



TEAM
RELMARK
DEALER
SERVICES

For The General Manager

Duane Marino's New Paths to Outstanding Results

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Achieving Profit Through Process

ROUTED TO:

- Dealer Principal ()
 - General Manager ()
 - Sales Manager ()
 - Retention Manager ()
 - Business Manager ()
- BULLETIN BOARD**

**More Free Newsletters & Sales Meetings
Sales Manager's OVERDRIVE
Business Manager's F&I FYI
updated on our web site**

Feb. & Mar.
2010

*Call Duane Today
Results Oriented
and Affordable*

Internet Success

Your energy flows where your focus goes. Make sure you're focusing on the right metrics.

Don't make the mistake of focusing on the wrong numbers when it comes to Internet business. Too much emphasis on sales and revenue numbers can prevent you from reaching your long term goals.

There are a couple of key numbers and ratios to keep in front of you. Use them to evaluate your internet marketing and determine how many sales you'll generate:

1. The number of quality contacts in your database. These are people who've told you they have a need or concern and who want to hear from you again.
2. Your prospect contact to client conversion rate. The percentage of quality contacts you convert to sales. The math is simple; the more quality contacts you have and the higher your conversion rates, the more revenue you'll generate.

Stop wasting time on marketing that maintains the status quo and discover a way to market your products and services that brings in more prospects to your site and more clients to you. You don't need to be a math whiz to become an expert at marketing math. Pay attention to these numbers on a weekly basis:

- The number of people who saw your ads, read your articles or received your mailings.
- The percentage of those people that responded to your ad or article. It's not how many ads you run, but how many people pay attention to your ads that matters.
- The percentage of respondents that actually gave you their contact information and added themselves to your database. These are the people who have identified themselves as qualified prospects who are interested in learning more from you.

If you're marketing through your web site, it's incredibly simple to identify these numbers daily and weekly to track the success of your marketing. Here's how:

1. Look at the number of unique visitors to your web site daily or weekly.
2. Divide this number by the number of people who contacted you. This is your conversion rate of site visitors to qualified prospects.

If your site is set up correctly, at least one out of ten people should be contacting you and adding themselves to your list of qualified prospects. If you use Google Ads to drive visitors to your site, you can send visitors to specific landing pages and increase your conversion rate to 20 or even 25%.

What should you expect from your web site? For every hundred unique visitors to your site per week, 10 to 25 should be sending you an email requesting more information about your products and services. Each month your list of qualified prospects and sales should grow. As you apply good marketing principles with good sales practices, your sales and revenues will start to increase rapidly.

Upcoming Workshops

Sales Process Training: Toronto Feb. 24 - 26 and Mar. 24 - 26

F&I Menu Selling School: Toronto Feb. 16 -18 and Mar. 17 - 19

"See page 4 of this newsletter for more profit and business builders"

(contact us for more information - details are available on our web site)

TEAM RELMARK DEALER SERVICES

For The Sales Manager

OVERDRIVE

Ideas and techniques for the Professional Sales Manager
Commentary by Duane Marino.

It's Just A Fad

Feb. & Mar.
2010

I have heard, on many occasions, phrases like: "consumers aren't loyal anymore", "the internet has made my business harder", "customers just shop everybody and use me to keep the keep their local dealer honest".

Consumers aren't loyal because many have forgotten or never learned about the importance of follow up, prospecting and retaining staff. My good friend Joe Girard didn't get to be the number retail sales person in the world by waiting at the front door and moving from store to store. He has said many times how he wishes he was selling today, with so much technology that makes contact so much easier and less costly.

If you think your CRM or web site is going to sell cars all by itself, and create relationships with your customers and staff, think again. If you think your sales people learn, retain information and create relationships with how to sell from just internet sales training, think again. People need interaction. If you aren't following up with your customers and interacting with your team, why would your customers or staff be loyal to you?

If the internet has made your business harder it's because you aren't using it for what it is: one more (huge) way to connect us with people that will eventually buy from the dealer that treats them the best and gives them the options that are closest to what they want and need. Instead, many of you look at consumers who use the internet as a bunch of 'time wasters' and we don't treat every one of them like buyers.


If you aren't treating internet consumers as well as your walk in customer (who also went online but didn't tell you, by the way), is it the internet that made your job harder or is your lack of professionalism and understanding your buyer making your job harder?

Finally, as far as consumers using the internet to keep their local dealer honest all I can say is "duh". Everyone wants to make sure the dealer is honest. Let's face it gang, we aren't ranked very high on the ethics surveys no matter how hard we try. This isn't new though is it? Before the internet we had LemonAid, Consumer Reports, Car and Driver, Road and Track, etc. as the primary vehicle for information people used to keep us 'honest'.

If we as dealers would build relationships better couldn't we have more repeat & referral business that pays higher profit anyway? If we would just focus on learning how to use a phone better when that customer calls couldn't we set more appointments when the shoppers do call? If we'd just sharpen our sales skills by practicing every now and then instead of complaining about the economy and the internet, couldn't we possibly convince a customer that we're worth the drive to do business with?

Unfortunately, for some, it looks as if the internet has only added to a lazy entitlement mentality and further worsen the consumer experience leading to even less consumer loyalty and more excuses.

