

# The Blueprint for Motorcycle Sales Success

• Selling Skills • Business Skills • Internet Skills

by Mike Whitty



Salesperson, Inc.

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# The Blueprint for RV Sales Success

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## **Disclaimer**

This book is written in the masculine gender for ease of writing. Salesperson, Inc. or the author have absolutely no bias to age or sex, and believes that any person who applies himself to the study and practice of motorcycle sales can and should be successful.

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## Preface

In every dealership, there are professionals who earn an outstanding income and there are those who are starving. Often, the difference between sales superstars and average salespeople does not come down to good looks, better education, more product knowledge, or even knowledge of more sales techniques. It comes down to a professional mind-set and a solid work ethic. Those who are proud of what they sell, the services they provide, and what they do are vastly more successful than all others in the motorcycle industry.

In most dealerships, all salespeople receive the same training and learn the same sales techniques. Given all of these similarities, how are some salespeople able to become sales superstars and make an above average income, while so many other salespeople struggle just to make their draw? The success of sales superstars goes beyond having good motorcycles to sell, knowledge of those vehicles, and knowledge of sales techniques.

\$100,000 per year. Isn't it amazing how many people throw that figure around in normal conversation. You're asked how much money you want to make this year, and you respond, "I want to make over \$100,000 per year. Like \$100,000 per year is that magic figure that everyone strives for, yet few people in the motorcycle sales industry attain.

According to the latest figures, the average income for a motorcycle salesperson is between \$35,000 and \$42,000 per year. Now this is in an industry where you can conceivably make unlimited income, sky's the limit. Well, where is all this unlimited income? I'm here to tell you, it's out there. Someone is making it. Your job is to ask yourself, "why isn't it me, and how am I going to do it".

### **A Business Without Any Investment**

When you were hired into the dealership, they gave you a free desk, a free phone, a free telephone answering service, a free advertising budget, and a million dollars worth of inventory without any investment on your part. All they asked you to do is go over to your desk and run it just like it was your own business. That got to be the problem. Most salespeople don't know how to run a business. More importantly, most managers who hire salespeople don't take the time to teach them how to run it like a business. Many managers don't know how themselves.

But you're surely not reading this to see how you can make \$40,000 per year. If you purchased this book based on the title alone, you're obviously wanting more. And you should! After all, you work in an industry where the hours are long, the rejection is high, and the pay is unstable. With all that going against you, you deserve to make more money.

But here's the hard truth - most salespeople won't reach that income pinnacle. Not because they're not nice, honest people, not because they don't have the skills and talents, not because they weren't trained and motivated, it's because of one simple fact - they won't do the big work. If you want to make the big bucks, you have to do the big work.

### **Work Ethic is the Key**

I was training in a dealership that had a salesperson working there for 14 years, making \$45,000 per year. And I asked him, "if I could show you some easy, no stress ways of making more money, would you consider doing them?" And his response was, "Well, it all depends on how much more work it will take me to do it." And his response was typical of many salespeople in our industry.

The typical salesperson will put in an average of two to three hours of productive work each day. And by productive, I'm talking about "profit-generating" work. I started thinking, what if I could get a salesperson to do four or five hours of productive work. Could I get this person to make more money? My response was, "Yeah, he'd almost have to." I truly believe that a salesperson with a strong work ethic can make as much, if not more money than a salesperson with a lot of talent. Talent is like knowledge. You can know everything there is to know and have all the talent in the world, but if you never use it, what good is it. I've seen many talented salespeople making \$45,000 per year because they just didn't have the work ethic to back it up. I consider them "a waste of good talent".

The idea of motorcycle salespeople making more money has become a very important issue to me because I've realized, and I'm sure you've realized the same thing, that selling skills alone will not necessarily take a salesperson from one financial level to the next. I mean, let's face it. Once you've been in the business for at least six months, you should pretty much know all of the selling skills you'll need to sell a motorcycle. And, if you haven't realized it yet, all of our customers know our selling skills too. They know they're going to come into the dealership and get greeted by a salesperson, you're going to take them over to your desk to ask them a few questions, show them a motorcycle, let them take it for a ride if it's allowed, come in and negotiate it, close it, deliver it, and hardly ever follow-up with them. Not only that, internet customers are becoming a lot more prevalent. How much selling skills does it take to sell an internet customer? They already know about the motorcycle, and they know the concept of buying over invoice. With all of this happening, how are you going to make the type of money you desire?

