

Auto Sales Training: Put Yourself In Their Shoes

Have you ever tried to sell cars from the customer's point of view? Think about it for a moment. When you go into the store to purchase an item, how does the salesperson treat you? Are they there to work for you or are they there to simply make the sale? The way you want to be treated by a knowledgeable salesperson that can make recommendation based on what you need and want is the type of salesperson we all look for.

You know you would want to be treated so you should ask yourself, 'Am I selling them this car based on their perspective as a customer?' If you answer no to that question, then you need to refocus your selling strategy so that you can truly understand what the customer is looking for in service. Once you work out the right approach, closing the sale is as easy as pie.

Four steps of selling like you're the customer

Most sales transactions happen in four common steps. Once you recognize and familiarize yourself with these steps, then selling to the customer as if you were the customer becomes easier. Let's look at them.

Step 1: The relationship between the salesperson and the customer must be established.

This is not optional. You must build up a rapport with your customer before you can sell them a vehicle. If the relationship is a strong one with trust developed through conversation, then you will sell them the car that they need and want and not one that will not meet their needs.

Step 2: Decide whether or not there is even a remote possibility of getting a sale.

Help the customer understand how the process works from start to finish and listen to what they are telling you about what they are looking for. If you weren't listened to by a salesperson, you'd walk away. Listening is key to closing the deal.

Step 3: As a car salesperson you now need to decide from the customer's point of view whether or not they think buying a car from you is a good opportunity.

They are weighing the pros and cons of buying a car with the biggest consideration being price. Talk to them about what they thinking, how they are feeling. Listen to their concerns before putting any form of offer on the table that may alleviate some of the concerns they have. You'd want a salesperson to do the same for you.

Step 4: Finally, allow the customer time to decide on their course of action.

If you push too hard right away, you'll lose the sale. Let them make the decision and listen to any concerns they have when they decide to give you're their final answer.

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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