

Removing Restrictions



Presented By

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Results-Learning Works Best When
Ongoing

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Let's Get Acquainted

1. Name:

2. Shop Name:

3. Location(s):

4. How long have you been in the automotive industry? _____

5. How did you get into the automotive industry?

6. What do you feel like is your greatest strength as a Service Advisor?

7. Where do you feel you can improve your skills as a Service Advisor?

8. Share something personal about yourself.

9. What results would you like to net from this Academy?

Stop Selling with Your Own Wallet

If you're deciding what the customer will spend on items based on the amount of money in your own wallet, you are creating a limitation and greatly reducing your opportunity.



What is the **MAXIMUM** amount of money you would be willing to spend on the following?

1. Dress shoes, sneakers or boots \$ _____
2. Dinner for two on a special occasion \$ _____
3. Two tickets to a venue such as a concert or sporting event \$ _____
4. Wrist watch \$ _____
5. Winter coat \$ _____
6. Veterinarian bill \$ _____
7. Christmas gift for a family member or best friend \$ _____
8. Surround sound system \$ _____
9. Bicycle \$ _____
10. Refrigerator repair \$ _____
11. New Mattress \$ _____

Your values regarding the items above may not seem significant to your ability to sell auto repair or services. However, if buying or selling these specific items were your livelihood, they would matter greatly! In this case, your mindset could act as a self-imposed limitation on your sales potential.

Our World is a Little Different - Exercise

What is included in an estimate? _____

Where do the leftovers go? _____

Brainstorm: _____

Chapter Eleven...

Then How Did You Know He Was Done?

“I remember it like it was yesterday,” the other Eric began. “I, or we, had only been working at Dubin’s for about a month when the district manager, Harold, was scheduled to do a store visit and I really wanted to impress him. As you may remember, we weren’t doing very well sales-wise,” he recounted, “and quite honestly I was worried that if my personal sales didn’t improve that they were going to let me go. This is right after Elaine and I got married, and the last thing I needed was to suddenly be without a job.”

“I remember it well,” I said in agreement.

“Harold showed up about nine-thirty in the morning and everybody said their hellos, coffee and donuts and all that, and at ten o’clock we opened the doors. I was the first salesman in that morning so I had first ups. Sound familiar so far?”

I nodded.

“Then,” he continued, “in walks this finely-dressed gentleman who announces that he wants to buy an entire wardrobe of clothing! And, within thirty minutes, I have my biggest sale ever. I was certain that Harold would be impressed.”

“I remember that too,” I said.

“After the customer left, Harold finally sauntered over and said, ‘*Nice sale kid.*’ My chest puffed out with pride. ‘Eleven hundred dollars!’ I proclaimed. But Harold just stood there and didn’t seem overly impressed. Finally he said, ‘*I’m just curious, but what did that customer say no to?*’ ‘What do you mean?’ I shot back. ‘That guy just bought a suit, sport coat, three shirts, six ties, shoes, socks, a belt and underwear! What do you mean, what did he say *no* to?’

“Harold waited calmly for me to stop being defensive, then he said, *‘We’ve already established what he said yes to. What I want to know now is, what did he say no to?’*

“I thought for a long time, mentally reviewing the sale in my mind, then sheepishly I replied, ‘Nothing. That customer didn’t say *no* to anything.’ ‘So,’ Harold asked, *‘then how did you know he was done?’*

“His question hit me like a punch because I suddenly realized the customer hadn’t ended the sale, I had! Why? For only one reason I could think of... the customer had hit my mental spending limit. I realized that I had never spent more than a thousand bucks on a shopping trip ever, so when anyone went over my mental spending limit, *hey... they were done!*”

“I pretty much remember that,” I said, “but it didn’t have that much impact on me. That’s what changed your life?”

“Yes. That and what Harold said next. He said, *‘The salesperson never decides when the sale is over; the customer does.’* Then he looked me in the eye and said, *‘Eric, your fear of hearing the word ‘no’ is the only thing standing between you and greatness.’*

“It was amazing. I had gone into work that morning hoping to keep my job, and I went home that night just two letters away from greatness.”

Two letters from greatness, I heard myself repeating.

