

“5 Tips to Sell More Cars” video transcript
by Tyler Buchanan, Co-Founder of Testimonial Success

(“It’s Obvious You Want to Sell More Cars. You Work at a Car Dealership.” slide)

Hey, this is Tyler Buchanan, Co-Founder of Testimonial Success.

This one is for car salespeople.

It’s Obvious You Want to Sell More Cars. You Work at a Car Dealership.

These 5 Tips Are the Beginning of Selling More Cars Over the Next 30, 60, and 90 Days...

(“5 Tips to Sell More Cars... Tip #1: The Basics. Pick Out the Exact Makes and Models You Want to Sell” slide)

5 Tips to Sell More Cars...

Tip #1: The Basics. Pick Out the Exact Makes and Models You Want to Sell

Be as specific as possible. That includes the colours and the upgrades.

Turn this into a game. The only way you can keep score is by knowing what gets you \$\$\$.

It’s painful when you don’t make sales. We want to give you an edge.

(“Tip #2: Collect Stories, Quotes, and Pictures of People Who Have Bought Those Exact Makes and Models” slide)

Tip #2: Collect Stories, Quotes, and Pictures of People Who Have Bought Those Exact Makes and Models

Maybe you haven’t sold those exact makes and models yourself.

Doesn’t matter. Find out who has and get their cooperation.

A sales team that cooperates is the one that wins the most.

Ideally though, each story is really about you and gives you the edge on the floor.

(“Tip #3: Get Permission, and Put Those Exact Same Stories on the Vehicles” slide)

Tip #3: Get Permission, and Put Those Exact Same Stories on the Vehicles

Give evidence that other people have already bought those cars.

You’re getting people emotionally involved in those stories, which helps them imagine owning those cars themselves.

(“Tip #4: Always Collect Stories, Quotes, and Pictures from Your Sales” slide)

Tip #4: Always Collect Stories, Quotes, and Pictures from Your Sales

When you get a new client, take a picture with them and put it on your professional social media page.

That's one example of what you can do.

Here's where your efforts pay off. Each sale, leveraged strategically, helps you receive more sales.

(“Tip #5: Stay in Contact with Your Clients. Provide Useful Tips to Help Them Enjoy Their Cars Even More” slide)

Tip #5: Stay in Contact with Your Clients. Provide Useful Tips to Help Them Enjoy Their Cars Even More

This shows you're available to meet their needs for their current purchase and also for their next purchases.

Plus, they know that all their Referrals will be in great hands.

(“How to Collect the Stories, Quotes, and Pictures That Help You Get More Sales” slide)

How to Collect the Stories, Quotes, and Pictures That Help You Get More Sales

We'll come to your board room, either online or in person.

In a short presentation, we'll show you how it works.

All attendees will be required to fill out our Feedback Form.

(“Take a Page from the Playbook of Billion Dollar Companies” slide)

Take a Page from the Playbook of Billion Dollar Companies

We'll show you exactly what you need to do to implement what we call the Feedback Strategy.

Never let your clients control the feedback process. That's your job. If you don't know how, attend our “Free Lunch and Learn”.

If you aren't using your secret sales force, you're under-leveraging your time and you really need this training.

(“Sign Up Right Away for Your “Free Lunch and Learn” slide)

Sign Up Right Away for Your “Free Lunch and Learn”

We only have one lunch event per week, so book yours now before that car dealership down the road does and takes your business by using this awesome strategy.

Find out how to turn your current clients into raving fans and receive more sales.

Having this system revealed in less than 30 minutes will show you the thousands of dollars you've been missing out on. What you don't know is costing you money and robbing you of time.

(“Get Your “Free Lunch and Learn” slide)

Get Your “Free Lunch and Learn”

Only one available per week.

We visit, you sell more after lunch.

Discover how to apply the Feedback Strategy.

Reserve your special advantage today.

Call 604-600-1409 and leave a message
OR e-mail info@TestimonialSuccess.com

Spots are limited. Sign up now.

This is Tyler Buchanan, Co-Founder of Testimonial Success. Thanks for watching, and thank you for taking action.