

How Can Automotive Salespeople Sell More Cars?

In order to be a better car salesperson you really need to be enthusiastic and passionate about your job. You can have all of the auto sales training available, but unless you are into your job, you may not be able to get the sales you hoped for. And what if you are in a rut where just getting into your job is chore? It happens to everyone but unless you rediscover the passion you had for selling in the first place, you're going to have a problem closing the deal.

Think about the last time you actually bought a car from a dealership for yourself. What was the salesperson like? Were they excited about being there and helping you or did they act bored and not very interested in you as a customer? How did you feel about the service you received? If you are a boring and uninterested auto salesperson, you are not going to make the sale and no matter how bad your day is going, you need to be committed about being enthusiastic about selling cars every day you go into work. With some work you can make this happen.

Get out of the rut

If you want to exude enthusiasm about every potential sale you make, then here are some tricks you can try to generate it naturally and pull in the sales without fail.

Think positive, be positive. It's that simple. If you think depressing thoughts like 'I'm not going to sell any cars today', you won't. You are the only person who can control what you think about and how you act. If you tell yourself you're going to sell a car today, and you are upbeat and passionate, then you'll be successful.

Set realistic goals. Stop and think about the goals you'd like to accomplish and jot them down on a piece of paper. If they seem too unrealistic, simplify them. If you set out to sell one car a day, this is a realistic goal. Selling 10 cars a day isn't. Don't allow yourself to feel like a failure if you don't meet your goal. You will have days where you do your best and still don't sell a car.

Learn everything you can about selling. Spend between 15 to 20 minutes a day learning new sales techniques by reading a magazine or participating in an automotive online sales training program. The more you learn, the more prepared you will be to sell your cars.

Learn about your customer. If you have time to learn about a potential customer and what they need in a vehicle before you make a sales call, you will show them that you are really into helping them find the vehicle that meets their individual needs.

Help people remember how you are by being creative and forthright without seeming pushy. Remain professional, but let a customer know that you are there to help them or to answer any questions they may have. Make a positive and lasting impression on them.

Have fun. If you are not having fun at your job, your customers are going to know it and you will not close the sale. Remain upbeat and let your passion show through.

About the Author

Atten: Car salespeople. Mak has many more tips and strategies. Get his free 5 part mini e-course on [automotive sales training](#). It's a must read [car sales training](#) course to help you sell more vehicle in the car business.

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