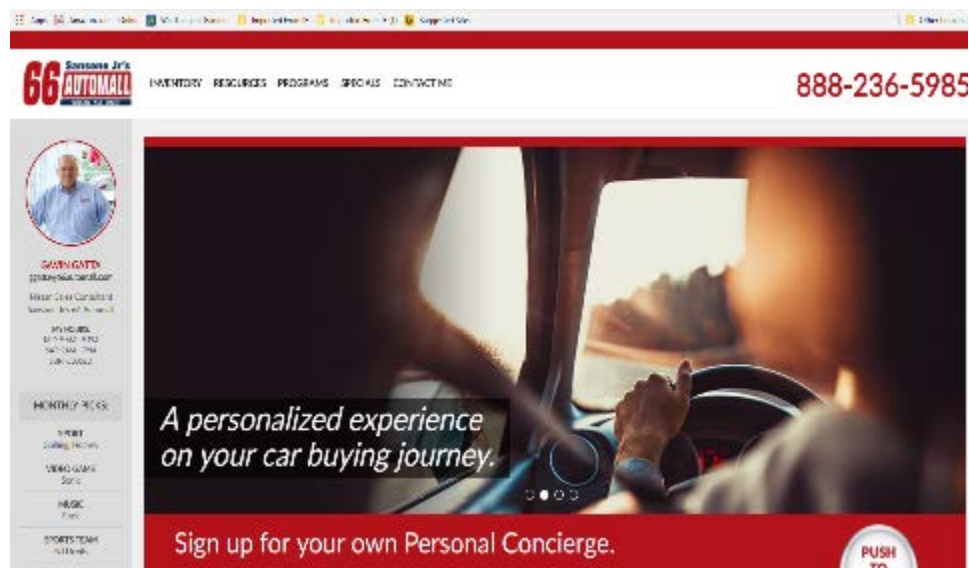


Jonathan

How we got our results

Websites for salespeople: **GattaGetACar.com**

- Contact Information
- Customer pictures
- Customer reviews
- Customer videos
- Full vehicle inventory
- Monthly specials
- Fully responsive (mobile-friendly)
- Leads push to dealership CRM



How we got our results



Training: How to...

- Develop a personal brand
- Market to their target customers
- Get reviews, referrals & testimonials

Creating relational buyers
instead of
transactional buyers!



MARK'S GREAT, AMAZING CUSTOMER PIE EATING CONTEST		
	AUG 2ND 2017 6:00PM	
GRAND PRIZE: MARK THE PIE GUY WILL PAY YOUR AUG 2017 CAR PAYMENT!		SHARE OUR FACEBOOK POST: AND YOU WILL BE ENTERED INTO A RAFFLE TO WIN A 50" HD TV!
	TO ENTER: CALL MARK THE PIE GUY AT 888-919-1493	
MARKTHEPIEGUY.COM/PIE-EATING-CONTEST.HTML		
SANSONE JR'S 66 AUTOMALL 3401 ROUTE 66 • NEPTUNE NJ 66AUTOMALL.COM • 888-919-1493		PRESENTED BY:  THE PIE GUY

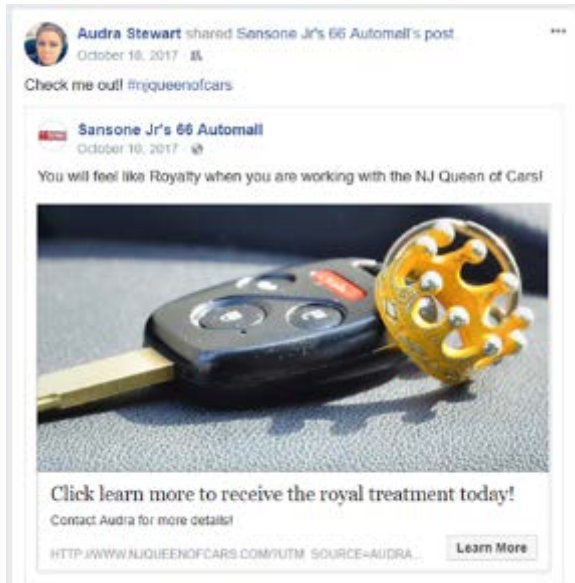
Welcome



prepaid debit card

Submit

Cancel




Lead Generation

Monthly Facebook ads:

