

NEVADA

Quarterly Publication for Automotive Professionals

# AUTOMOTIVE PROFESSIONAL

FALL | 2011

\$6.95

**COVER STORY**

Interview with

**Frank Scandura**

Frank's Mercedes Service

- Customer Relations
- Sales Training
- Business Tips



## Successful Salesmanship An Inside Job

JUDI MOREO

Every good sales person has had training in the skills required to be successful. Negotiation and closing techniques, communication skills and product knowledge are all elements of the salespersons tool kit. Long term success, however, is dependent more on the content of the salespersons character than on the level of his skills. The consistently successful salesperson has the confidence and determination to bounce back from rejection, the sincerity and empathy that establishes the prospects trust, and the drive to take whatever action is necessary to satisfy customers.

**Developing your personal attributes is as important as honing your sales skills.** If you aren't genuinely excited about what you are doing, chances are you are not giving it your best effort. Enthusiasm for your product doesn't always come naturally. If you really believe in the product you sell or the company you represent, show it. When your enthusiasm wanes, remind yourself of the reasons you are in sales and the rewards you can reap. Be sure your prospect sees the enthusiasm for the product and not your enthusiasm for your potential paycheck. The salesperson who looks at a prospect with dollar signs in his eyes will not make as many sales as the person whose enthusiasm and excitement for helping the customer is his primary motivation.

**Sincerity can make up for lack of technical skill.** Insincerity can keep even the most skilled salesperson from a successful close. Never underestimate a prospects ability to spot a phony. Buying is a risk for your customers. Their perception of risk is minimized when they feel they can trust you. They will reward you with their business if they feel that you are honest and sincere about what you are telling them.

Understanding the difficulties your prospects must overcome makes it easier to get excited about helping them solve their problem. Be sensitive to the mood of your prospects. Put yourself in their shoes. Your ability to understand their needs and concerns will help them to see you as a problem solver not just a salesperson.



As long as you are asking your prospect questions, you are in control of the interaction. By taking a genuine interest in them and learning to ask questions that get you the information you want to know, you will build a relationship of trust and gain the knowledge you need to find a solution to their problems. Take the time to be interested in your prospects, their motivations and their needs. The more you ask and listen, the more confidence your prospects have in your ability to give them exactly what they are looking for.

**Be creative, resourceful and persistent.** Every rejection is one prospect closer to a sale. As a part of basic sales training you were taught that it is a numbers game. The more people you talk to, the greater the likelihood

of a successful sale. That simple fact does not make hearing "no" all day long any easier to handle. Instead of focusing on the sale you didn't make, be creative. Think of new ways to talk about your product. Find new benefits. Learn to take rejection in stride.

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