

## Business Development Solutions



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Are you asking yourself these questions lately?

What can we do to accelerate growth? Do we need a business development department? Why isn't our business development department producing better results? Do our salespeople know enough closes? What's keeping us from closing more deals? How can we be more effective?

If so, you may be ready to arm your team with some new skills and processes proven to give you the growth you need to reach your goals.

Let's look at business development

# Accelerate Your Growth And Close More Deals Now

for a minute. I want to give you my thoughts as a professional, and as someone who has had the opportunity over the past ten years to see thousands of dealerships either do it right, wrong, or not at all. If you're doing business development the right way, it will increase floor traffic. But if your salespeople don't have good closing skills, that's all it will do. Remember, business development is designed to increase opportunities. The skills of the salespeople determine how many of those opportunities turn into deals.

Let's talk about the pieces of the puzzle that are needed to accelerate growth.

The first piece is to do business development the right way. A business development department is a communication hub that handles incoming calls, unsold follow-up, Internet, lease, retail loyalty, marketing, sales support, customer satisfaction, and service calls. Its highest priority is to keep

salespeople face-to-face with quality prospects. Don't get business development confused with a phone room, which salespeople cycle through. Most of these only last about 90 days, because it's a fight to get salespeople to do their shifts, and management soon tires of the fight. A business development department should consist of phone specialists.

Why don't we want salespeople handling incoming sales call, Internet, etc.? Because the best use of their time is spent working face-to-face with hot prospects. If we do this, they'll sell more vehicles. If a salesperson is waiting around for an "up" to walk through the door, we've all agreed that's not productive. Isn't waiting around for the phone to ring essentially the same thing? So the second piece of the puzzle is to free up the salespeople to do what they do best— sell.

The third piece is to give salespeople the skills they need to ask

the right questions, build relationships, and ultimately close the deal. And when we master this, we can move on to the final piece, which is teaching salespeople to get additional business through prospecting. When they're not with potential customers, they should prospect via the phone or outside the dealership.

And what holds this puzzle together? The management ultimately needs to keep the pieces together, by holding the salespeople accountable and leading by example. And don't be afraid to ask for help. Managers get pulled in many directions, and have lots of responsibilities. You don't need to reinvent the wheel. If you need help, just give us a call and we can help.

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