- ✓ Demographics / Geography / Relatability
- ✓ Calls to action to generate leads
- ✓ Video or Images
- ✓ \$300 per month per salesperson budgeted

Driving their own traffic



Contact Me at **866-699-3983**
astewart@66automall.com

HOME

NEW INVENTORY

FINANCE AND LEASING

TODAY'S SPECIALS


MY FAVORITE PRODUCTS

CONTACT ME

ABOUT ME

TESTIMONIALS & REVIEWS

SERVICES






Audra Stewart
 Sansone Jr's 66 Automall Sales Consultant
 Hi, I'm Audra.

A friend of mine sales person? Well, it's 2016, why not? My name is Audra Stewart and I live here in the sales in 2016, why not? I'm a graduate of Georgian Court University where I majored in English.

In my experience, I love spending time with my car. I love going to the beach, and of course, shopping! After graduating college, I went on to work for Chrysler Ram & Car from 2006-2008, starting as a management driver and working up the corporate ladder. In those three years, I realized that I had found my niche in sales. I then went on to become a sales manager for another job, and I happened to stumble upon an opportunity with Volkswagen of Greenville as a Sales Consultant.

I enjoy leading this company as build my own small business within a business, where I can work side by side with both my peers and my customers in an honest, friendly atmosphere. In March of 2012, I started at Sansone Jr's 66 Automall and was welcomed with open arms, and most importantly, I was welcomed into the family. Selling Cars to Women.

I love being the friendly female face that other females feel comfortable with. (I'm Sansone Jr's 66 Automall's 1st lady!) I will put your mind at ease when you come in and for your first visit. I love knowing the names of all of your dreams, needs, and concerns when it comes to your new vehicle purchase.

COMPLETE FORM or CALL

Contact Audra Stewart
 Sansone Jr's 66 Automall Sales Consultant

Name


Email

Subject


Message

☐ I'm not a robot


SEND EMAIL




Sales: **866-699-3983** Service: **732-922-1023**
 3401 Route 66 • Neptune, NJ 07753

**Audra Stewart** shared Sansone Jr's 66 Automall's post.
23 hrs · 🌐

I have plenty of friends on here who can vouch for me!

**Sansone Jr's 66 Automall**
October 11 at 1:49pm · 🌐




I'm Audra, and I Just Helped My Friend With Less Than Perfect Credit Get a New Nissan. Know Before You Go!




Get Approved with Audra By Clicking Here

[THISGIRLSELLSNISSANS.COM](#)

[Learn More](#)

 Like  Comment  Share



How do you do it?

3 Steps to Unleashing Your People...

- ✓ Empower
- ✓ Equip
- ✓ Execute

Frequently asked Questions



Jon & Paul

Empowering Your People

How do you design a
salesperson-centric culture at
your store?

Empowering your people

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

Equipping your people

Did you recruit or develop
your existing sales team?