I know you have a web site, and I know you have sales people, but it's time to pull your head out of the sand and deal with it and embrace it!

The internet is not just a fad and it isn't going away. 

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For The Business Manager



F&I F.Y.I.



Ideas and techniques for the Professional Business Manager
Commentary by Duane Marino.

Nothing On The Menu

Feb. & Mar.
2010

Income produced in F&I is critical to the dealership's total profitability. Did you know that all the major furniture and electronic chains also rely almost exclusively on fabric guard and extended warranties for their survival? Did you know a \$2000 per car average is obtainable and sustainable with menu selling?


New car departments would have lost money in each of the last ten years without F&I profit. In many cases, F&I income represents almost 50% of the dealership's total income. This creates a lot of pressure to produce in the F&I department and sometimes that causes people to shortcut processes and outright deceive in the pursuit of profits. As a flip to that, many companies are instilling unnecessary fear in our minds about what our customers are thinking and what we should be saying.

I am a proponent of 'Menu Sales', but there is a huge variance in technique and results regarding menu selling. When utilized correctly menu selling provides proper disclosure in a timely manner for our customers. People like to have choices and the menu gives them that. Cancellations are reduced and sales go up when we present the products in a consistent and balanced way.

Simply saying you use a menu isn't enough though. That's like saying I golf and use a putter. So what?! It's how you use it; how to sell your products and create value. This begins by discovering the customer's wants and needs and helping the customer make the best choice for them. Each product you sell in F&I must be able to stand on its own merits and satisfy a customer's needs, if it doesn't or if you don't believe in it, stop offering it. The reality is that you probably aren't selling it anyway.

Besides good rapport and quality questions, proper disclosure of all aspects of the vehicle and its current warranty purchase is not an option, and is one of your best sales tools. No matter what your sales production is or even if it's the last day of a tough month, never sacrifice disclosure for ill-gotten profits. The customer leaves feeling comfortable with their purchase, the dealership receives higher CSI scores and reduced exposure for future liability and the F&I manager knows that they earned the respect of the customer and sold the benefits of the products the customer purchased. You can attain high F&I income with proper disclosure and there is no other acceptable result for today's dealerships.

Every transaction should have a signed waiver form in it to make sure that products were presented and designating which products were selected and signed for by the customer. The Dealer or General Manager should check the F&I managers selling and disclosure skills via a role play or sit-in. Closely monitor customer cancellations and complaints to watch for bad habits.

Creating a profitable and customer friendly F&I department has always been a goal. Today it is a mandate for doing business. Accepting anything less is not acceptable. 

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Duane Marino's Workshops and Services

(other products and details available on our web site)

SALES PROCESS TRAINING

Toronto Feb. 24 - 26 and Mar. 24 - 26

Do your new hires have the skills, processes & goals to attain above average sales today?

F&I MENU SELLING SCHOOL

Toronto Feb. 16 - 18 and Mar. 17 - 19

Are your F&I managers averaging over \$2000 per car now? (no software required)

APPOINTMENT BASED SELLING

Do all your sales people have at least one confirmed appointment today?

MANAGING THE SALES PROCESS

How consistent, progressive and executable is your management's continual plan?

SERVICE ADVISORS SALES TRAINING

Do your service, parts and body advisors typically sell services or just quote jobs?

INTERNET SALES TRAINING

Are your internet sales processes creating or costing you sales?

POWER SELLING WORKSHOP

Does your sales team understand and focus on their "6 Sales Powers", daily?

MARCH SPECIAL EVENTS - HOW TO HANDLE A SALES CALL

Edmonton Mar. 15, Red Deer Mar. 16, Calgary Mar. 17, Lethbridge Mar. 18

The most effective phone training in the automotive industry - guaranteed!

JOB FAIRS - NEW SALES PERSON RECRUITING & TRAINING

On-site events to find the best suited candidates for a career in car sales.

H.R. SERVICES AND FILL-IN

Short staffed? Upcoming sales event? Duane will work as a sales person, closer or in F&I.



Audio CD's
Video DVD's
Software
Sales Kits
and more...

"I immediately hit over \$2000 a copy when I got back from your 3 day Menu Selling School!" Melissa Stitt, F&I, 401 Dixie Kia

"I owe much of my success to both your sales training and life philosophies!" Tyler Sage, Sales Pro, Georgian GM

"The best phone training in the industry." George Sairglou, Sales Manager, Don Valley Toyota

A Real Solution

The Ultimate Endorsement

BOB MOHR AND ASSOCIATES, TROY MICHIGAN

"For almost 40 years, I have produced seminars featuring the best trainers and speakers such as Jackie B.Cooper, Grant Cardone, Zig Ziglar, Brian Tracy and many, many more. Duane Marino is the trainer of today. He not only understands the market and the inner workings of a store, he can actually do what he teaches in a store personally. I can say that every salesperson, manager and dealer should take advantage of what he has to offer, from phone to sales to closing skills, management training, F&I and sales psychology. HE IS YOUR MAN. He's both dynamic and down to earth. Don't miss any opportunity to see his him in person when he comes to your area, attend one of his regular workshops in his home markets or have him come to your store."

Bob Mohr, President, Bob Mohr and Associates

USA, Canada, Australia, England

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