



### **3 Things to Improve Finance Penetration** by Adrian Law

#### Transcription

1

00:00:00,000 --> 00:00:02,279

HEY, ADRIAN HERE. I'M JUST CREATING THIS

2

00:00:02,289 --> 00:00:04,289

VIDEO OUT OF PURE FRUSTRATION,

3

00:00:04,300 --> 00:00:04,920

ACTUALLY.

4

00:00:05,059 --> 00:00:06,940

AND NOT TO DO WITH THE RAIN.

5

00:00:06,960 --> 00:00:07,699

I QUITE LIKE IT.

6

00:00:07,710 --> 00:00:09,140

IT FEELS A BIT LIKE HOME,

7

00:00:09,470 --> 00:00:12,100

BUT THE FRUSTRATION IS FROM DEALERSHIP LAND,

8

00:00:12,340 --> 00:00:14,199

AND THIS PARTICULAR VIDEO IS TO DO

9

00:00:14,210 --> 00:00:15,859

WITH YOUR FINANCE RESULTS.

10

00:00:16,100 --> 00:00:17,540

AND IF THEY'RE NOT WHERE THEY NEED TO

11

00:00:17,549 --> 00:00:19,790

BE, THEN YOU NEED TO PAY CLOSE ATTENTION TO

12

00:00:19,799 --> 00:00:21,329

WHAT I'M ABOUT TO SHARE WITH YOU.

13

00:00:21,370 --> 00:00:23,079

AND IF IT'S AFTERMARKET OR WARRANTIES,

14

00:00:23,090 --> 00:00:25,200

IT'S ACTUALLY A VERY SIMILAR MESSAGE.

15

00:00:25,209 --> 00:00:27,507

SO WHICHEVER APPLIES TO YOU.

16

00:00:27,508 --> 00:00:29,409

NOW, THE VERY IMPORTANT STUFF.

17

00:00:29,420 --> 00:00:31,069

SO I WAS HAVING A CONVERSATION WITH THE

18

00:00:31,079 --> 00:00:33,119

SALES MANAGER WITHIN A DEALERSHIP GROUP.

19

00:00:33,150 --> 00:00:35,450

HE WAS COMPLAINING ABOUT FINANCE NOT

20

00:00:35,459 --> 00:00:37,380

BEING WHERE IT NEEDED TO BE.

21

00:00:37,779 --> 00:00:40,009

AND THEN HE PROCEEDED TO TELL ME WHY

22

00:00:40,220 --> 00:00:42,439

NOW THERE'S ONLY ONE OF THREE THINGS THAT

23

00:00:42,450 --> 00:00:43,650

CAN ACTUALLY HAPPEN.

24

00:00:43,939 --> 00:00:45,959

AND THIS PARTICULAR VIDEO IS DIRECTED AT

25

00:00:45,970 --> 00:00:46,819

THOSE THREE THINGS,

26

00:00:46,830 --> 00:00:48,588

THE FIRST ONE IS WHAT THE SALES PEOPLE DO,

27

00:00:48,589 --> 00:00:50,000

SO IF YOU'RE A SALESPERSON ARE WATCHING THIS,

28

00:00:50,250 --> 00:00:51,319

UH, PAY ATTENTION.

29

00:00:51,360 --> 00:00:52,029

SECONDLY,

30

00:00:52,040 --> 00:00:52,590

IS WHAT, UH,

31

00:00:52,599 --> 00:00:54,169

YOUR BUSINESS MANAGERS--

32

00:00:54,180 --> 00:00:55,790

UH, IF YOU'RE A BUSINESS MANAGER WATCHING

33

00:00:55,799 --> 00:00:58,369

AND THE THIRD ONE IS THE SALES MANAGERS.

34

00:00:58,580 --> 00:00:59,938

SO IF YOU'RE A DEALER PRINCIPAL

35

00:00:59,939 --> 00:01:00,959

WATCHING THIS,

36

00:01:01,169 --> 00:01:03,110

UH, THEN PLEASE MAKE SURE YOU'RE ALL

37

00:01:03,119 --> 00:01:04,330

OVER WHAT I'M ABOUT TO SHARE.

38

00:01:05,089 --> 00:01:07,739

THE THREE THINGS THAT CAN HAPPEN,

39

00:01:08,059 --> 00:01:09,279

UH, OR DO HAPPEN.

40

00:01:09,290 --> 00:01:10,919

THERE'S OTHER THINGS WHICH ARE REASONS,

41

00:01:10,930 --> 00:01:12,160

OR MAYBE EXCUSES,

42

00:01:12,169 --> 00:01:15,150

WHETHER IT'S INTEREST RATES OR COMPETITION,

43

00:01:15,160 --> 00:01:15,959

THAT KIND OF STUFF.