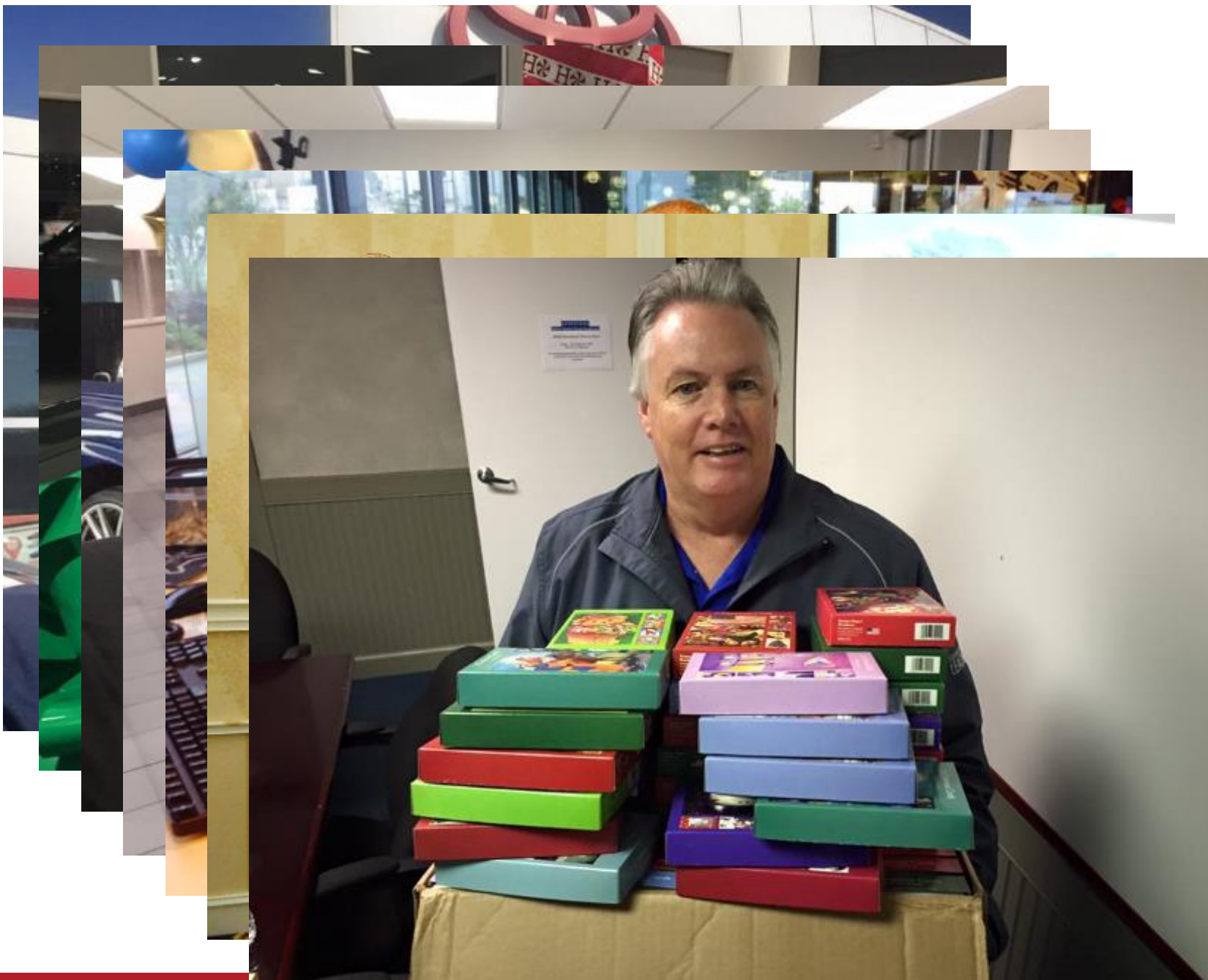
Executing with your people

How has unleashing your people affected other departments?

