



Selling What You Can See by Adrian Law

Transcription

1

00:00:07,770 --> 00:00:09,330

I JUST GOT OFF THE PHONE WITH A CLIENT

2

00:00:09,331 --> 00:00:11,070

OF MINE WHO WANTED SOME HELP.

3

00:00:11,080 --> 00:00:13,050

AND THE SITUATION IS, THEY'VE GOT

4

00:00:13,051 --> 00:00:15,100

STOCK COMING IN. HIGHER STOCK.

5

00:00:15,110 --> 00:00:16,230

MORE STOCK THAN THEY'VE HAD IN A

6

00:00:16,231 --> 00:00:16,820

LONG TIME.

7

00:00:16,821 --> 00:00:18,860

IT'S A PRESTIGE DEALERSHIP AND THE

8

00:00:18,870 --> 00:00:20,550

CHALLENGE THEY'VE GOT IS THE CAR THAT'S

9

00:00:20,551 --> 00:00:21,710

COMING IN. THE ACTUAL MODEL OF

10

00:00:21,711 --> 00:00:24,330

VEHICLE IS NOT WHAT THE INQUIRY IS ON.

11

00:00:24,331 --> 00:00:25,900

IT'S PETROL, COMPARED TO

12

00:00:25,901 --> 00:00:28,450

THE HYBRID IS WHERE ALL THE INQUIRIES AT.

13

00:00:28,460 --> 00:00:29,740

SO WE'RE GONNA BE ROLLING OUT

14

00:00:29,741 --> 00:00:30,600

SOME PROGRAMS CALLED,

15

00:00:30,601 --> 00:00:32,129

'SELLING WHAT YOU CAN SEE,

16

00:00:32,130 --> 00:00:33,880

NOT SEEING WHAT YOU CAN SELL.'

17

00:00:33,881 --> 00:00:35,350

NOW, YOU'RE PROBABLY ALL OVER THAT.

18

00:00:35,351 --> 00:00:36,031

BUT WHAT DOES THAT MEAN?

19

00:00:36,040 --> 00:00:37,000

IT'S A BIT OF A TONGUE TWISTER.

20

00:00:37,240 --> 00:00:38,590

WELL, SELLING WHAT YOU CAN SEE IS

21

00:00:38,591 --> 00:00:41,120

SELLING WHAT'S IN STOCK COMPARED TO

22

00:00:41,121 --> 00:00:42,260

SEEING WHAT YOU CAN SELL.

23

00:00:42,261 --> 00:00:43,360

WHICH IS JUST ANYTHING WHETHER

24

00:00:43,361 --> 00:00:45,440

IT'S 'IN-STOCK' OR 'OUT-OF-STOCK.'

25

00:00:45,450 --> 00:00:47,430

AND THEY'VE GOT WAIT TIMES THAT ARE

26

00:00:47,610 --> 00:00:48,730

TWO, THREE, FOUR YEARS ON

27

00:00:48,731 --> 00:00:49,639

SOME OF THEIR VEHICLES.

28

00:00:49,640 --> 00:00:50,680

IT'S CRAZY.

29

00:00:50,930 --> 00:00:52,690

BUT THE PROBLEM IS AND IT'S VERY,

30

00:00:52,691 --> 00:00:54,230

VERY COMMON IS THAT A LOT OF

31

00:00:54,231 --> 00:00:55,560

SALESPEOPLE, MOST SALESPEOPLE,

32

00:00:55,561 --> 00:00:56,830

IN FACT, THAT I HAVE COME ACROSS

33

00:00:56,831 --> 00:00:58,709

OVER MANY YEARS OF DOING THIS,

34

00:00:58,710 --> 00:00:59,890

THEY'RE GOING OFF WHAT THE CUSTOMER

35

00:00:59,891 --> 00:01:01,430

OR GUEST ASKS FOR.

36

00:01:01,750 --> 00:01:03,200

SO IF A CUSTOMER WALKS IN AND SAYS

37

00:01:03,201 --> 00:01:03,930

"I WANT A HYBRID,

38

00:01:03,931 --> 00:01:05,750

THIS IS EXACTLY THE SPECIFICATIONS

39

00:01:05,751 --> 00:01:06,360

THAT I WANT."

40

00:01:06,361 --> 00:01:08,169

THE SALESPERSON IS TAKING THEM

41

00:01:08,170 --> 00:01:09,980

TO THE DEMONSTRATOR TO SHOW

42

00:01:09,981 --> 00:01:11,589

THEM THAT CAR AND

43

00:01:11,590 --> 00:01:12,540

SOMETIMES, YOU GOTTA WAIT FOR

44

00:01:12,541 --> 00:01:13,830

A LONG, LONG TIME AS I MENTIONED.

