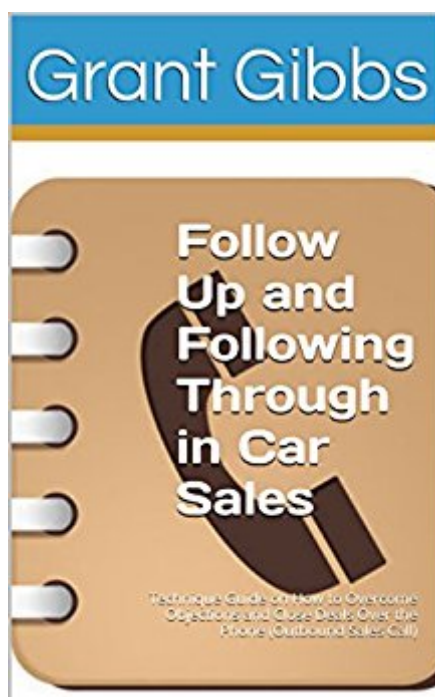


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Follow Up And Following Through In Car Sales - Salesperson And Sales Management Advice Book: Technique Guide On How To Overcome Objections And Close Deals Over The Phone (Outbound Sales Call)



Synopsis

GET YOUR COPY NOW AND START CLOSING MORE DEALS EVERY MONTH Many salespeople make the mistake, typically out of laziness, of not following up with all their customers. As a matter of fact, they even go as far as not bothering to collect the customer's information because they don't intend on following up. The sad fact is with proper follow up, 30% of the customers will come back into the store for a second visit. Of those that do come back into the store, 60% will buy a car. What this means is that for every 20 customers, without proper follow up, you will lose 2 car deals. Which means, if you acquire 3 additional customers everyday on average, you will be able to sell an additional 10 cars a month with effective follow up. I believe it is not laziness that the salesperson does not follow up, but rather it is the lack of knowledge and having the wrong attitude to make an effective follow up call. This guide here is designed specifically to help you with following up with your customers effectively. Once you have learned how to make effective follow up calls, it will also change your attitude on your showroom customers. If you know how to follow up and bring a customer back into your store, you then naturally show less desperation and will exude more confidence in your sales process during their initial visit. On top of that, you also display a tremendous professionalism and great attitude to the customer that you are genuinely interested in servicing them and earning their business.

ABOUT THE AUTHOR Grant Gibbs started his automotive career in the late 1990's when the economic recession hit the United States. Grant originally worked as an accountant and bookkeeper for 12 years at his local business. Despite enjoying full union benefits, he was also laid off and became one of the many who has lost their job during the recession. Grant always had a passion for cars; after a long period of unemployment, Grant answered an ad in the classified newspaper titled "CAR SALESMAN NEEDED; NO EXPERIENCE NECESSARY; FREE CAR". Just like many first time car salesmen, Grant had next to no training and performed miserably in his first month. He was constantly being picked on and harassed by his sales manager for "not performing" and constantly receiving threats that he should be fired. Knowing that he needs the income, and he recognizes the financial opportunity in car sales, he stuck to his job. Of course, he realized he needed more knowledge and more training. Over the next 2 months, he invested heavily in sales training material, stayed up-to-date on all manufacturer news, and spent all of his free time learning about the art of selling and gaining the skill to become a great and confident closer. He saw his sales drastically increase "from selling 3-5 cars every month to now being consistently one of the top producers in his company at 25-30 cars. Today, he solemnly swears that being laid off from his accounting job is perhaps the second greatest thing to have happened to him in his life " of course, the first greatest thing is his wife and

children.

Book Information

File Size: 978 KB

Simultaneous Device Usage: Unlimited

Publication Date: June 23, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01HHI022S

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #475,674 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #28

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Customer Reviews

So far I like some of his thoughts, insights, opinions. Hopefully the book itself is good. Don't know what else to really say.

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