The rule in our industry is, most salespeople get used to living on the money they make, instead of making the type of money they want to live on. If you're currently making \$35,000 per year, you get used to living on \$35,000 per year. You buy or rent a \$35,000 home, drive a \$35,000 per year vehicle, eat at \$35,000 per year restaurants, and go on

\$35,000 per year vacations, if you can even afford to go on a vacation without worrying whether the electric bill is going to get paid that month. The fact is, there's so much more money to be made out there. And to get it, it's not going to necessarily take more skills, but it's definitely going to take more work. How many of you would be willing to do a little more work if you could make an extra \$1000 per month? Well, here's something I can guarantee you. If you make an extra \$1000 per month, you'll know how to spend it.

### **Money Motivation**

I want salespeople to be able to purchase all the things in life that money can buy. Someone once said, "Money isn't everything," but it was probably said by someone who didn't have much in the first place. One of the reasons you got into motorcycle sales is because someone told you that if you got into motorcycle sales, you'd have the opportunity to make unlimited income, sky's the limit. And if you've been in the business for any length of time, you already know someone, maybe even in your dealership, who is making six figures. Your whole concept needs to be, "why shouldn't it be me, and how am I going to make it?"

If you really want to make more money, you can. But not everyone wants to make more. Some people can live very meagerly. As long as they can pay their bills, and have enough left over for a movie once a month, and maybe a night out at a decent restaurant, they're happy. These individuals will have absolutely no use for information on how to make more money. But if you're the type of salesperson who likes "things", this is the program for you. Making more money means you need to become money motivated. You need to love the money, and all the things it can buy. In fact, you should be working to buy things, not just to pay bills. If you're working to pay bills, you're basically working to survive. I don't want you to just survive. I know that money won't buy happiness, but believe me, money will buy you a lot of things that will make you happy. Ask yourself this question: Is there something that you want right now that you can't have because you don't make enough money? If there is, you can have it. And it's not going to necessarily take more skills, but it's definitely going to take more productive (profit-generating) work.

### **It's Going to Take Change**

Let's begin your new thought process with this basic fact. If you're currently making \$40,000 per year and you want to increase it to \$60,000 per year, something in the way you're currently doing business has to change. Because you can't keep doing business the same way as when you were making \$40,000 and expect to increase your income. It's like a baseball player batting an average of 250 and wants to get up to 300. Something in his swing has to change because he can't keep swinging the bat the same way as he was batting 250 and expect to get up to 300.

So, what can you change in the way you do business that can increase your sales and your income? Here's 10 to start with. Many of these will be discussed in greater detail further on in the book.

**Take more showroom customers (ups)**

The worst thing a salesperson can do is pre-qualify a customer when he walks through the door. I learned this early in my career when I let a customer walk by me because he didn't look like he could buy a car. Another salesperson sold him and made a big commission. From that point, I waited on everyone. Aside from pre-qualifying, take more ups. How many more? That will be determined when you develop your business plan in the Business Section.

**Set more appointments on phone-ups**

My rule on phone-ups is: if you're not going to handle phone-ups properly, don't take them at all. Taking phone-ups is a privilege, not a right. Dealerships spend thousands of dollars per month just to get people to call. If you choose to take a phone-up, your main goal should not be to just give information, but to set an appointment.

**Write-Up everyone**

If a customer comes in for a brochure, write them up. Or if someone is just looking around, write them up. It's a proven fact that the more write-ups, the more sales. And even if they're not ready to buy, you will have all the information you need for future follow-up.

**Work at getting more repeat and referral business**

After 3-5 years of selling at the same dealership, your goal should be 60% repeat and referral business. This means you need to nurture your customers throughout their ownership period to virtually guarantee your success.

