

# BDC SALES ADVISOR®

Driving Front-End Solutions



Daniel Tezeno  
CIT FACILITATOR

## Break Out!

**A** lot of people are quite comfortable being a member of the "pack." There's a certain comfort level in not standing out. You don't have to be subject to certain expectations made of you and you're generally on safe ground when times are tough. Sometimes people get so deep into their comfort zone that changing just takes too much of an effort. Not everyone is content to stay in the pack. Some are there because of circumstances beyond their control, while others are just getting their act together and are getting ready to break out.

I always say that there are three things you can't teach: Desire, Drive, and Discipline. And it is these three things that are required to get out.

The "desire" part is the easiest of the three. Simply ask yourself what would you do if you became even more successful in sales? How would your income improve? What would you do with the extra money? How would the extra income impact your family? Would you make more trips, take better vacations, buy a new home or the car of your dreams, or perhaps a boat? What happens to your desire when you let your mind and imagination go there? It probably goes up, as it should.

The "drive" and "discipline" are the more challenging parts. You can't become a sales superstar without disciplining yourself to do what it takes to get there.

So what does it take to be a superstar? What sales target do you need to set for yourself? How many sales do you have to close in order to exceed that target? How many sales opportunities are you going to have to start in order to close enough to make your target? How many calls will you have to make? You get the idea.

If you're not sure where to begin, talk with some of the top performers in your company. What are their activity levels? Sales superstars have the discipline to do what non-performers won't do — work their numbers.

The last one is finding the drive to do all this. This part is all about attitude. If you develop a "can do", "will do" attitude, the basics of drive are there. Remind yourself from time to time how your life and your family's life will improve when you reach your goal. I promise you, it works.

FEBRUARY 2010

## THE OBJECTIVE OF THE BDC SALES ADVISOR®



**A**s 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,

 TRAVER TECHNOLOGIES®  
Driving Front-End Solutions  
An ADP Company

You've probably heard about setting **S.M.A.R.T.** goals.

**S.M.A.R.T.** stands for:

**Specific:** Make sure your goal is well defined and specific.

**Measurable:** Put a number on the goal.

**Attainable:** Make the goal realistic.

**Relevant:** Is the goal relevant to where you want to go or be?

**Time-bound:** Have a time line for achieving the goal.



**Wayne Melson**  
**RETAIL COACH**

# A Manager's Mission

**C**hanging associate behavior can often be a challenging task. Anytime we are coaching an associate whether it is helping them improve on using the Incoming call guide or the "One Thing" call guide, we have to remove the associate's personality traits from the equation and focus solely on the behavior itself. Remember, we are coaching to improve the associate's performance and to help them sell more vehicles. Following a few simple principles can make the coaching session a success!

### Set the stage for the meeting:

- Meet as soon as possible—feedback should be "real time"
- Meet in a private location—go to the associate, rather than always having the associate come to you
- Use key phrases to set the associate at ease, "You may not be aware..." or, "I have a concern that..."



### Focus on the Behavior:

- Focus on behaviors and not on personality traits
- Use simple, direct statements

### Pause, Listen, and Respond:

- Allow the associate to offer their view
- Listen and respond to what the associate has to say

### Action Planning:

- Agree on a vision of "what good is"
- Agree on where the associate is in relation to that vision
- Agree on action steps that will get the associate to achieve that behavior
- Reinforce that the action plan will help the associate be successful
- End on a Positive Note!!!

### Follow Up:

- Keep follow-up commitments
- "Inspect what you expect"
- Remember you are the coach, not the hero



*Jim Patrick*

## SENIOR ACCOUNT EXECUTIVE

<b>Associate Name</b>	Jim Patrick
<b>Associate Title</b>	Senior Account Executive
<b>Hometown</b>	Colorado Springs
<b>Date I Joined Traver</b>	09/11/01
<b>I'm Passionate About</b>	I have been in the automobile business since 1977. I have been both wholesale and retail, starting as a District Manager for Chevrolet Motor Division of GM. In 1981 I left GM when 21% retail finance rates caused market conditions similar to what we are experiencing today. I have over ten years experience selling retail. I have been a Finance Manager, a Finance Director, a Business Development Manager, a Sales Manager, a General Sales Manager, and a General Manager in a dealership. I have run a successful Business Development process in dealerships that I have worked in and I have helped dealerships set up successful operations in the eight plus years that I have been with Traver Technologies. I would love to help you in yours.
<b>Something you'd never guess about me</b>	I am an experienced Pilot. Prior to working in the automobile business I was in the aircraft industry for five years in both wholesale and retail aircraft sales for Cessna Aircraft Co.



