

### ***9 Top Secret Strategies to Enhance Sales Team Success***

Improving the quality of dealership staff (especially dealership sales personnel) has proven to be a main focus for a good portion of dealers nationwide. Yet there's more to building a successful dealership team than just hiring promising talent. Here are 9 secret strategies G&A Marketing uses to create staff synergy and build sales team success.

#### **Work With Winners. Winning Is an Attitude.**

For winners, positive momentum is something that is built and maintained at all times. By acknowledging even the smallest of victories, you are reinforcing the belief that success is possible. At G&A we believe, "Momentum = Sales", which means little bits of improvement over time can lead to drastic change

#### **No Good News, No Bad News – It's All Just Information.**

While the media will likely keep their focus on dark and dismal headlines, don't lose sight of the light at the end of the tunnel. If we give up on believing success is possible, we lose the power to positively influence sales momentum. Instead, put faith in an optimistic outlook to provide your sales people with an encouraging reason to take that first positive step.

#### **Movement Equals Improvement.**

Building momentum can be a difficult task. Utilizing "momentum boosting" ad campaigns to drive additional traffic can help to make this a little bit easier. The burst of activity these campaigns provide will reignite some excitement on the sales floor, which is a step in the right direction when influencing the attitude of your team.

#### **Speed of the Leader – Speed of the Team.**

If the speed of the leader equals the speed of the team, believing that there's nothing you can do to get deals bought isn't the mindset that will keep your team charging forward. Instead, take the road less traveled and put faith in what seems to be impossible. Believe it or not, there's opportunity out there. In fact, dealers whom have embraced the power of positive attitude view today's economy as the have perfect opportunity to try a different marketing approach and capture competitor's market share when they are defenseless against it.

#### **Try To Motivate With Less Money and More Sense.**

Of course the more they sell, the more they make. However, goals like this can't be achieved without supplying some sensible points to help them get there. Are your sales people cutting corners? Make sure to publicly compliment someone who is doing daily activities correctly or is following all of the steps of your sales process. As a result your sales staff will learn to find reward in actions that aren't linked to financial return.

#### **Pass Your Negatives Up and Your Positives Down.**

Since momentum is fueled by attitude, it is important to keep only positive information flowing to your sales force. Consider asking one sales person each week to be responsible for supplying a motivational quote of the day to be shared with the rest of the dealership staff. This not only reminds staff members to think positively, it also keeps sales personnel engaged in the process of shaping the dealership's overall attitude.

#### **The Only Thing You Can Control Is Your Response.**

One person or business cannot control the current market conditions. However, we can control the way we respond to them. Negativity is infectious if nothing is done to immunize it. Protect yourself and your staff by refusing to give in.

## **It's Never Over Until You Decide It's Over.**

Deals “lost” the day before may be salvageable, but only for those who are willing to keep trying. Consider making “Save a Deal” meetings standard practice. “Save a deal” meetings are just that – meetings focused on saving yesterday’s dying deals to determine the core issue and create a course of action to redirect the path. By addressing the missed opportunity after a good night’s sleep, or by simply sharing the problem with others in the dealership, you may be amazed at what you dig up. Yet to make these meetings most effective pay special attention to the personality traits of the facilitator, the structure of each meeting and the sales team’s ability to provide true and timely follow up.

## **When You Want It More Than They Want It, It Is Time to Let Them Go.**

While eliminating sales people is often a difficult task, there are times where it’s a necessary step. In order to be truly successful, every member of the sales team must be driven to obtain personal and shared goals. If this passion isn’t present in one or more of your sales people, it may be time to move on. Just remember – It’s better that one person perish than the whole team go down in flames.

Of course there’s more to building a successful sales staff than just what we’ve explored here. Creating team synergy which drives results requires constant focus, and an ability to think outside of the box. To learn about these 9 strategies in more detail, or to explore different approaches to improving the quality of your sales staff, please contact a G&A Marketing representative at **800.688.1370** or at [info@gamarketing.com](mailto:info@gamarketing.com).