**Sell more used motorcycles**

If you primarily sell new motorcycles, you need to incorporate at least two used motorcycles in your goals every month. Since a used motorcycle will generate more gross profit, this could conceivably account for a third of your monthly income.

**Become an expert**

People like dealing with experts. And why would a salesperson who derives their income based on product and competitive knowledge not want to be an expert? All it takes is study and memorization to know everything about your vehicles, and everything about your competitors.

### **Networking for business**

For as long as you've been selling motorcycles, could you conceivably have friends and relatives who don't know you sell motorcycles? How about people on your bowling leagues or softball teams, anyone there don't know you sell motorcycles? How about people you do business with like your dry cleaners, your grocery stores, your gas stations, your pizza parlors, your insurance agents, anyone there don't know you sell motorcycles? And if they don't, why don't they? You should want everyone out there to know you sell motorcycles. After all, you can provide them with the type of service they'd never receive anywhere else.

### **Learn to become a better negotiator and closer**

When you look at your selling process, you don't get paid for doing a greeting. You don't get paid for doing a qualifying. You don't get paid for doing a product presentation. You don't get paid for handing them a brochure. What's the only thing you get paid for? Closing the sale. Yet negotiating and closing is the least area salespeople study and practice. A typical salesperson will close 20% of his customers. That means 80% of his customers will not buy for whatever reason. That's quite a high percentage to not consider that maybe their closing skills might not be up-to-par.

### **Practice, practice, practice**

Tiger Woods is undoubtedly the greatest golfer in the world. He had the best swing in the world as a Junior golfer. So when he became a pro, what did he do? Change his swing. Because he knew that his childhood swing no matter how good it was would not sustain him as a professional. After winning the 2000 Masters by 20 strokes, he changed his swing again. Why? Because he knew that no matter how good he is, he can always be better. When he finishes a round leading by 10 strokes, instead of going to the lounge to have a drink with some friends, he goes to the driving range and putting green to practice. Why? Because he knows that there's always some little details to work on to keep him sharp. If Tiger does all this when he's already the best, shouldn't you approach your career in the same way? I know many salespeople who will go to the driving range and hit a thousand balls to lower their score on the golf course. But for their own financial security, they won't practice at all? This doesn't make sense to me. Repetition is the single most important factor in becoming good at anything. So, practice, practice, practice!!

### **Sell more accessories**

This is another income source that you'll learn about in the Business Section. If your dealership allows all accessory sales to go into the gross profit, this will become an additional income generator for you. I've seen many salespeople take a small deal and turn it into a large deal by merely selling additional items that the customer probably already wants.

So, now that you have an idea on what it will take to increase your sales, let's take a look at what you will learn in this book:

### **Section 1 - The SALES Side of Selling New and Used Motorcycles**

To begin your rise to superstardom, it wouldn't be right if you didn't start with the basics of motorcycle selling. The first section of this book will take you through the entire process, from the moment you step onto the showroom floor, to how to handle a slump, and everything in between.

### **Section 2 - The BUSINESS Side of Selling New and Used Motorcycles**

Next, you'll be introduced to Motorcycle Salesperson, Inc., where you'll continue your education by learning how to "run your business like a business". Here you'll get an in-depth look at how to create your own company right from your desk, and develop the skills that every businessperson needs to become successful.

### **Section 3 - The INTERNET Side of Selling New and Used Motorcycles**

And last but not least, with Internet technology becoming a huge part of the motorcycle selling business, you'll be introduced to the best practices of converting internet leads into sales, email marketing, and more.

So, welcome to your success in motorcycle sales. Your financial future is right at your fingertips. All you need to do know is make it happen.

### **Let's start with the Basics**

The steps to the sale has not changed much over the years. But the one thing that has been the difference between the superstar and the average salesperson is an expertise in the fundamentals of selling.

When Tiger Woods first came on the tour, he already had wonderful fundamentals. Today, Tiger's fundamentals are almost perfect. Does that mean he doesn't need to work on them? Just the opposite. Tiger works on the fundamentals all the time.

