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For information about The Benjamin Group, check out our website at [www.benjamin-group.com](http://www.benjamin-group.com)

## Welcome back to "Sales Sagacity"!



This past month I had the *pleasure* of experiencing a wide variety of sales personalities. You see, my son needed a car and, although he's 21, I didn't have the heart to let him go shopping alone!

I'm guessing that this century's consultative, needs-oriented sales techniques have been outlawed in the car trade. Anyway, this experience has motivated me to write a new, *tell-all* newsletter. You can only find it here, in this month's issue of Sales Sagacity!

Please keep your comments and suggestions coming!

Ron Visocchi  
Managing Partner and Sales Sage

## Lessons from Car Dealers

**I know what you're thinking:** what does consumer car sales have to do with the *sophisticated* world of business-to business marketing? *Maybe a bit more than you want to think!*

Sometimes the best sales lessons come from the worst sales performances; here are a few lessons straight from the *used car lot*:



**Don't spring your best punch without knowing what your prospect wants or needs.** In fifteen visits or calls to car dealerships, not one sales person asked me anything except my price range; rather, they immediately started pitching their best cars.

Obviously they didn't read my newsletter last month! However, before you dismiss all of this as inapplicable, maybe you would be willing to ask yourself a few questions?

❖ **Do you listen or sell?** How do you know what someone wants or needs unless you ask them and really LISTEN? I heard constantly about how hard our *sales hero* would work to put my son into that *1-owner used car* for the ideal monthly cost. Great, but he had an insurance check and five years of savings in his pocket from waiting tables; he came to pay cash!

- ✓ **Make sure you're addressing a need, not reciting a well rehearsed sales pitch.**

❖ **Whose needs are you looking to satisfy?** I always enjoy the story about how the sales person or dealer is one sale away from some award (don't tell me you've never done it!). Makes a father proud, but this father was concerned about a car for his son!

- ✓ **It's all about the customer, not you.** Make sure you understand every aspect of someone's requirements (stated or implied), and then be sure you focus on exceeding *their* needs and expectations!

❖ **Do you try to build trust with words?**

We heard a lot of talk about 5 stars and best service from the same people who changed prices after the test drive! Words are just words; **only actions can build trust.**

- ✓ **Take care not to over-promise or set wrong expectations;** there will be no words to repair the damage.

❖ **Who are you kidding?**

One dealership had a great 5-speed sub-compact, but we needed a mid-sized automatic. That didn't stop three levels of sales management from attempting to secure a deposit on this *great little car*.

- ✓ **Don't force fit; if you can't fully satisfy someone's needs, walk away!** Better yet, recommend someone who can; they may just recommend you next time!

**So what happened?** Every industry has great sales people; we found one, along with a great used car! **Honest, competent sales people are just as important as the product.** I guess I just needed reminding!

## Sales Tip of the Month

- ✓ Our sales person told us it took some time to build up his reputation and references; now he has people coming to him. **What's the tip? Don't judge sales success too early; solid sales practices reap consistent results over time!**

## About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven methods and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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