

Training Tips For Car Salesmen (words 408)

Introduction

Most people have bought a car – new or second-hand – at one time or another and they've all come face to face with car salesmen. Did you know that a person's decision to buy is more influenced by how a salesman treats him or her than by the the features of the car or even the price itself? Food for thought, huh? So how can you, the car salesman, ensure you're doing everything possible to increase your chances of making that sale? Here's a few terrific selling tips.

1. Work Smart

Get to know your customers. Talk to them like you would your friends – and listen to what they have to say. Don't act like a typical car salesman (be yourself) and never talk over them or judge your customer. A smile or carefully phrased question from you can make all the difference. Try to establish a bond with your client upfront. Ask where he or she is from, whether they play sport, what their interests are, what music they like. These simple steps could ensure that you make a lasting impression. And who do most people buy from? Yup, from sales people they like or get to know.

2. Know Your Product

This may seem like a simple thing to say but it's amazing how many sales people don't equip themselves with the answers to their customers' questions. Become an expert on all the vehicles you're selling. Why not write out a card for each vehicle and on it list 6-8 different things about each car. That way you put yourself in the customer's shoes and he or she will be impressed and rate you as a true professional.

3. Networking/Prospecting

Did you know that 80% of all new motor vehicle sales come from referrals? So it makes sense to network or prospect. Spend some time thinking about who you know. Make a list of your circle of friends, relatives, cousins and nephews. Tell them you're a car salesman and that the next time they need a car, you're their man. You can even tell them a little about one of the vehicles you're selling so that they can see how professional you are. Ask them if they know anyone who may be in the market for a new vehicle and if so, whether they would refer you.

So there you go ... three terrific tips for car salesmen that will help *you* sell better.

Go get 'em!