And you should to. So, let's get started!



Section 1

# The SALES Side of Selling New and Used Motorcycles



Salesperson, Inc.



**Section 1**  
**The SALES Side of Selling New and Used RVs**

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# Introduction

“There are two kinds of people, those who do the work and those who take the credit. Try to be in the first group; there is less competition there.”

...**Indira Gandhi**

## **Step-by-Step Sales**

Walking from my car to the office recently, a thought entered my mind — whether figuratively or literally, to get from Point A to Point B you move one step at a time. For example, to get from my desk to the copy machine, I have to move back from my desk, stand, walk through a hallway, open a door, and walk into the office toward the machine. I have to do it precisely in that order or I can't arrive at my destination. It's impossible to do it otherwise. It's impossible for me to walk through the hallway without first moving back from my desk and standing; I can't walk into the office without first opening and walking through the door.

## **Closing a Customer is the Same Thing**

For every sales opportunity in your dealership, a sale advances around a consistent process of selling steps. Sure, every sales opportunity is a little different from another, however, the overall process is always similar within the motorcycle industry — especially when you look at the major steps. For example, you can't qualify a customer until you first greet them. You can close a customer until you first write them up. For each step there is common criteria used to determine if you've completed the current step and are ready to move

forward with the next sales opportunity. Different tactics are often used to accomplish each step, however, the progression of steps rarely changes. Generally, the next step is fixed — a greeting, qualifying, product presentation, demo ride, close, etc. We know what it takes to complete each successive step and as such, this becomes a great way to determine and measure the probability of your close.

### **Your Roadmap to Success**

Do you have each sales step mapped out clearly? Do you have a plan thought through on why each progressive step is necessary to close the sale? Do you know the procedures, tactics and psychological methods typically taken to accomplish each step and the reasons why they need to be accomplished in that order?

If you can't truly understand the steps necessary to get from where you are in the sale to where you ultimately need to be, the chances of getting there are just that — chances. Each step in the process is necessary to accomplishing your goal of selling a motorcycle. If you take one step out of this proven equation, that step can become like the weakest link in a strong chain.

### **The Weak Link**

For example, every salesperson knows that an enthusiastic, feature/benefit presentation with the customer is an important part of the process. It allows the salesperson to continue on with the selling motivation needed before going into the close. This motivation and enthusiasm began with a warm greeting, followed by a caring qualifying, now an exciting presentation to get the prospect wanting more and to see how the motorcycle will fit into their budget.

But let's say the salesperson did the warm greeting, the caring qualifying, then just let the customer walk around the motorcycle on their own. What happens now? The motivation and enthusiasm stops, the salesperson becomes unaware of what discussions are taking place, the salesperson's adrenalin has lowered, the customer comes back to the dealership and all the salesperson can say is, "Well, how did you like it?" He doesn't know because he wasn't there. And now the entire crescendo has to be built all over again. And, it's usually not. So he and the customer go into the close at the lowest peak of motivation. The presentation became the weak link in the chain.

The longer a salesperson stays in the business, the easier it becomes to shortcut the presentation. And that's way many salespeople's income never increase. They forgot what got them there in the first place - the basics.

## Chapter 1

# Philosophy of a Motorcycle Salesperson

*Look out for the fellow who lets you do all the talking.*

— Frank Hubbard

*Your reputation is determined by what others are not thinking about you.*

— Tom Masson

Being a motorcycle salesperson brings with it many responsibilities, as well as rewards. Whether you are thinking of making this your career, or whether you've been a motorcycle salesperson for years, you will realize that there is more to doing this job than the average salesperson pursues. The whole purpose of this book is to educate you on the proper sequence of doing business.

