

Don't Question Sales Training Instead, Find A Solution!

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Written by John Schendt

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Do you have a sales training program in place? Or, do you let your sales people learn on the job because you're not sure they'll still be working at your dealership tomorrow? With the average vehicle selling price over \$26,000, well-trained sales people have never been more important. What's a well-trained salesperson worth to you?

A well-trained salesperson is knowledgeable about your products, service, and company. This saves you time, because you don't have to answer basic questions again and again.

A well-trained salesperson understands his or her marketplace. They understand how to best position themselves against other competitive vehicles-and ultimately get the sale.

A well-trained salesperson has the skills to properly qualify a prospect. Most sales objections are the result of salespeople not properly qualifying prospects in the first place. Today, one of the best sales tools available can also be used to help qualify prospects. Contact management systems can serve double duty in this area.

A well-trained salesperson has the ability to listen to the needs and concerns of the prospect. You know that the personal approach works better than a canned pitch. If your salespeople are gathering good information from prospects, they can enter it back into a good contact manager and build a rock solid database. More importantly, you suddenly have a database you can use-to see your prospects on a map, to develop marketing campaigns, to schedule follow-up calls, and to store notes about visits and phone calls.

A well-trained salesperson has the skills necessary to prepare and deliver knowledge in a professional way. Good presentations involve communication skills, as well as substance. The communication skills may require practice, but the substance is readily available-and in many cases is as close as your computer! For example, you can provide your sales people unlimited access to sales leads and mailing lists of prospects in your area, with assistance from a reputable third-party lead provider. If they spend just 10 minutes a day, they can research and glean enormous amounts of selling information that will help them make convincing and persuasive sales presentations.

Understanding how they can select and target the consumers who are most likely to purchase the particular brand(s) of vehicles they are selling is an excellent exercise for salespeople of all levels of experience, but especially for less experienced staff members. And the ability to conduct basic research on your marketplace can help you set up sales territories and map out direction for your dealership.

As a dealer principal or sales manager, it's your responsibility to evaluate the sales training program in place at your dealership. But it's also your charge to make sure sales are at a certain dollar level. To make sure you succeed with those two important goals without overspending, look for public sales training seminars. Also, look for programs and products that can help with both sales and sales training on an ongoing, consistent basis throughout the year.

With these solutions in place, the investment you make in sales training will almost certainly increase sales performance!

To find out more about sales leads, mailing lists or contact management systems like SalesGenie™ - from AutoListsUSA™-, please contact John Schendt at 800-608-2875 or email john.schendt@infoUSA.com.