



*Ryan D. Morrison*  
**VICE PRESIDENT**

## A Winning versus a Whining Attitude

1st, let's all agree that winning attitudes are not born or nurtured by negative thoughts. Understanding this fact gives us our focus for this article. No one would argue that an athlete convincing himself that it can't be done would succeed. How our mind is prepared is simply how our attitude and body follows.

A dilemma is aggravated by understanding that sometimes what we don't say to our selves is speaking louder to our attitudes than what we do say. By not telling yourself that you are going to win is more often telling yourself that you doubt you can.

Limbo is not a healthy state of mind. Limbo instead comes from indifference or a strong lack of positive thinking. As a manager have you ever watched a salesperson greet a guest that shouldn't be based on their attitude alone? Of course we have.

How powerful is the connection between attitude and winning? If you want an example, watch a couple World Cup games where a favored team is playing an underdog. Watch how some underdogs have an attitude of victory from the very first minute and others play the entire game wondering if they can. Teams or individuals don't win because they doubt they can. This is not just about the "Little Caboose that Can". This is more about the little caboose that KNOWS it can.

When is the best time for a salesperson to take another guest? Exactly. Right after they

just successfully closed the last one. Some would argue that confidence is key and I partially agree. What is confidence? Confidence can be viewed as a winning attitude. However, being over confident might not be viewed that way. The whole recipe of a winning attitude includes honesty, sincerity, humility, passion, preparation, and dozens more. Confidence is just one part.

So what if we are telling ourselves we can win? How does that affect us? First, we are all affected by our maps. Your map is your history. Your map is a mental representation of where you have been in life. There are some valleys, mountain tops, forests, and deserts. There are detours and express lanes. This map impacts our navigation, and even the next steps we take. How?

How many of us have learned what not to do? From early childhood we begin building our personal map. We also learn the right things or ways. Each and every experience is etched in our maps. So, when we don't talk with ourselves with a winning attitude we allow our maps to do the talking for us. This process of empowering our map over mind means that all our pre-existing filters now are in control of our attitudes.

Most people sort by similarity which means that when something seems familiar we subconsciously adopt an attitude towards it from the past. Allowing ourselves to be so affected by this puts us in a vulnerable position. What if the last time "this" happened the outcome was not positive?

Winners don't allow this loss of control on their attitude to occur. And winning leaders don't allow this loss of control to their people's attitude happen either. As leaders we are

just as culpable to our people's attitudes as they are. Notice this doesn't say responsible. What I mean by culpable is that we allow, by a lack of intervention, a negative attitude to exist or a positive attitude to disappear.

Ask yourself when was the last time you told a struggling salesperson that he/she was the best salesperson you have ever met and then you gave them examples (sincere) of why you say that? Ask yourself when was the last time you gave yourself a real PEP TALK on your own abilities? Many of us spend way too much time in limbo, allowing our map to dictate, rather than really controlling our attitudes ourselves.

Wake up tomorrow and start the day with a real pep talk. Really praise your abilities. Really tell yourself that you know you can and stop telling yourself that you can conditionally. Don't put conditions on your ability to win. "I can win if...". A great book I read many years ago was "Think and Grow Rich". In that book Napoleon Hill outlines a simple strategy that you can use daily to convince yourself and be positive.

If it has been a while since your last pep talk, it's time. Give yourself a great pep talk today. And, after you are thinking positively, go find someone else and give them a pep talk. I know that I would never want to compete against any business where the people all were convinced that they are winners. Be dangerous to your competition. Don't be dangerous to yourselves.

You can win. You have done it in the past. You will win now. You have the right skills and ability and you have proven that to yourself over and over. Think winning to prevent whining.



Scott Turner  
SOLUTIONS MANAGER

# A Strong, Positive Acknowledgement

**W**hat's your response? When a customer first tells you what they're looking for, or why they're calling at the beginning of a sales call, what's the first thing you say? Think about that for a moment. While you're thinking, I'll tell you that when this question is asked in a classroom setting, at least one salesperson will shout out, "great choice" or "excellent choice." But, I rarely hear this being used on actual calls with customers. It makes perfect sense to compliment the customer on their choice of vehicle and to start the conversation on a positive note. Yet, in most cases, the first words uttered by a salesperson at this point during the call are usually: "okay, alright, and the worst, but very popular, uuuu-uhhhh..."

You may be familiar with the verbiage included on our Phone-Up Card for this part of the call: "Excellent choice...I'm familiar with that vehicle. It sounds like you know what you're looking for." What if these were the first words used in conversation with a customer? How would the customer feel upon hearing this? Let's not forget that the customer is potentially considering a very big financial investment here, not to mention the time and effort they're investing in the shopping process. Plus, they called you, remember? They're giving you the opportunity to sell them a car. The more we talk about this, the more you probably see the need

to compliment the customer on their choice of vehicle. Why not, right? It can only help. There is no harm in sounding nice. So why isn't this more common? Why don't salespeople always start with positive comments? Well, let's take another look at the words from our guide, are these your words? I doubt it. I don't know too many people that use the word "excellent" con-



sistently, unless they're quoting Wayne's World. And the rest of that line, "I'm familiar... sounds like..." might seem a little robotic to some people. The point here is to make these words your own, or to use some different words all together. Just remember the principle

being used here: a strong, positive, acknowledgement.