So, what are the major objectives of the salesperson? Simply stated, they are:

- **TO SELL MOTORCYCLES AND MAKE MONEY**

The primary reason and motivator for taking any job, or starting a career, is to earn money. After all, it would be difficult to purchase the necessities of life without it. And, if you didn't desire a better than average lifestyle, you would probably be satisfied to settle for a 9-to-5 job earning minimum wage. But, this isn't the case. You've decided to enter a career where the hours are long, the rejection is high, and the pay is unstable. If I haven't painted a pretty picture thus far, it wasn't my intention. Realize, however, that along with the downside of this profession, comes the opportunity to earn a

tremendous amount of money. It has always been my philosophy that, if I am willing to work a lot of hours and if I am willing to take a lot of rejection, then I want to be earning a lot of money. And, where else can you virtually run your own business without any capital investment? Motorcycle sales is one of the few occupations where an individual can have millions of dollars worth of inventory, office space, a telephone answering service, and an advertising budget—with no investment whatsoever.

- **TO REPRESENT THE COMPANY IN A PROFESSIONAL MANNER**

Professionalism is not a word that should be taken lightly. When you become involved in a “people business,” you have to make sure that the way you portray yourself reflects kindly on your employer. The way you look, act, and handle your affairs both inside and outside the dealership will determine the type of salesperson you will become.

- **TO CONTINUE LEARNING YOUR TRADE**

A salesperson was asked, “*How many years of experience do you have selling motorcycles?*” and his reply was ten years. Then the question was posed, “*Do you have ten years of experience, or one year of experience ten times?*” What happens to many salespeople is that whatever they learn during their first year in the business is all they care to learn for the rest of their career, and so they remain stagnant. It should not be like this. Times change, people change, the economy changes, and motorcycles change. With all of these changes taking place, the salesperson should take it upon himself to constantly upgrade his education in the career he is pursuing. It stands to reason that if a person wants to become more proficient, he should never stop learning.

There are, of course, many other philosophies for doing business such as, “*treat others as you would want to be treated,*” but the main point to remember is that “*success means growth and growth means change.*” Always strive to be the best salesperson that you can be, and you will reap the rewards of your efforts.

*...Your reputation is determined by what others are not thinking about you.*  
—Tom Masson



# WHAT IS MOTORCYCLE SALESPERSON, INC?

## Thought:

*The best way to predict the future is to make the future happen.*

**Motorcycle Salesperson, Inc.** is a program that teaches salespeople to become better business people. Many salespeople simply run their business by “hit or miss.” They come to work in the morning, take whatever the dealership, the economy, or the manufacturer has to give them, then leave the dealership at the end of the day. But throughout that day they never do anything to actually develop their business, and run their business as if they actually owned it.

## **This is not a selling skills course.**

Salesperson, Inc. has determined that increasing a salesperson’s selling skills alone will not give this individual the tools necessary to attain that next level of success. Once a salesperson learns the basic fundamentals of selling, or the “10 Steps to the Sale”, additional business will come from understanding the business aspect of sales; all of those areas above and beyond the basics that salespeople need to learn.

## **What if salespeople thought of themselves as business people?**

So I started looking at these salespeople sitting at their desks and I asked myself, “if they had overhead to pay, if they had employees to pay, if they had to make sure their company profited

every single month, would they run their businesses differently, then if they thought of themselves as mere salespeople?" And the ultimate response was a resounding, yes!! They'd have to.

### **Your own business with no investment whatsoever!**

When salespeople get hired into a dealership, they get a free phone, a free desk, a free telephone answering service, a free advertising budget, and a million dollars worth of inventory, with no investment on their part whatsoever. All they have to do is run their business from their desks just as if it was their very own business. Well, that becomes the problem. Most salespeople don't look at it as a business. They look at themselves as salespeople, and it's the dealership's responsibility to get them business.

### **Salespeople need to develop their own business.**

Even if it is the dealership's responsibility to bring in business, if salespeople want to increase their sales and profits above and beyond their current production, they need to begin looking at the details of their business, aside from selling skills.