45

00:01:13,840 --> 00:01:17,340

WHEREAS, HOW DO YOU SELL WHAT YOU CAN SEE?

46

00:01:17,341 --> 00:01:18,950

WELL, THERE'S A COUPLE OF

47

00:01:18,951 --> 00:01:20,420

REALLY GOOD TIPS BUT ONE OF THEM,

48

00:01:20,421 --> 00:01:22,230

IT'S ALL DOWN TO YOUR QUALIFICATION.

49

00:01:22,240 --> 00:01:24,630

SO AS AN EXAMPLE OF THAT YEARS AGO,

50

00:01:24,631 --> 00:01:26,090

I WENT WITH MY PARTNER AT THE TIME,

51

00:01:26,091 --> 00:01:27,660

SHE WAS LOOKING FOR A VEHICLE.

52

00:01:27,661 --> 00:01:29,960

AND ALL SHE WANTED WAS AN SUV,

53

00:01:29,961 --> 00:01:31,469

THAT HAD LEATHER SEATS,

54

00:01:31,470 --> 00:01:33,590

A SUNROOF AND LOOKED GOOD.

55

00:01:33,600 --> 00:01:34,500

SO REALLY FOUR THINGS.

56

00:01:34,501 --> 00:01:35,158

THAT'S IT, RIGHT?

57

00:01:35,159 --> 00:01:36,380

NOW, WE WENT TO,

58

00:01:36,381 --> 00:01:37,460

I WENT WITH HER EVERY TIME, WE WENT TO

59

00:01:37,461 --> 00:01:39,480

ABOUT FIVE OR SIX DIFFERENT DEALERSHIPS.

60

00:01:39,481 --> 00:01:40,770

I MUST SAY NONE OF THEM WERE MY CLIENT

61

00:01:40,771 --> 00:01:42,970

IT WAS IN SYDNEY. AND MY QUESTION IS

62

00:01:42,980 --> 00:01:45,340

HOW MANY SALES PEOPLE THAT WE MET

63

00:01:45,341 --> 00:01:47,160

DO YOU THINK FOUND OUT EXACTLY

64

00:01:47,161 --> 00:01:48,390

WHAT SHE WANTED IN A VEHICLE

65

00:01:48,391 --> 00:01:49,710

THAT WAS ALL THAT WAS IMPORTANT?

66

00:01:49,790 --> 00:01:51,570

SUV, LEATHER SEATS,

67

00:01:51,571 --> 00:01:52,979

SUNROOF, LOOKS GOOD.

68

00:01:52,980 --> 00:01:54,610

HOW MANY DO YOU RECKON FOUND THAT OUT?

69

00:01:54,620 --> 00:01:55,550

ZERO.

70

00:01:55,551 --> 00:01:56,819

WHY NOT?

71

00:01:56,820 --> 00:01:57,790

IT WAS FASCINATING.

72

00:01:57,800 --> 00:01:59,370

EACH AND EVERY SALESPERSON WHEN WE

73

00:01:59,371 --> 00:01:59,890

WALKED IN,

74

00:01:59,891 --> 00:02:00,710

SOMETIMES WE WERE GREETED

75

00:02:00,711 --> 00:02:02,019

BY THE RECEPTIONIST

76

00:02:02,020 --> 00:02:03,725

BUT WHEN WE MET THE SALESPERSON

77

00:02:03,726 --> 00:02:05,845

THEY ASKED ANGIE WHAT CAR

78

00:02:05,846 --> 00:02:06,654

SHE WAS LOOKING AT,

79

00:02:06,655 --> 00:02:07,905

SHE WOULD MENTION THE CAR.

80

00:02:07,915 --> 00:02:09,605

THE SALESPERSON TOOK US TO THE CAR AND

81

00:02:09,606 --> 00:02:12,065

LITERALLY JUST WENT BLAH BLAH BLAH BLAH

82

00:02:12,066 --> 00:02:13,395

OF COURSE, THERE WERE SOME QUESTIONS

83

00:02:13,396 --> 00:02:15,045

THROWN IN BUT NOT MANY

84

00:02:15,046 --> 00:02:16,275

AND THEY CERTAINLY DIDN'T FIND OUT

85

00:02:16,276 --> 00:02:17,784

WHAT WAS REALLY IMPORTANT TO HER.

86

00:02:17,785 --> 00:02:18,595

IT ACTUALLY TURNED INTO

87

00:02:18,596 --> 00:02:20,504

A PROSPECTING EXERCISE FOR ME,

88

00:02:20,505 --> 00:02:21,815

BECAUSE I WAS JUST BLOWN AWAY

89

00:02:21,825 --> 00:02:22,985

I ACTUALLY ENDED UP SPEAKING TO

90

00:02:22,986 --> 00:02:24,235

THEIR DEALER PRINCIPAL AND GOT SOME

91

00:02:24,236 --> 00:02:25,835

BUSINESS OUT OF IT. IT WAS CRAZY.

