

Here's something that will have an immediate impact with your sales performance.

In this letter I'm going to share with you just 1 idea that is rated as an **S⁵** Classified technique (**S**uper **S**exy **S**tupidly **S**imple **S**olution).

This will show you how understanding psychology makes you **E**xtrremely **E**ffective and **E**fficient with your next customer.

I call it the **E³** effect.

The formula for success is:

S⁵ + E³ Salesperson = MGPS (Maximized **P**rofit **P**er **S**ale)

Here's a MONEY MAKER right out of Course "Sales 301" in the curriculum on SellchologyUniversity.com.

3 reasons salespeople struggle to hold gross:

- Your customer doesn't see MAXIMUM value in the vehicle.
- Your customer doesn't see MAXIMUM value in the dealership.
- Your customer doesn't see MAXIMUM value in the salesperson.

Income opportunity #1: Maximizing the value of the vehicle. 6 steps to creating GROSS out of thin air.

When it comes to presenting and demonstrating a product (like a vehicle) we must remember the difference between PRESENTING and DEMONSTRATING. Many salespeople can't clearly define or articulate how presenting a product and demonstrating a product actually are two completely different selling techniques.

Ask yourself,

“What is the main difference between presenting a product and demonstrating it and am I doing both effectively when I sell a vehicle?”

Presenting a product requires a sequence of **6 events** that must happen in order. **(1)** asking questions, **(2)** pointing out the features that match the wants or needs, **(3)** describing the function of the feature, **(4)** explain the advantages by painting a picture of the benefits they will experience, **(5)** contrasting the alternative if they choose not to buy it and finally, **(6)** asking the tie-down closing questions to confirm the value.

The 6 step sequence for properly presenting a product:

Ask – *“How familiar are you with the “X” technology?” or “Has anyone told you about the new “X” feature that came out last year on select models?”*

Feature – *“Since I know you are looking for more ... I wanted to show you this particular vehicle is equipped with “X”. I believe you will appreciate it.”*

Function – *“What it does is ...” or “By allowing ... it does...” or “The “X” controls the ... changing the way it ...”*

Benefit – *“The advantages of the “X” are that you will get ...” or “What that means to you is ...”*

Alternative – *“We do have less expensive models you could look at that don’t have “X”, however you would lose ...” or “Not every vehicle offers this type of “X” and so some won’t give you the ... that I know is important to you.”*

Tie down – *“This the kind of ... you are looking for in your next vehicle, isn’t it?” or “Don’t you love the way the “X” gives you more ... compared to your old vehicle?” or “Now that you understand how the “X” works, you wouldn’t want to look at one without it would you?”*

Do you do this consistently?

Try doing this with your next customer to share why your dealership is unique in the market. Maybe on a phone call to help separate your store from the others in the market and confirm your appointment.

Income opportunity #2: Maximizing the value of the dealership. Sell your story, sell it well!

Insert the **USP** (**U**nique **S**elling **P**roposition) of your dealership into the same formula and it sounds like this:

The 6 step sequence for properly presenting your USP:

Ask – *"How familiar are you with our dealership?" or "Has anyone told you about the "USP" we offer all of our customers?"*

Feature – *"Since we know most car shoppers today are looking for a dealership that ... I wanted to share with you that we do "USP" for all the customers/vehicles that we help/sell. I believe you will appreciate it."*

Function – *"What "USP" does is ..." or "What we do is ..." or "The "USP" guarantees you ... changing the way you buy a car by ..."*

Benefit – *"The advantages of the "USP" are that you will get ... compared to other dealerships" or "What that means to you is no more ..."*

Alternative – *"Not every dealership offers this type of "USP" and so some won't give you the ... that I know is important to you." or "Most of our customers have told us they want ... instead of ... and that's why we decided to change from the typical dealership."*

Tie down – *"This "USP" is the kind of ... you are looking for in your next purchase, isn't it?" or "Don't you love the way the "USP" gives you more ... compared to other dealerships?" or "Now that you understand how the "USP" works, you wouldn't want to go back to the old way of buying would you?"*

The online Sellchology University teaches salespeople the Art, Science, and Psychology behind selling to today's savvy shoppers.

Sign up today and begin dominating your competition by having a sales team that understands how to sell through psychology.

Talk soon,

Jonathan Dawson

P.S. When you get this give me a quick call (612) 387-7776

P.P.S. Did I tell you about the Unconditional – ZERO risk – 100% Money Back Guarantee – and Bonuses that go are available until Feb 28th?

P.P.P.S. Know anyone else that would benefit from the psychology of sales or that would like me too, please forward this letter to your friends. The only rule is that they have to be cool. I have a cool client's only policy, so no forwarding to people who are not cool.

Don't forget to check out <http://www.sellchology.com> for more information about upcoming events and in-house availability.