N and O.

No.

Discovering the Line

"Go for No!" Concept #16...

The only way to discover "the line" is to step over it now and then. One of the big fears most of us have is the fear of accidentally stepping over the line with someone we're trying to sell to. This can be especially difficult when someone has just said YES and bought something from us, and now we're trying to expand the sale. How dare we ask for more?! And, to make matters worse, the line is in a different place for every person. So, to play it safe, most of us never get anywhere near the line. But, if you adopt an attitude that says, "Under no circumstances are you EVER going to take a chance of accidentally upsetting a customer"... there's no way you can ever perform to your full potential. And, ultimately, the only way to discover where the line is to step over it!

What NEGATIVE Things Might Happen if You "Stepped Over-the-Line" with a Prospect?

What POSITIVE Things Will Happen if You "Stepped Over-the-Line" with a Prospect?

We're not condoning overly aggressive behavior or being rude or pushy with a customer... ever. But we are saying that most of us need to be more assertive and, as such, every now and then we're going to accidentally step over the line. But if you never step over the line with a customer, how can you ever know if you've maximized your opportunities?

Taken from Go for No! Mastering the "Ultimate Strategy" for Failing Your Way to Success!
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Check This Out

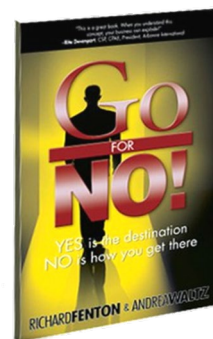
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Month of _____

Store: Anywhere
Automotive

Income

\$

%

6000 · SALES

6001 · Sales - Parts

6010 · Sales - Labor

6020 · Sales - State Inspections

6030 · Sales - Towing

6110 · Discount Coupons

6300 · Customer Refunds

6310 · AR Adjustments

6320 · Cash Short/Over

Total 6000 · SALES

Expense

7000 · COST OF SALES

7002 · Parts Costs

7010 · Salaries - Technicians

7011 · Salaries - General Service

7020 · State Inspections

7030 · Wrecker Services

7090 · Inventory Variation - Parts

Total 7000 · COST OF SALES

Parts Markup

Average Labor Cost Per Hour

Gross Profit %

Towing Markup

GS Labor

8000 · GENERAL & ADMIN. EXP. STORE

8010 · Advertising - Administrative

8020 · Advertising - Direct Mail

8025 · Advertising - Newspaper

8030 · Advertising - Other

8050 · Bad Debt Expense

8060 · Car/Truck/Fuel Expense

8070 · Credit Card Fees

8090 · Casualty Loss

8100 · Depreciation

8105 · Dues & Publications

8110 · Employee Benefits

8115 · Entertainment/Meals

8120 · Equipment Rental/Purchases

8121 · Security Surveillance

8125 · Hazardous Waste Disposal

8130 · Insurance - Medical

8135 · Insurance - General

8140 · Insurance - Worker's Comp.

8145 · Licenses	_____	_____
8150 · Repairs & Maintenance	_____	_____
8155 · Medical Expense	_____	_____
8160 · Office Supplies & Expenses	_____	_____
8165 · Promotion/ Convention	_____	_____
8175 · Rent	_____	_____
8185 · Taxes - Property	_____	_____
8190 · Salaries - Management	_____	_____
8192 · Taxes - Payroll	_____	_____
8200 · Shop Supplies	_____	_____
8205 · Utilities - Telephone	_____	_____
8210 · Training & Seminars	_____	_____
8225 · Uniforms	_____	_____
8230 · Utilities - Gas, Elec., Water	_____	_____
8400 · Corporate Charge	_____	_____
8405 · Interest Expense	_____	_____
8500 · Incentive Bonus	_____	_____
Total 8000 · GENERAL & ADMIN. EXP.	<input type="text"/>	<input type="text"/>
STORE	<input type="text"/>	<input type="text"/>
Total	_____	_____
Expense	_____	_____
Net Income	_____	_____

Notes to Self

What did you learn?

What was your biggest take away?

What was your greatest “aha” moment?

How can the items you learned today help increase your paycheck?

What will you take back and use during your next work day?

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