44

00:01:15,970 --> 00:01:18,029

BUT WE GOT TO CONTROL THE CONTROLLABLE.

45

00:01:18,680 --> 00:01:21,480

AND IF YOU'RE A SALES PERSON WATCHING THIS,

46

00:01:21,559 --> 00:01:23,330

THEN MY FIRST QUESTION TO YOU IS,

47

00:01:23,339 --> 00:01:25,940

"ARE YOU BRINGING UP FINANCE WITH EACH

48

00:01:25,949 --> 00:01:28,059

AND EVERY LEAD THAT YOU SPEAK TO?"

49

00:01:28,069 --> 00:01:29,569

WHETHER IT'S A WALK IN OR WHETHER IT'S

50

00:01:29,580 --> 00:01:30,400

ON THE PHONE.

51

00:01:30,410 --> 00:01:32,279

ARE YOU HAVING THAT CONVERSATION?

52

00:01:32,510 --> 00:01:33,815

AND SECOND POINT IS,

53

00:01:33,955 --> 00:01:36,604

"IS IT AN EFFECTIVE CONVERSATION?"



54

00:01:36,794 --> 00:01:37,864

YOU'RE NOT JUST SAYING

55

00:01:37,872 --> 00:01:39,653

"HOW ARE YOU PAYING FOR THE CAR, MR. JONES?"

56

00:01:39,665 --> 00:01:40,654

BECAUSE WHAT DO THEY SAY?

57

00:01:40,665 --> 00:01:42,724

CASH. I HATE THAT QUESTION.

58

00:01:42,964 --> 00:01:44,413

AND IT'S HARDLY EVER CASH, RIGHT?

59

00:01:44,414 --> 00:01:46,334

IT'S FROM SOMEWHERE ELSE.

60

00:01:46,345 --> 00:01:49,315

BUT WE NEED TO BE ASKING BETTER QUESTIONS,

61

00:01:49,324 --> 00:01:51,644

AND I'VE GOT A FEW REAL KEY ONES,

62

00:01:51,654 --> 00:01:53,834

BUT I'LL SHARE ONE WITH YOU FOR NOW.

63

00:01:53,885 --> 00:01:55,574

IT'S QUITE SIMPLY,

64

00:01:55,694 --> 00:01:56,235

"UH, JOHN.

65

00:01:56,245 --> 00:01:57,135

DO YOU MIND IF I ASK,

66

00:01:57,144 --> 00:01:59,214

HAVE YOU ALREADY ORGANISED YOUR FINANCE,

67

00:01:59,224 --> 00:02:00,754

OR IS THAT STILL IN PROGRESS?"

68

00:02:01,260 --> 00:02:03,449

SEE THAT CAN GENERATE A CONVERSATION,

69

00:02:03,459 --> 00:02:05,209

AND THEN PERHAPS YOU CAN INTRODUCE YOUR

70

00:02:05,220 --> 00:02:08,100

BUSINESS MANAGER AND GET THEM INVOLVED.

71

00:02:08,110 --> 00:02:10,130

AND ALL OF A SUDDEN YOU'RE BRINGING

72

00:02:10,139 --> 00:02:10,990

IN MORE, UM,

73

00:02:11,000 --> 00:02:13,830

MONEY TO THE DEALERSHIP AND ALSO INCREASING

74

00:02:13,839 --> 00:02:15,270

YOUR CHANCES OF GETTING A SALE.

75

00:02:15,529 --> 00:02:17,740

SECOND THING THAT CAN HAPPEN IS IF

76

00:02:17,750 --> 00:02:19,110

YOU'RE A BUSINESS MANAGER WATCHING THIS,

77

00:02:19,119 --> 00:02:20,910

PLEASE, PLEASE LISTEN CLOSELY,

78

00:02:20,919 --> 00:02:22,570

LOVE YOU TO BITS BUSINESS MANAGERS.

79

00:02:22,759 --> 00:02:25,419

HOWEVER, I JUST PUT THROUGH,

80

00:02:25,470 --> 00:02:27,139

UH, THE LAST COUPLE OF WEEKS A WHOLE HEAP

81

00:02:27,149 --> 00:02:29,020

OF BUSINESS MANAGERS THROUGH THE DISC

82

00:02:29,029 --> 00:02:30,619

PROFILE, SOMETHING I'M ACCREDITED IN.

83

00:02:30,929 --> 00:02:32,779

AND A LOT OF BUSINESS MANAGERS IN THIS

84

00:02:32,789 --> 00:02:34,460

CASE WAS OVER 90%.

85

00:02:34,630 --> 00:02:36,610

THEY COME OUT AND RIGHTLY SO AS WHAT'S

86

00:02:36,619 --> 00:02:39,070

CALLED HIGH C BEHAVIOUR.