### **Business people need to know the numbers.**

For years, salespeople have been told that sales is a game of numbers. The more numbers you do, the more sales you make. The problem is, no one ever taught salespeople how to do the numbers. If a salesperson set a goal of 14 sales and \$4000 per month, he never really knew whether he reached the goal until the end of the month. He also never had a plan of attack on how to reach the goal. So the result was, this salesperson seldom reached his/her goal. It doesn't have to be this way. By keeping accurate statistics, real life numbers, a salesperson can conceivably predict exactly what needs to be done in order to reach his goal — because the numbers don't lie.

### **Salespeople need to run their business like a business**

So Salesperson, Inc. developed **Motorcycle Salesperson, Inc.**, which teaches salespeople to run their business like a business, as compared to running their business by "hit or miss." As you read through this manual, you will find everything you'll need to start thinking and acting like a business person. Once you focus your mind in this direction, the sky will be the limit.

## MONEY: DO YOU KNOW HOW TO MAKE IT?

**Thought:**

*Money won't buy happiness, but it will buy you a lot of things that will make you happy!*

**Thought:**

*The person who said money isn't everything, probably didn't have any.*

**MONEY** — It's been the focus of every salesperson who ever worked on a commission basis. I've never known another word that respects so much attention, that we've virtually based our whole life on it. And no matter how much you make, it never seems to be enough. The latest statistic I've read says that the average RV salesperson across the United States earns an average income of \$45,000 per year. This is in an industry that claims you can make unlimited income. If this is true, why then don't more salespeople increase their incomes?

**MONEY** — You make it and spend. You save it and invest it. It is the cause of stress, frustration, and divorce. You need it to eat with, to drive your cars with, to heat your homes with. You're criticized when you don't have it, and envied when you do have it. Someone once said that money isn't everything, but it was probably said by someone who doesn't have any. You surely can live with much less, but then you wouldn't have searched for employment in an industry where the hours are long, the rejection is high, and the money is inconsistent. If you wanted a lesser lifestyle, you could have taken a job at McDonalds, received \$6.00 per hour, be guaranteed \$240 every single week, and live off of that. But that must not have been good enough.

You wanted to make more. So you became a motorcycle salesperson because someone said you could make unlimited income. Then, how are you going to do it?

Let's list some of the most common reasons that I've heard over the years why a salesperson couldn't make unlimited income:

- The economy is down.
- Too many salespeople in the dealership.
- Not enough advertising.
- Not enough customers.
- Not enough motorcycles.
- Pay plan is terrible.
- My manager isn't strong enough.
- The dealer is mean.

And I'm sure there are many more. But the fact is, none of these reasons have anything to do with the individual salesperson. There's always something or someone else to blame for the fact that a salesperson doesn't make enough money. Some of these reasons could be valid. But I've never heard a salesperson blame himself for not making enough income. That fact is, a salesperson could be to blame. It could be that the salesperson was lazy, wasn't responsible and accountable for his own income, didn't learn the correct way to earn unlimited income, didn't invest in his own career, didn't want to do anything more than the basics. If this is the case, unless this person was handed sales on a silver platter, the chances are he/she wouldn't make it.

This model is dedicated to the individual who is concerned about long-term success, and not just short-term gain. Many of the things I'll talk about would not be of interest to the short-term salesperson. It takes a lot of work and persistence in order to become a professional salesperson who has the potential of earning \$100,000 per year. And in most cases, it is possible despite the dealership, the town, the model line, the management, or even the economy. The most important fact is that it takes a lot of work.

If you are willing to put in the time and effort to be successful, this is the program for you. **Motorcycle Salesperson, Inc.** can get you thinking and acting like a highly successful businessperson. Even if you didn't do everything within this program, keep in mind that it's the thought process that will make you successful. As long as your mind is always thinking about what to do, what to change, how to get better, how to get results, you're going to have a better than average chance of getting where you want to go. If you accept mediocrity, that's exactly what you'll get. So, make it happen!

# YOUR ROAD TO SUCCESS

## Thought:

*Successful people do all of the things unsuccessful people don't want to do.*

### **What is success?**

Success has been defined as *“the progressive attainment of a worthy goal”*. While this is a good general definition, each one of us has our own specific idea about what success means to us. So, what does success mean to you? For some people it means status, prestige, and respect; for others it means power — the ability to influence and command others. But for most people, their definition of success includes financial independence and security.