**Jim Patrick**  
**SENIOR ACCOUNT EXECUTIVE**

# Ken Blanchard Does It Again!

**M**ost Dealers and General Managers will tell you that TRAINING is good: "It brings new ideas to the sales department," "gets them to think outside the box", "challenges them to rethink the way they do things." As a result, most good dealers have a budget for training their salespeople and managers. And they are always looking for "new ideas" that will produce more sales (the bottom line for training dollars spent), and most of them subscribe to the idea that *more is better*.

I KNOW how to increase sales in a dealership. I have done it in my dealership and I have helped others do it. I know that it requires "outside the box thinking", requires the sales department to accept some "new ideas", and forces them to "rethink the way they do everything." It is a process of re-aligning priorities. EVERYONE with "sales" in their job title is responsible and EVERYONE participates, or it doesn't work. It is really very simple, and yet some dealerships can't pull it off. They decide that Business Development won't work for them, when the additional production and gross profit is so important to their success in this economy!

So why is the implementation so difficult? Why can't some dealerships get their salespeople to USE what we teach them, and others are so successful? I know the answer to that too, because I read *Know Can Do!* by Ken

Blanchard about that very subject. It is arguably the MOST important book that I have ever read, because it gave me the REASONS why we don't always DO what we KNOW. It taught me about "Information Overload" and why MORE is NOT BETTER when it comes to training salespeople. It taught me about "Negative Filtering" that begins in childhood and causes us to really LEARN and USE only a small fraction of what we see and hear. And it taught me about how a "Lack of Follow Up"

makes it impossible to really change behavior in any business.

**BUY THIS BOOK!** Invest \$20 and an hour and a half reading and you will LEARN a simple and systematic approach for more efficient learning. You will also learn how to USE that knowledge to make lasting changes in your business. You will learn why you should IGNORE people that say, "Traver has been teaching the same thing for the last ten years."



**TAKE A 30-DAY TEST DRIVE  
 BY CALLING US  
 AT 866.659.5515  
 OR VISITING  
 OUR WEBSITE**

**February 2010**

1ST-4TH E-COMMERCE SERIES

8TH-11TH BUSINESS DEV. SERIES

15TH-18TH BUSINESS DEV. SERIES

22ND-25TH SALES PATH SERIES

22ND-25TH SERVICE DEV. SERIES

**WWW.TRAVERCIT.COM**



# Service Pricing Profit Optimization Program



**ASC Premier Fixed Operations Consulting and Training unit has teamed with Hayes-Ligon to provide the next level of optimization for the Service Pricing System (SPS).**

## Why do you need the ASC Optimization Program?

- Although fundamental configurations were made when SPS was installed all of the operation codes usually aren't "tweaked" for maximum profitability.
- Advisors usually don't see a value (or, "What's in it for me?") in using SPS. We provide that value by increasing the overall repair order sales amounts, gross profit, and effective labor rate by at least 10%.
- Service Managers are busy running their departments and don't take the time to learn of the power of the SPS system.
- SPS is a superb advisor sales closing tool by providing vehicle-specific factory scheduled maintenance and common repair operations.
- Post-optimization dealers increase their effective labor rate from \$5.00 to over \$20.00 for every hour when SPS is used.
- All users will be trained for their specific position: advisors, technicians, parts, BDC® personnel.
- Service Pricing's databases "know" the factory maintenance operations which are too complex to have an "old style" single price maintenance service.
- Service Pricing provides exact recommendations for those manufacturers which no longer use mileage-based services.

**Optimization Program length:** Two days with a recommended third for post-implementation follow up



## CURRENT COURSE CALENDAR

**For enrollment and course information, visit our website at [www.travertech.com/college/](http://www.travertech.com/college/) or call Chrissy Cozzi at (800) 929-8478.**

### FEBRUARY 2010

8th - 11th BD Liftoff\*  
15th - 18th NextLevel  
22nd - 25th @YourService

### MARCH 2010

8th - 11th BD Liftoff\*  
10th - 11th Man & Equip

### APRIL 2010

12th - 15th BD Liftoff\*

**"On-demand" classes require online enrollment requests in order to be put on the calendar. Pre-enroll today for the class of your choice at [www.travertech.com/pre-enroll/](http://www.travertech.com/pre-enroll/)**

*\*This event is offered to BD College - Unlimited Members only.*

**\*HOURS (Monday 2:30 p.m. - 6:30 p.m.; Tuesday-Wednesday 8:30 a.m. - 6:30 p.m.; Thursday 8:30 a.m. - 2:30 p.m.)**

**(Course dates are subject to change. Please inquire upon enrollment.)**