87

00:02:39,300 --> 00:02:41,300

THAT'S WHAT'S CALLED THEIR PRIMARY BEHAVIOURAL

88

00:02:41,309 --> 00:02:44,000

STYLE, WHICH IN DISC LANGUAGE IS

89

00:02:44,009 --> 00:02:45,419

CONSCIENTIOUSNESS.

90

00:02:45,649 --> 00:02:47,264

I CHANGE IT FOR THE MOTOR TRADE TO

91

00:02:47,274 --> 00:02:49,815

WHAT I CALL SUSPICIOUS SARAH SO THEY

92

00:02:49,824 --> 00:02:51,285

SOMETIMES A LACK OF TRUST.

93

00:02:51,294 --> 00:02:53,615

IT TAKES A WHILE TO BUILD TRUST.

94

00:02:53,645 --> 00:02:55,455

BUT THE POSITIVES FOR THE BUSINESS MANAGERS

95

00:02:55,464 --> 00:02:57,345

ARE GOOD ATTENTION TO DETAIL.

96

00:02:57,354 --> 00:02:58,315

YOU NEED THAT TRUE,

97

00:02:58,384 --> 00:03:01,065

UH, GOOD AT FINDING PROBLEMS AND ISSUES

98

00:03:01,074 --> 00:03:02,065

AND SOLVING THEM,

99

00:03:02,500 --> 00:03:04,610

AND ALSO VERY TASK ORIENTATED.

100

00:03:04,619 --> 00:03:05,990

AND THERE'S OTHERS AS WELL.

101

00:03:06,119 --> 00:03:07,977

WHAT'S THE DOWNSIDE OF THAT?

102

00:03:07,978 --> 00:03:10,020

WELL, BEING TASK ORIENTATED

103

00:03:10,021 --> 00:03:11,428

YOU'RE OFTEN QUITE HAPPY

104

00:03:11,429 --> 00:03:13,789

BUSINESS MANAGERS TO SIT IN YOUR OFFICE

105

00:03:13,800 --> 00:03:16,630

ALL DAY LONG AND WAIT FOR LEADS AND

106

00:03:16,639 --> 00:03:17,789

DEALS TO COME TO YOU.

107

00:03:18,089 --> 00:03:19,929

NO! IF YOU DO THAT,



108

00:03:19,940 --> 00:03:22,250

YOU'RE LIMITED WITH HOW MUCH BUSINESS YOU

109

00:03:22,259 --> 00:03:23,440

CAN BRING IN.

110

00:03:23,441 --> 00:03:24,648

WHAT YOU'VE ACTUALLY GOT TO DO,

111

00:03:24,649 --> 00:03:25,520

AND IT'S GETTING OUTSIDE YOUR

112

00:03:25,529 --> 00:03:26,350

COMFORT ZONE,

113

00:03:26,360 --> 00:03:28,589

ESPECIALLY IF YOU ARE THAT HIGH C

114

00:03:28,600 --> 00:03:32,050

BEHAVIOUR IS MIXING ON A DAILY BASIS WITH

115

00:03:32,059 --> 00:03:33,080

YOUR SALES TEAM.

116

00:03:33,089 --> 00:03:35,490

YOU SHOULD BE IN DAILY MEETINGS WITH

117

00:03:35,500 --> 00:03:38,529

YOUR SALES TEAM AND SHOWING THEM HOW

118

00:03:38,539 --> 00:03:39,679

YOU CAN BENEFIT THEM,

119

00:03:39,690 --> 00:03:42,770

HOW YOU CAN HELP THEM SELL MORE CARS.

120

00:03:43,190 --> 00:03:44,419

THAT'S WHAT YOU SHOULD BE DOING ON

121

00:03:44,429 --> 00:03:45,250

A DAILY BASIS.

122

00:03:45,259 --> 00:03:45,770

AND AGAIN,

123

00:03:45,779 --> 00:03:47,169

IT'S OUTSIDE YOUR COMFORT ZONE.

124

00:03:47,190 --> 00:03:48,500

BUT YOU'VE GOT TO DO IT.

125

00:03:48,509 --> 00:03:50,259

IF YOU WANT THAT EXTRA INCOME AND YOU

126

00:03:50,270 --> 00:03:51,240

WANNA BE THE BEST,

127

00:03:51,250 --> 00:03:53,080

YOU CAN POSSIBLY BE IN YOUR ROLE.

128

00:03:53,110 --> 00:03:55,910

THIRD MESSAGE IS FOR SALES MANAGERS.

129

00:03:56,259 --> 00:03:57,869

NOW THIS PARTICULAR GUY THAT I WAS TALKING

130

00:03:57,880 --> 00:03:58,809

TO IS A SALES MANAGER.

131

00:03:58,820 --> 00:03:59,880

HE'S COMPLAINING ABOUT,

132

00:04:00,050 --> 00:04:01,800

UH, THE FINANCE NOT BEING WHERE IT

133

00:04:01,809 --> 00:04:02,429

NEEDS TO BE,

134

00:04:02,440 --> 00:04:03,419

AS I MENTIONED.

