

NEVADA

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- > Customer Relations
- > Sales Training
- > Business Tips

**COVER STORY**

Interview with  
**Sandy Milmeister**  
PartsChannel



PartsChannel Inc.

**SPECIAL INTERVIEW**  
with **Wayne Frediani**  
Nevada Franchised Auto Dealers Association



## Generating Long-Term Success

JUDI MOREO

Ask a room full of sales professionals to name the one most important secret to success and you will get answers ranging from product knowledge to follow-up. If you ask most successful sales people what they do or know that others don't, they most likely will give you the same kind of answers. There is, however, one sales tool that very few talk about...not even the successful people who use it. It is the most underrated, underused tool any salesperson can have. It is what makes the good salesperson great.

What is this magnificent tool? Passion. It is difficult to teach and rarely talked about because it is the natural state of people who genuinely care about their customers, truly believe in their products or services and are committed to doing whatever it takes to make sure their customers have good experiences. Fake passion cannot be sustained for a long period of time because it takes a good deal of energy to maintain. True passion generates an energy of its own.

Many good sales people are good performers. They have mastered body language, tone of voice, energy and other

key components displayed by people with passion. Yet they remain only "good" salespeople. The key ingredient that creates long term success can't be taught, nor can it be mastered in any class. To move into greatness you must have heart. True passion comes from a genuine desire to help customers. The sales person who is willing to serve the needs of customers even if it means losing a sale, will, in the long term, build a customer base that will not only remain loyal, but will share their experiences and bring in new customers. They may sacrifice a short term gain, but will

achieve a higher level of long-term profit; not only from the customers they serve, but from referrals.

The ability to genuinely care about customers, show an interest in them and serve them determines long term success.

*Judi Moreo is President of Turning Point International, an interpersonal communication and sales training company in Las Vegas, Nevada. If you would like to contact Ms. Moreo regarding sales or customer service training which includes Personality Profile Testing, she can be reached at (702) 896-2228 or [www.judimoreo.com](http://www.judimoreo.com).*

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