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- Customer Relations
- Sales Training
- Business Tips
- Tech Tips

A photograph of a middle-aged man with short, light-colored hair and glasses. He is wearing a dark pinstriped suit jacket, a white dress shirt, and a red patterned tie. He is holding a large, open book with a green cover. The background shows a bookshelf filled with books. The lighting is soft, highlighting his face and the book.

COVER STORY
Interview with
Kirk Jacobson
Johnson Jacobson Wilcox



The Benefit of Benefits

JUDI MOREO

For every product on the market, whether it is a coffee pot, computer or an automobile, there are at least a dozen more products that can produce the same result. The key to successful sales is not only knowing why your product is different and what it can do that others cannot, but most importantly, it is in knowing how it will benefit your prospect and how to communicate that benefit.

Even if your product is the most expensive on the market, closing the sale is easy if you have sold the value and benefit of the product rather than the features.

When your prospect believes he will derive more benefit from your particular brand than your competitors, he will become your customer.

In order to sell the benefit of your product, you must know what the customer wants and needs. Someone walking into an automobile dealership is not necessarily in the market for a new car. Or he may love the car he is currently driving, but it no longer fills his needs. Take the time to get to know the prospect. A skillful sales person has the ability to motivate the prospect to talk...about himself, why he is shopping, what he needs and what the right product... your product... will do to change his life.

There is more money to be made in knowing how to ask the right questions than in having all the right answers.

Yet, even when they know the right questions, many sales people talk themselves out of the sale. Once the question is asked, it is important to listen. Ask the question then keep your mouth shut until the prospect has finished speaking. If your mind is thinking about the next question to ask or you attempt to answer your own question by listing the top ten reasons your product was named product of the year, you are not listening. Good listening requires



focusing all of your senses on the prospect and his answer. Maintain eye contact, lean toward the speaker, maintain an open posture, and be relaxed but attentive. Listen to more than words. Be aware of the tone of voice, the emphasis on one point more than another and the prospects body language. Encourage him to keep talking by giving verbal clues such as, "I see," "I understand," or "Tell me more about that." How the person answers your question will give you the information you need to close your sale. If you listen carefully, you will know what he really wants and be able to tell him how your product will fill that need.

When you sell benefits to your prospect, there are benefits to you as the salesperson... beyond the first sale. When you listen to a prospect and let him know that

you not only understand but are willing to help him find the product that will give him the most benefit, you are building a relationship. If a person feels you have taken a genuine interest in him, he will not only buy from you now, he will continue to buy from you in the future and recommend you to his friends. He is no longer a prospect, he is a life-long customer.

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.