

SUN-ZERI BUSINESS DEVELOPMENT

*From The Sun-zeri Automotive Sales Training Book
"Insiders Sales Techniques"
Training Link with Internet and Fleet Departments.*

THINK ABOUT IT, WOULD A FRIEND LIE TO YOU?

Establishing a Rappore in less than a Minute!

Would a real friend lie to you? Hummmm??? – A survey that was performed about a year or so ago with more than 1000 people that participated in it said "yes." This test group had a wide range of subjective personalities, from those in the clergy to regular people just like you and me. Per the survey most of the time, or at about 95% of the time the subject group reported that The fibs told to friends and family were only just little white lies, nothing more.

- The More Honest you are with your Customers, The More Honest they will be with You!

Before we get into customer bonding and relationship building techniques, let's take a few minutes for a little self analysis. Take a look around you, and ask yourself this question: – What can be learned from those salespeople who put up the highest units sold month after month? – If you look closer, you'll find that they all have these six personality traits in common:

- 1) Leadership, other people look up to them and managers treat them differently.*
- 2) Attitude, sure they may have that occasional off day, but over the course of any giving month, - they're up beat and ready to preform 95% of the time.*
- 3) Honesty, they are straight forward with their customers, their managers, and with their friends and family.*
- 4) Character, they live and work by a personal code that governs their conduct.*
- 5) Persistence, their "mental-down-time" after working with a difficult customer is minimal. Everyone walks into those customers where it seems that nothing you do is going to work.*
- 6) Risk, the only way to gain personal growth means that you must take a chance to change the way that your doing things now to grow. Taking chances to better yourself is its own reward! . Go beyond your current level of sales expertise, research new sales techniques, read a product knowledge page a day, smile at your rivals on the lot, - have fun and grow into a better salesperson!*

- The Meet and Greet,

Oh sure somewhere along the line we've all been taught the basis principals of the "meet and greet". We've seen it done by others, and we do it every day on the lot, – my question is, - when was the last time that you performed this simple task with insight and focus???

- Establishing a Rappore in less than a Minute using Insight and Focus, But first let's. . .

*. . .Imagine that Joe and Mary Smith, just drove up, and parked their car (maybe it's there trade-in. You think to yourself, -it looks really new, - their probably upside-down. . . Oh here comes another customer, their driving an older car, Hummmm, - I'm going for this up. . . *IF THIS HAS EVER HAPPENED TO YOU, READ ON GRASSHOPPER AND LEARN!*

First and Foremost, stop pre-qualifying your store's customers. Everyone that visits your store is there for a reason, and I'll bet it's not to get a haircut or to order a pizza. Always remember that the customer that you blow-off today will be buying a car within the next 700 hours from someone, somewhere, - I say, let it be you!

- Using Insight and Focus at the Meet and Greet , A Simple 4 Step On-Target Skill Technique

On-Target Skill Development Step #1 - Your Professional Mindset When First you Meet A Stranger (A New Prospect)

Guess what. . .your already doing this, how you ask??? – simply think back to how you've greeted a friend or a family member that you haven't seen for the past year or so. You're warm and friendly, but you're a little reserved because you've been out of touch with that person for a while, using a little personal *insight* you think back to yourself on how you related to this person before, you engage into a friendly conversation for the purpose of discovery, and you are smiling and *focused* on rekindling a relationship. ~ Awww' yea' – you say to yourself, now I get it. . . Wow!

- Using Insight and Focus at the Meet and Greet

On-Target Skill Development Step #2 - Hope for the Best, - But Prepare for the Worst

Just for a second imagine what your prospect may be feeling when they drive onto the lot. At this point they may be preparing themselves for battle with the first salesperson that they meet, their guard is up, they've got the latest automotive reports and pricing indexes with them in their shopping bag. Their laptop and cell phone batteries are fully charged and their texting fingers are so nibble that they can shop your best price over the internet in five minutes or less, O'Yea Baby, they're ready for battle, - I say bring em' on! - With a smile, and an outreached welcoming hand!!!

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On-Target Skill Development Step #3 - Self-Readiness

The ball is in your court. It's your house, and you're the expert. You understand the product well enough to match product tech data questions with the best of consumers, and you know the competitor's product better than you know your own, your ready now, - Your confident, relaxed and focused on selling your next car.

- Using Insight and Focus at the Meet and Greet

On-Target Skill Development Step #4 - Disarming and Diffusing with a Smile and the Warm and Fuzzes

It's hard to lie to friend. When we fib or lie to our friends, our palms get sweaty, we begin to shudder, we look away, we give long-winded explanations to make the lie sound more legitimate, we make more stuff up, we feel guilty, we feel terrible for doing it right afterwards, we feel ashamed, we feel embarrassed. . .

All in all it's a lot of work to lie to a friend. Knowing this, it's easier for consumers just to put on airs of distrust when dealing with most salespeople.

Consumers Will Buy from Salespeople that they Like and Can Bond Quickly and Easily.

Disarming and diffusing the prospect means that they are now willing to put down their battleaxes, take off their suits of armor, put away their laptops, turn their cell phones to vibrate and allow you to present your product.

-ALL THIS BECAUSE YOU MADE A FRIEND, IN UNDER A MINUTE TIME!

START RIGHT TO END RIGHT

Seven Great On-Target Prospect Welcoming Openers

- 1) Thank you for coming in today, my name is,____ did you (folks) have an appointment with us, or did you just stop in to say Hi? - Be professional, find out how the prospect heard about the dealership, asking if there was a set appointment is an example professionalism within the sales team. In saying, did you just stop in to say Hi, is one of the best ground breakers that I've every used. It measures the intent and willingness of the prospect to speak to you.
- 2) Do you (folks) need to freshen up a bit???? Was it a long drive for you (folks) to get here? - This is a perfect way to get those rushed prospects to relax and a great way for them to catch their breath as you escort them into your showroom. Don't think that your just walking your prospects to the bathrooms. - This is their first mini tour of the inside of your showroom, as you escort them, this is your best chance to make them feel comfortable inside the same environment that you'll be soon working out the numbers in.
- 3) How did you (folks) here about us? Have you done business before with ABC Motors? =OR= I'll bet that you're a referred customer, who sent you? - There is nothing more powerful than a previous customer or a customer that was referred to your dealership! The quicker you find out how they heard about your dealership, the easier the bonding will become between you and your new prospects. Within seconds, it will be a friend asking questions, not a stranger.
- 4) Is there anything that I can get you (folks) before we start looking? Are you thirsty or hungry? - The human body under stress, (i.e., making a commitment on a major purchase) or the inner workings of the mind during the process of thought, reasoning and negotiating requires food for energy and water to prevent fatigue from dehydration. Most of the time, when your prospect tells you that there just too wore out to continue the sales process, or that they have a splitting headache and have to leave now, may be due to fatigue. Why take any chances!!!! - Offer your prospects something to eat and drink early and often. It would be a shame to loose a sales over a drink of water or a candy bar. .
- 5) It's really Hot (or Cold or Windy or Snowy or Rainy or Humid or Noisy or Dusty or. . .) outside today, follow me and I'd be more than happy to answers all of your questions - Always use the weather as a reason to lead prospects inside the showroom to talk. During the allergy season, I used this method a lot!!!
- 6) Wow! Who's the car for??? As you look at and address the children in the group first - This is a great way to show those with families that you love kids, it gives you an immediate ice breaker with relatable and bonding stories.
- 7) Let me help you with that, as you see the person who has gotten out of their car needs help in doing something, - A friend in need is a friend indeed! What a great way to start a relationship by helping someone.