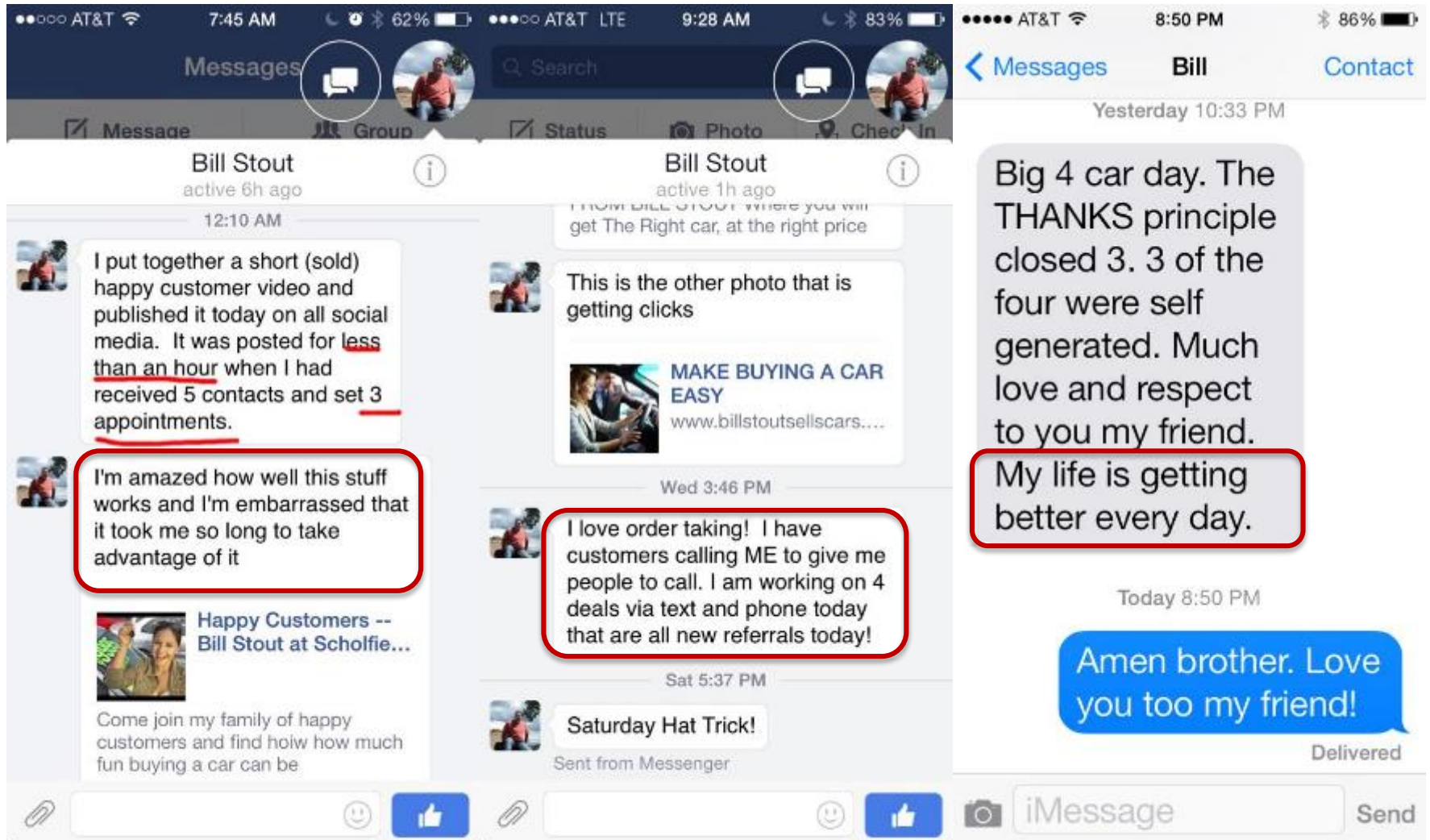
Jonathan

Unleashing

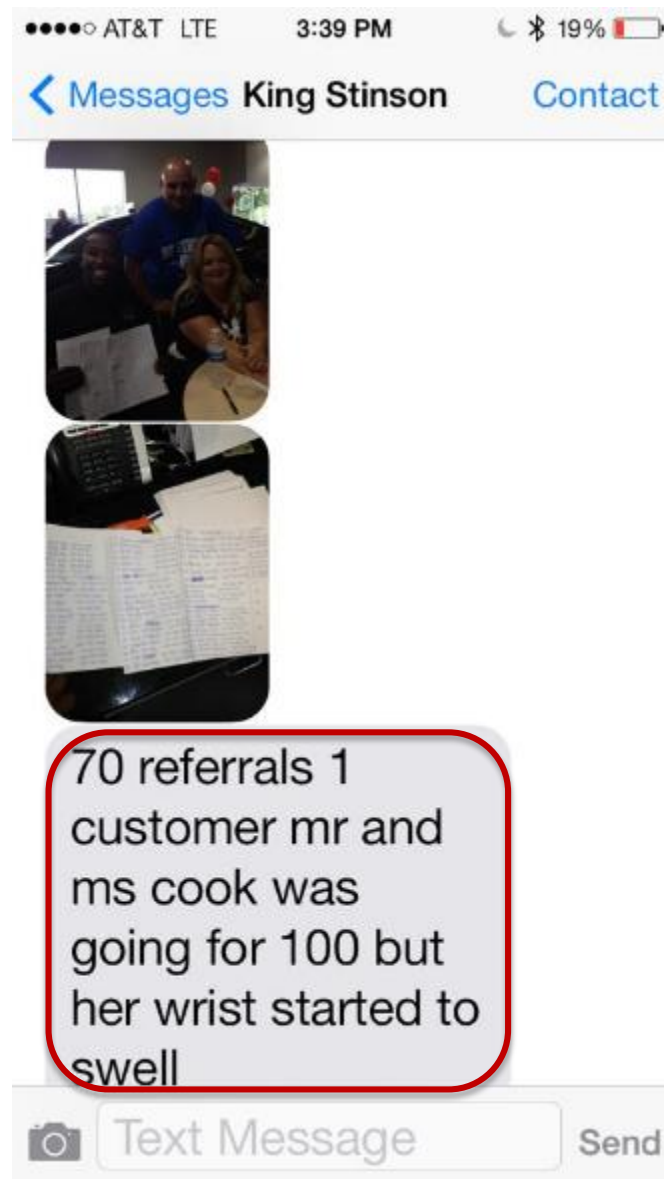