135

00:04:04,070 --> 00:04:05,559

BUT HE'S GOT ONE SALES PERSON WHO'S BEEN

136

00:04:05,570 --> 00:04:06,630

THERE A HECK OF A LONG TIME,

137

00:04:06,639 --> 00:04:07,830

VERY EXPERIENCED.

138

00:04:08,199 --> 00:04:09,270

THIS SALESPERSON,

139

00:04:09,279 --> 00:04:10,089

LET'S CALL HIM PETER,

140

00:04:10,100 --> 00:04:10,839

NOT HIS NAME.

141

00:04:10,960 --> 00:04:14,838

PETER'S FINANCE RESULTS WEREN'T EVEN BAD.

142

00:04:14,839 --> 00:04:16,309

THEY WERE PATHETIC.

143

00:04:16,660 --> 00:04:18,910

BUT WHAT THE SALES MANAGER WAS SAYING IS,

144

00:04:18,920 --> 00:04:20,450

YEAH, BUT THAT'S JUST WHO HE IS.

145

00:04:20,459 --> 00:04:22,690

NO, YOU'RE A SALES MANAGER.

146

00:04:22,700 --> 00:04:25,950

YOUR JOB IS TO MANAGE THE SALES PEOPLE

147

00:04:25,959 --> 00:04:27,640

AND THE SALES PROCESS,

148

00:04:27,779 --> 00:04:28,880

AND THEY GET PAID,

149

00:04:28,890 --> 00:04:32,100

PART OF THEIR ROLE IS TO INTRODUCE FINANCE

150

00:04:32,170 --> 00:04:33,869

JUST AS IT IS AFTERMARKET,

151

00:04:33,880 --> 00:04:35,160

JUST AS IT IS WARRANTIES,

152

00:04:35,170 --> 00:04:37,299

JUST AS IT IS SELLING THE CAR AND DOING

153

00:04:37,309 --> 00:04:39,450

EVERYTHING THAT'S INVOLVED IN THAT AND

154

00:04:39,459 --> 00:04:41,910

YOUR JOB AS A SALES MANAGER IS TO MAKE

155

00:04:41,920 --> 00:04:44,190

SURE THAT'S HAPPENING WITH EACH AND

156

00:04:44,200 --> 00:04:45,170

EVERY PERSON.

157

00:04:45,279 --> 00:04:46,329

IT'S A PAIN IN THE ASS,

158

00:04:46,339 --> 00:04:48,089

BUT YOU GOTTA BRING IT UP EVERY SINGLE

159

00:04:48,100 --> 00:04:52,040

DAY UNTIL IT IS CONDITIONED UNTIL EACH

160

00:04:52,049 --> 00:04:53,700

OF YOUR SALES TEAM ARE ARE DOING IT

161

00:04:53,709 --> 00:04:54,890

ON A REGULAR BASIS.



162

00:04:54,899 --> 00:04:57,239

AND THE NEXT LEVEL OF THAT IS DOING IT

163

00:04:57,250 --> 00:04:58,500

REALLY EFFECTIVELY.

164

00:04:58,660 --> 00:04:59,579

WHEN YOU'RE DOING

165

00:04:59,589 --> 00:05:01,910

THOSE THREE ROLES THE THREE THINGS THAT

166

00:05:01,920 --> 00:05:03,579

WE CAN CONTROL CAUSE WE CAN CONTROL WHAT

167

00:05:03,589 --> 00:05:07,089

WE DO AND WHAT WE SAY THEN YOUR FINANCE

168

00:05:07,100 --> 00:05:09,679

RESULTS OR YOUR AFTERMARKET OR YOUR WARRANTIES.

169

00:05:09,690 --> 00:05:11,940

ALL THAT STUFF JUST TAKES CARE OF ITSELF.

170

00:05:11,950 --> 00:05:13,920

YOUR RESULTS WILL GO THROUGH THE ROOF.

171

00:05:14,679 --> 00:05:16,029

BUT MAYBE YOU NEED SOME HELP WITH IT,

172

00:05:16,040 --> 00:05:16,820

AND THAT'S FINE.

173

00:05:16,829 --> 00:05:17,529

REACH OUT.

174

00:05:17,809 --> 00:05:19,170

BUT DO THOSE THREE THINGS,

175

00:05:19,179 --> 00:05:20,809

PLEASE, AND THOSE THREE ROLES,

176

00:05:20,820 --> 00:05:22,609

AND YOU'LL BE THANKFUL THAT YOU DID

177

00:05:22,760 --> 00:05:23,519

SPEAK SOON.

178

00:05:23,529 --> 00:05:24,070

CHEERS.