### **What is financial independence?**

Like success, financial independence means something different to each of us. A better question might be: *“What amount of income would make you feel financially independent?”*

For some salespeople that might be \$45,000 per year, for others it might be \$100,000. The important thing isn't the amount of money itself. What really matters is how will you make enough money for you to feel financially independent.

Understanding how a motorcycle salesperson's business works is one way to make sure you don't become just another statistic. In order to succeed in motorcycle

sales, you have to do what unsuccessful salespeople didn't want to do, that is, acquire the knowledge that successful motorcycle salespeople had learned through trial and error.

And you don't even have to go through the costly, painful process of trial and error learning. You can prepare yourself for business success by learning all the activities that go into making your business successful, and by making sure each of them is handled properly.

The other key that determines business success is energy. Energy for business comes from self-motivation. Highly motivated people are successful because their enthusiasm for what they're doing has a positive influence on everyone around them. A high-level of motivation also creates excitement, giving salespeople huge amounts of physical energy, enabling them to accomplish even more.

### **It's important to have the right attitude**

You need to know the business side of motorcycle sales to become successful, but it isn't the only thing you need. The right attitude is equally important — and in my opinion, even more important. Each of us is somewhat different. We each have our own opinions, beliefs, likes, and dislikes. Yet one thing that all successful business people have in common is their attitude. They are highly motivated. They know they can get the job done, and they know they'll succeed. That makes them very positive about themselves and their business.

### **How you can get the right attitude**

The right attitude is the one that winners' have. It's the "can-do, never give up" attitude. In order to get the winners attitude, here are some things you need to do:

- **Expect success**

Experts in motivation say that 85 percent of success is based on your attitude, so keep your attitude positive. Look for opportunities in every situation. View setbacks as stepping stones rather than obstacles. Keep working your plan based on realistic goals, and don't become discouraged by setbacks.

- **See yourself as successful**

Form clear mental picture of yourself attaining your goals. See yourself enjoying the kind of success you want. And try to experience the feeling you'll have when you meet your business and personal goals.

- **Prepare yourself for success**

Stay informed about what's going on in the motorcycle business. Read

positive books and magazines. Listen to success oriented tapes at home and in your car. Attend seminars and workshops to upgrade your education.

- **Associate with positive people**

Spending your time with winners and eliminating the losers in your life.

- **Act like a winner**

Positive thinking and positive thought, to yourself as well as to others, are the ways to stay mentally healthy, just as positive health habits are the ways to stay physically healthy. Get motivated and stay motivated.

### **Habits are the key to success**

Everyone has habits. The difference between someone who succeeds and someone who fails is the kind of habits they have. Bad habits are easy to form, but hard to live with. Good habits are harder to form, but they will ultimately lead to success.

Failures generally find it difficult to sacrifice the immediate pleasure bad habits may offer. That's why they don't accomplish much. Successful people, on the other hand, realize that success depends on them. They're willing to put their long-term goals ahead of short-term pleasures by cultivating the habits that lead to success.

The major difference between winners and losers is inconsistency. Winners are consistently just a little bit better. They keep at it and they keep trying to improve. So strive to become just a little better each day. Keep at it and don't be discouraged by setbacks. The amount of persistence will measure your belief in yourself.

### **I know you can do it**

It all boils down to how motivated you become, and how much business sense you attain. You can measure your motivation by your commitment to your business. If you're committed to making your business successful, and you make the effort to prepare yourself with the necessary business skills, you're bound to succeed — provided you stay with it.

So get yourself ready for business success. Be clear about your goals and get motivated to accomplish them. Learn as much as you can about the motorcycle selling business. And do something every day toward making your dreams come true.

Now that you have an idea of the nature of this program, let's begin a step-by-step process that will get you started toward your financial dreams.

## Chapter 1

# Understanding Internet Technology

## Quick Thought

“What exactly is the Internet? Basically, it is a global network exchanging digitized data in such a way that any computer, anywhere, that is equipped with a device called a ‘modem’, can make a noise like a duck choking on a kazoo.”