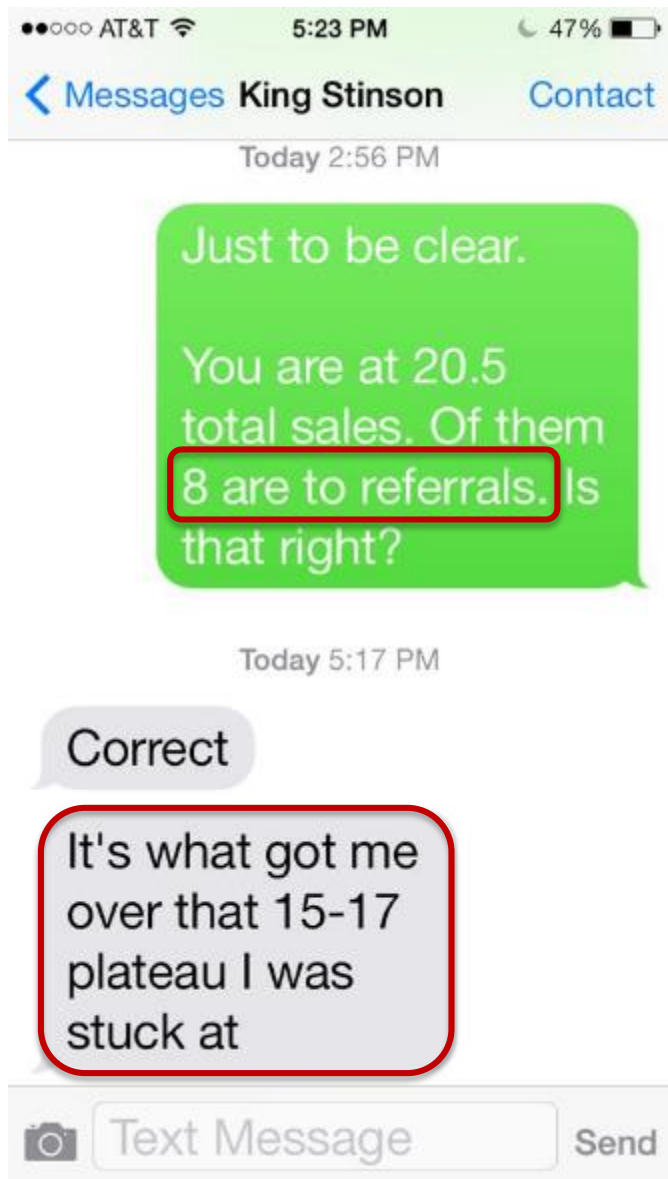
We do this to sell cars
and to make money.
But there's more to it
than that...