92

00:02:26,110 --> 00:02:27,510

NOW, ON THE OPPOSITE SIDE OF THAT

93

00:02:27,511 --> 00:02:29,690

ANOTHER CLIENT WHO'S WORKED

94

00:02:29,691 --> 00:02:32,030

WITH US FOR QUITE SOME TIME NOW,

95

00:02:32,031 --> 00:02:34,590

HIS NAME IS CHRIS, AND IT'S A LARGE USED

96

00:02:34,600 --> 00:02:36,840

CAR OPERATION. IN CHRIS'S OFFICE,

97

00:02:36,850 --> 00:02:38,760

HE HAS A WHITEBOARD AND ON

98

00:02:38,761 --> 00:02:40,220

THAT WHITEBOARD, HE WRITES THE

99

00:02:40,221 --> 00:02:42,570

PERCENTAGE OF CUSTOMERS OR GUESTS

100

00:02:42,571 --> 00:02:44,840

THAT HAVE BOUGHT A DIFFERENT CAR

101

00:02:44,841 --> 00:02:46,449

TO THE CAR THAT THEY INQUIRED ON.

102

00:02:46,450 --> 00:02:48,870

SO, HE WANTS TO KNOW ON A REGULAR BASIS

103

00:02:48,880 --> 00:02:51,000

WHAT PERCENTAGE OF CUSTOMERS ARE

104

00:02:51,001 --> 00:02:53,090

COMING IN AND BUYING A DIFFERENT CAR?

105

00:02:53,100 --> 00:02:56,400

THE LAST TIME I SAW THAT NUMBER, IT WAS 46%

106

00:02:56,401 --> 00:02:58,380

SO, THAT MEANS PRETTY MUCH HALF THE

107

00:02:58,381 --> 00:03:00,220

PEOPLE THAT ARE WALKING IN ON A SPECIFIC

108

00:03:00,221 --> 00:03:02,170

VEHICLE USUALLY, ARE WALKING OUT WITH

109

00:03:02,171 --> 00:03:02,890

SOMETHING ELSE.

110

00:03:02,900 --> 00:03:04,410

SO HOW DOES THAT HAPPEN?

111

00:03:04,420 --> 00:03:06,420

WELL, THAT HAPPENS FROM A FEW DIFFERENT

112

00:03:06,421 --> 00:03:08,210

WAYS BUT ONE IS DEFINITELY

113

00:03:08,211 --> 00:03:09,219

THE QUALIFICATION.

114

00:03:09,220 --> 00:03:10,500

IT'S REAL SALESMANSHIP,

115

00:03:10,510 --> 00:03:10,940

ISN'T IT?

116

00:03:10,950 --> 00:03:12,880

SO THAT'S ONE BIG PART OF IT.

117

00:03:12,881 --> 00:03:14,270

AND EVEN THOUGH YOU MIGHT THINK YOUR

118

00:03:14,271 --> 00:03:15,560

SALES TEAM ARE DOING IT WELL,

119

00:03:15,650 --> 00:03:17,100

IN MY EXPERIENCE WHEN SOMEBODY

120

00:03:17,101 --> 00:03:18,330

IS CLEAR ON WHAT THEY WANT.

121

00:03:18,460 --> 00:03:19,130

MOST SALES PEOPLE,

122

00:03:19,131 --> 00:03:19,640

AS I MENTIONED,

123

00:03:19,641 --> 00:03:22,070

TAKE THEM TO THAT VEHICLE OR THAT PRODUCT.

124

00:03:22,080 --> 00:03:23,040

SO THAT'S NUMBER ONE,

125

00:03:23,050 --> 00:03:23,950

THERE'S OTHER TIPS AS WELL.

126

00:03:23,951 --> 00:03:25,410

BUT I WANT TO KEEP THIS VIDEO SHORT.

127

00:03:25,460 --> 00:03:27,640

IF YOU WANT ANY ADDITIONAL ASSISTANCE WITH

128

00:03:27,641 --> 00:03:28,790

THIS, PLEASE REACH OUT.

129

00:03:28,880 --> 00:03:30,030

I'LL BE HAPPY TO HAVE A CONVERSATION.

130

00:03:30,350 --> 00:03:31,300

WELL, HAVE AN AWESOME DAY.

131

00:03:31,310 --> 00:03:32,550

I'LL SPEAK TO YOU SOON. CHEERS.