If you are fortunate enough to be able to handle Internet leads, to do it right you must start with the proper tools. To maximize your sales efforts you must have the following:

- **Your own computer(s) with the proper software and the right number of people working it**

Do not expect to share a computer with another department or person. If you are seriously using the Net, it is a full time job. You must also have access to the computer anytime you need it. If you have an Internet Department, everyone must have access with their own email addresses. We have found that in very busy Dealerships (web traffic and leads) that the more reps they have following up and working the hundreds, in some cases thousands of leads coming in each month, the more cars they sell. Many Dealers are not doing as well online because they have one or two people trying to do the follow up and sales work of 5 or 6. One person can only handle so much.

- **Software you must have:**

(This assumes that you already have an Internet Service Provider (ISP) and Windows installed on the computer)



- A good Email program with the ability to receive and send email.
- A web browser for surfing the web.
- You should also have a lead tracking and follow-up database.

- **Digital Camera**

If you want to sell more motorcycles online you need to email actual photos. Do not send canned responses with come on in, or call me pitches, and expect to do well online. Remember people online are in control of the buying process and if you expect them to do business with you, give them a reason. A good digital camera is about \$600 bucks and they are simple to use. Successful Internet Sales Professionals send both new and used photos to shoppers. Let them know what photos you sent because some online shoppers will not open a photo if they do not know who it came from. If you stand out above the rest online you will bring in more buyers

- **Your own direct phone line and department**

This should be in all your classified ads and your websites. Remember, when someone calls your main phone number about vehicles they see online they will probably be transferred to Sales and you will never deal with them. Streamline Internet shoppers to you or everyone else will benefit from your hard work.

- **Cooperation and endorsement of Management**

This is one of the biggest obstacles to overcome. Unfortunately there are many managers that absolutely hate the Internet and will do everything in their power to keep it down. To have a successful web program you cannot have people undermining you.

- **A Budget**

Too many Dealerships are putting very little money into their Internet departments. You must have a web site that gets good daily traffic, use several motorcycle buying services, and put your new and used inventory online with actual photos in different Classifieds. Inventory online with photos and prices brings in buyers. You must keep your inventory updated because people will not come in if the motorcycle is sold or unavailable. If you do not use any online services, or have a good interactive website, you will be sitting on the other side of a blank screen and will not sell very many motorcycles using the Internet.

- **Digital pager**

These are great for receiving emails and leads as they come in. No matter where you are, as shoppers email you it will come to your pager and you can even follow up immediately. If you are the only person at your dealership doing the Internet, it is a must!

- **The willingness to learn**

Do not try to wing it. Get the proper training on both Internet sales and email programs. Learn how to use your computer and it will become a powerful sales tool.

There are many other tools that will help you use the Internet to sell motorcycles. The ones we listed above are the most important.



## Chapter 2

## Internet Leads and Lead Providers

### Quick Thought

“The Internet is so big, so powerful and pointless, for some people it is a complete substitute for life.”

As you become more adept at handling Internet leads, you may be asked to take it to the next level by either developing an Internet Department, or by increasing the number of leads the dealership receives. Using an online classified advertising company to generate quality vehicle sales leads is smart business. You can reach customers that would never have heard of your dealership otherwise. It's really a simple process. The Internet Lead Provider (ILP) generates a potential customer for your new or used vehicle by forwarding an e-mail inquiry or a telephone call to the dealership. An internet salesperson answers the e-mail or phone call and sets up an appointment for the customer to come and buy the motorcycle. Sounds simple, right? All you have to do is reply to an e-mail or answer a “phone-up”. After developing several dealerships Internet departments, I realized that nothing could be further from the truth. There is a lot more to it.

### **How do you select an internet lead provider?**

There's no doubt about it - there are a lot of Internet lead providers out there that promise to connect you with real motorcycle buyers. Without knowing these companies inside and out, how do you make a decision on which one, or ones, to go with? When selecting a provider, you should ask some key questions