Tell the customer what they're getting into and who they get to talk to right off the bat, otherwise, they're left to assume or wonder what's going on. Tell them they've chosen a great car, one of your more popular models, or a really smart value. Thank them for the opportunity, let them know that you're ready to help them and that you're happy to help. You're really telling your customer that they sound intelligent, that they know what they're doing, and that you are the perfect person to assist them. As I mentioned before, don't let them wonder about any of this, or assume that you're just like everyone else. Make sure they know right up front that they called the right place, and that they lucked out when you happened to answer the phone. On top of all this positivity and the solid first impression that you're trying, there is a bonus. We're not just trying to be nice, we're taking control of the call at the same time. The next thing you say will be your first question to the customer, or your first attempt to take the conversation in the direction you want to go. What better way to make that move than with a nice, positive statement about the vehicle and opportunity you've been given to help the customer. Of course you'd acknowledge the opportunity. And while you're at it, might as well make it a strong and positive one.

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**Darryl Savage**  
SOLUTIONS MANAGER

# How can I get more e-friends?

One of the most common questions that I get asked when visiting a dealership or by anyone who knows my specialty is, "Darryl, how can I grow my facebook friends/fans?"

For me, the answer is pretty simple and then I realize that most businesses haven't been doing this type of marketing as long as I have. So I thought I'd take this opportunity to give you a few ideas on how to grow your social media friends/fans with hopes that it could inspire you with other ways that you could do it.

### 1: Tell people about it

This sounds like common sense but the questions becomes, "Where do we tell people about it?" My answer – everywhere! Integrate a link to become a fan in your other marketing. For example, website, newsletter, bulk e-mails, and invitation on your print marketing. Remember the days when our website needed to go on every piece of paper we had in a dealership? Nowadays, our Facebook and Twitter logo links are now just as important. Consider cross-promotion on social media (ex: Twitter, LinkedIn, forums) as well. One click is ideal for promoting our social media outlets just like "one-stop" shopping!

### 2: Be Social!

Remember, social media is social and by definition it's a two-way street. By creating content that people can engage with you and care about, you'll find great success and remain at top-of-mind to the consumers that matter to your business and attract new ones to follow you. Create topics that people love to talk about and join the conversations.

### 3. Incentivize becoming a fan.

Integrating discounts, special exclusive offers and content, giveaways and other items of perceived value is critical to your

ongoing success with social media. Community and charity works well – for example "500 fans for \$500" – where your dealership pledges \$500 to charity as soon as you reach 500 fans following you. Perhaps you'd like to be giving new fans a discount in your accessory shop or making them a "Dealership VIP Customer." Keep in mind, these incentives don't always have to cost your dealership financially as long as there is a perceived value in the promotion.

### 4: Encourage Interaction

Since social media is social, be sure to post a few topics and encourage interaction with the content which will ensure fans remain involved with the process and will also help you show up higher in their newsfeeds. If possible, connect this back to an article in your online newsletter (refer back to my last article "Googlejuice" on why this is so important).

### 5: Going "Viral"

The easiest way to get more fans is through the fans you already have. "Swagger Wagon" by Toyota had over 3 million views in less than 3 weeks. Another example is TGIF's quest for 500,000 fans in one month – they ended up with 970,000 at the cost to them of a single burger. Their current fans/friends simply passed on the content to their friends/fans and it grew exponentially.

### 6: Paid advertising (ads)

A last resort and cost effective option, Facebook Ads allows you to target those that are potentially interested in your company based on the web pages they have in their cached browsing history. They deliver this by "targeted digital advertising" – something



that all dealerships should be using in their advertising efforts to capture the attention of vehicle buyers in the market that may not have thought about your dealership for their purchase.

## THE OBJECTIVE OF THE BDC SALES ADVISOR®



As the automotive industry continues to evolve, your business development practices take on a more prevalent role. Our goal at Traver Technologies is to bring everyone in your

dealership organization the very best ideas and solutions for today's business development challenges. From culture to methods, I hope you are applying these articles to your daily process!

Best Regards,



**Judy V. Powell**  
**SENIOR ACCOUNT EXECUTIVE**

# 212...one degree?

**H**ave you ever met someone, or read something that motivated you or inspired you to be better? I have. I want to share one such event with you. I won't go into all the details but I have to say thank you to the Traver store that exposed me to 212 nearly 3 years ago.

So what is this 212—what am I referring to? For me it's a tattered book by Sam Parker and Mac Anderson. It states... "at 211 degrees, water is hot. At 212 degrees, it boils. And with boiling water, comes steam. Steam can power a locomotive. So by raising the temperature of water by one extra degree, it makes the difference between something that is simply very hot and something that generates enough force to power a machine." This is a beautiful and uncomplicated metaphor that ideally should feed our every endeavor. Pushing us to make the extra effort in every task we take on. Think about this...just ONE extra degree gives us enough power, to change everything.

What can One Degree do in your work day? Think about it this way—have ONE more "One Thing" conversation with a client that was in the store recently. Send ONE more well constructed actual response to a client via e-mail. Catch ONE more incoming

sales call using your proven process and Phone-up guide. Make just ONE more appointment per day. What will ONE more appointment per day mean for you? Well, I will tell you what it will mean...more shows, more opportunities, more sold vehicles!

I don't know that I have done this small book justice. It truly changed my life to realize I didn't have to change everything I did daily. I already had good habits. I used "Best Practices", as so many of you do. So we just have to push ONE more degree.

Now this, 212, serves as a forceful motivating and focused message and reminds us that seemingly small things can make tremendous differences. What is your 212?

\*Sam Parker and Mac Anderson wrote the book entitled *212 the extra degree*.

\*\*\*"One Thing" sheets are the tools we use to have follow-up conversations with clients that have been in the dealership and left as unsold prospects.



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