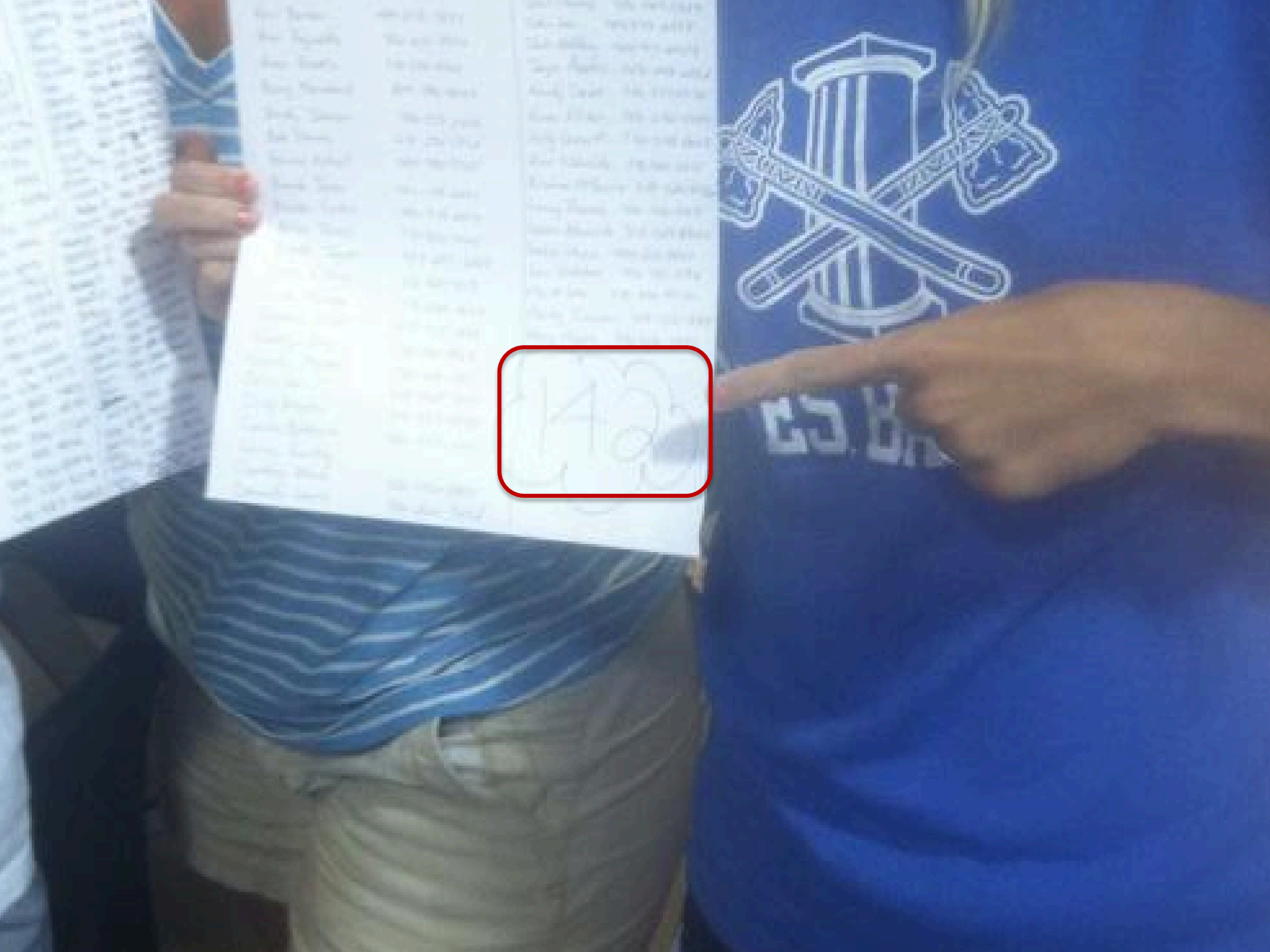
Salespeople's lives are being changed



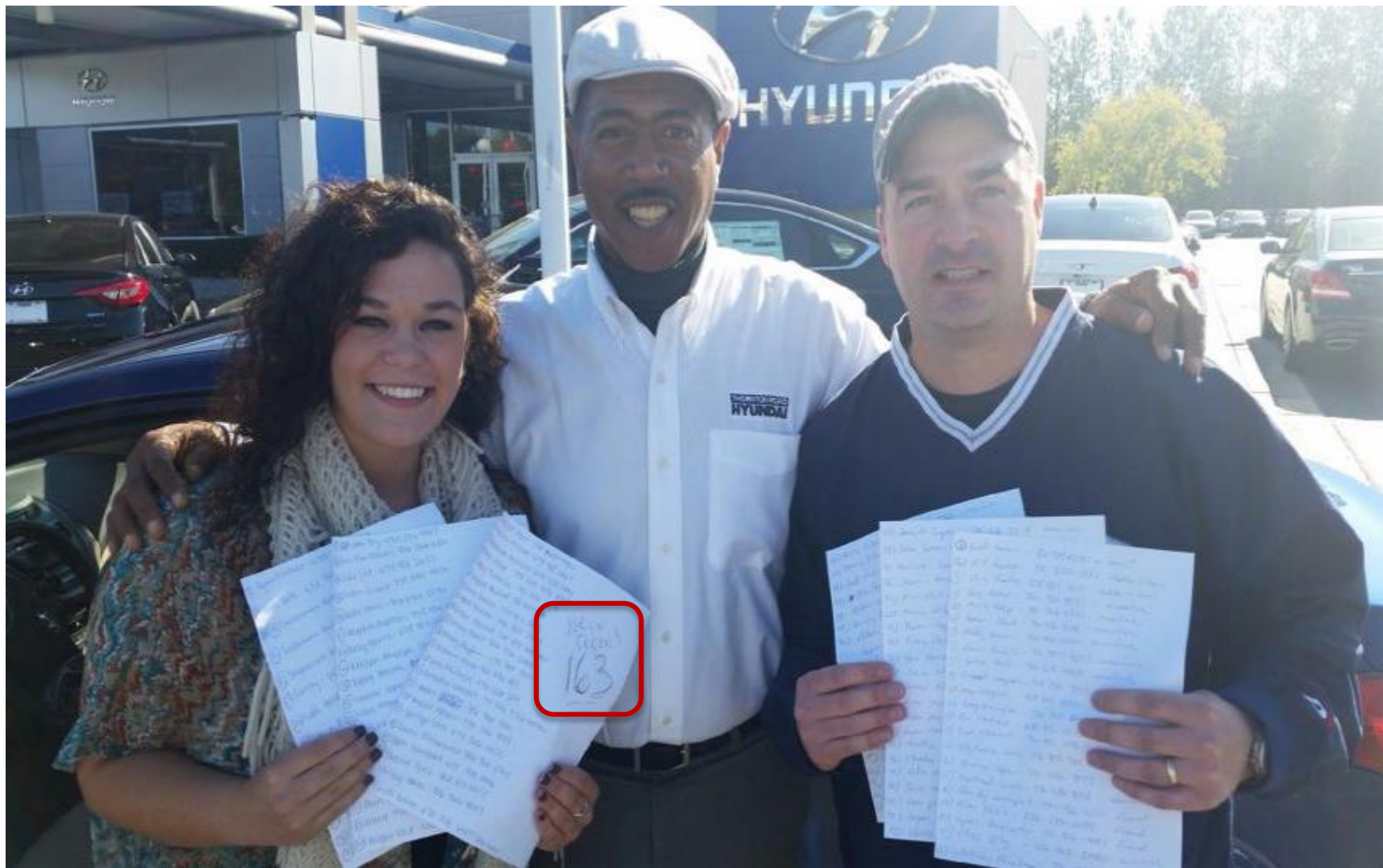








142



New
Exhibit
163

How do I attract more referral leads?

It looks crazy...

BECAUSE IT IS!

How do I attract more referral leads?

Video goes here

But wait... there's more!

Wait.

Video here

Wait
for it...

Yes.
He just
said
560
referrals

Unleashing your people
is not a “normal” way to
sell cars, and that’s kind
of the point!

Paul

The Hope & Opportunity

- **We** shouldn't worry they will leave us
- **We** win when they win
- **We** determine our culture
- **We** can make our people our ultimate advantage

Do 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.

We made a BIG BOLD Promise...

How do you feel?

Will you keep YOUR promise?

Questions



Unleash the Ultimate Competitive Advantage: Your Salespeople!



Paul Sansone Jr.
Dealer | Sansone Jr.'s
66 Automall |
Neptune, NJ
(732) 558-1888 |
psjr@66automall.com



Jonathan W. Dawson
President | Sellchology |
Atlanta, GA
612-387-7776 |
jon@Sellchology.com

@Sellchology
#NADA100