

Business Development Solutions



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Have you ever wondered why some salespeople are very successful while many struggle day to day? Over the past 21 years I've met thousands of salespeople.

I've met some that have the natural ability to be superstars, and yet they are below average performers. As a matter of fact, most of the people I've met that are sales superstars are, from a talent and physical appearance standpoint, nothing special. For example; I'm an average guy, not tall, not particularly good looking, not a genius, not a naturally gifted salesperson, and yet I've had a tremendously successful sales career, and so far, have achieved and exceeded all of my goals. Why? The answer is commitment.

We do remote support for our dealerships, where we actually take over different computers at the dealership. This morning, we needed to do something on a computer in one of our dealerships, and there was a salesperson online filling out an employment application at a job site. I can't tell you how many times we've seen salespeople on the computer during business hours, playing games, chatting, and job searching. I always shake my head and think, "What a commitment to their craft!"

Do you allow fear, and worry to dominate your thinking? Do you find yourself frequently questioning your decision to sell automobiles? A lack of commitment not only

creates self-doubt, but is emotionally draining and ineffective. No great achievement has ever been accomplished without a plan and a commitment. Without commitment you will be defeated even before you start. A lack of commitment is one of the major causes of failure and it's a weakness common to many individuals in automobile sales. However, it's a weakness that may be overcome.

In battle, the ancient Greeks established a well-deserved reputation for bravery, discipline, and determination. They were successful because they were well trained, well led, and most of all, well motivated. The Greeks understood how to instill commitment and prepare their soldiers for victory. To infuse their army with commitment, the moment they landed on the enemy's shore, the Greek commanders would give the order to burn the boats. Imagine the tremendous psychological impact on the soldiers as they watched their boats being set to the torch. There was no turning back. Once their boats were burned, they realized the only way they were going home was through victory.

The ancient Greeks understood the power of commitment. In your sales career you are not asked to commit to battle, but make no mistake; commitment is required. And the moment you become committed to your goals and your career, great things will happen. The true underlying motivation for all success is a deep and steady commitment to the task at hand.

The sales profession is a demanding and challenging career, but it is also highly rewarding and lucrative for those who are fully committed. If you have a lack of commitment, it's time to burn your boat and become fully committed

Commitment—Do You Have What It Takes?

to your sales career. If you are just selling cars until something better comes along, it's time to find a new career now! For those of you that really want to become a top professional in sales, the first step is making a decision that you're going to be successful. Get in one place, stay there (burn your boat), and commit to doing whatever it takes to grow your business. Once you've made a real commitment to be a successful automobile salesperson, write out your plan of action. What will you need to do to reach the level you want to reach? Once you've written your plan, and you are committed to it, the only thing between you and success is the execution of your plan. It's up to you to execute. Below are some things that top professionals in sales do daily to achieve success.

Top sales professionals avoid things that keep them from being successful. They don't wait around for something to happen and they stay away from negative people. They study to improve their skills and they practice, role-play, and implement what they learn. They make sure they are working on sales producing activities all day long, every work day. That means they are either face-to-face with a customer, on the phone with a customer, mailing letters or sending email to customers, or outside of the dealership prospecting. By the way, waiting around for an "up" or for the phone to ring is not a sales producing activity. Top sales professionals program their mind with positive things, review their goals every day, and have a plan to achieve their goals. The truly committed will not let anyone or anything deviate them from their plan.

I have a mantra I go through every day, which helps me reach and

achieve my goals, and it reinforces my commitment to my career. I did the same thing when I was selling on the floor. A mantra is something you recite on a daily basis, principles that you program into your subconscious mind. I recommend that automobile salespeople use a mantra for positive programming similar to this:

I will sell a vehicle today.

I will build value and ask for gross.

I will ask for down payment.

I will give 100% professional presentations.

I will give 100% demo drives.

I will write-up every customer.

I will follow my dealerships sales process with 100% of my customers.

I will get complete information and log everyone I talk to today.

I will turn every customer that I can't close now to a manager.

I will follow-up on 100% of my unsold prospects.

I will prospect 5 new people today.

I will track everything I do and document it in my daily planner.

I will improve at least one selling skill today.

I will do whatever it takes to achieve my goals.

With commitment, ordinary people can achieve extraordinary results. Get started now, burn your boat, and never look back. Good Selling!

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