

THREE PILLARS OF SALES SUCCESS

#1 Activate the Dealership

- Average closing ratio is 18% / Private Sale closing ratio is 57%.
- Sales energy builds excitement, belief, & momentum.
- An event gives the customer a reason to buy today.

#2 Elevate the Sales Team

- A consistent rhythm of training is essential for any team.
- Salespeople learn best by example and then by doing.
- New salespeople need to learn the story of the brand & the sale and they need to learn successful habits.

#3 Engage the Customers

- To maximize retention, customers need to regularly hear from the dealership that they are valued and that the dealership has a special deal for them.

“A leader needs to tell his people what to do next.”

THE UNTRAINING CYCLE

**Who is really
selling?**



*“Selling is telling stories and giving
the customer reasons to buy today.”*