

Calling Clients = Incremental Sales

How to make outbound calls, set appointments & deliver more units!

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Why Call Clients?

What is your average gross per unit sold?

How many units do you sell per year?

Multiply units by 30%

Multiply above by gross per unit sold



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Prerequisite Number One

Staffing Levels in Service

- How many people do you have in Service?
 - Technicians: _____
 - Support: _____
 - Service Writers: _____
 - Manager: _____
 - Foreman: _____
 - TOTAL: _____





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Prerequisite Number One

Staffing Levels in Sales

- How many people do you have in Sales?
 - Salespeople: _____
 -  Greeters /
Concierge: _____
 -  Floor
Manager: _____
 - Manager: _____
 - F&I: _____
 - TOTAL: _____



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Prerequisite Number One

Sales # Should = Service

- The number of people in your sales department should equal the number of people in your sales department.
- Why? You staff service to meet demand. Customers in your market area require service from you.
- Typically, there is as much sales demand as there is service demand.
- Sales customers are not so insistent. If they are ignored, they will go *somewhere else*.



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Prerequisite Number Two

Sales Process

- Have a Sales Process. Use your own, use ours, use somebody else's, but use something.
- Slows sales down and ensures customers have a great experience every time.
- Helps you train and track progress of sales team.



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Prerequisite Number Two

Sales Process

1.) GREET

Welcome

Introduce Manager

2.) PROBE

“Assure & Tour”

Best Price

3.) SIT ON

Touch – Feel – Start

Motorcycles are fun! Ours is the brand! We are the dealer!

It is easy to buy! Now is the time! 100% logged

4.) PRODUCT / PRESENTATION

Brochure

Features / Benefits



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Prerequisite Number Two

Sales Process

5.) SIT DOWN

Critique and improve
Anticipate objections
Establish hot button

6.) WRITE-UP

Ask everyone to buy
Start over
Assume the sale

7.) CLOSE

Overcome objections
Get commitment



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Prerequisite Number Three

Traffic Log

- If you don't know who came in today, and what happened with them, what else don't you know?
- There are many 3rd party providers – use one or create your own. An Excel spreadsheet will do.
- Find what you and your team can and will use.
- Pay attention. Make it a requirement and inspect what you expect.



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Outbound Calls to Clients

- Why?
- Types of calls: Set appointment, follow-up, invitation
- Who makes the calls?
- Where do you get the lists?
- When do you make calls?
- Designated area to make calls?



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What do you say? INTRO

- **GREET** – Hi this is Laura from Awesome Sports
- **INQUIRE** – A simple, polite question: How are you? Did you have a good weekend? Enjoying the weather?
- **PAUSE** – Give them a chance to actually answer your question.



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What do you say? SET APPT

- **REASON FOR CALL**– I am calling to follow-up on your visit to our dealership. Were you treated courteously? Were all your questions answered?
- I see you were looking for a _____, but didn't end up purchasing one. May I ask your main reasons for waiting? **WRITE DOWN THE REASONS**
- Have you found the bike / unit you were looking for?
- Would you like me to schedule an appointment for you to come back in? Now that we know you a little better and know what you are looking for, we can be better prepared to address _____ (their reasons for waiting).



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What do you say? FOLLOW-UP

- REASON FOR CALL– I am calling to follow-up on your visit to our dealership. Were you treated courteously? Were all your questions answered?
- If Service: Were your repairs finished when they said they would be? Was your estimate correct? Etc.....
- If product purchases: How do you like Do you want us to call you when something similar comes in / goes on sale, etc. Are you on our email list so you will be first to know about specials and events?
- If bike purchased: Customer Satisfaction Survey
- If you have a VIP or referral program, tell them about it.



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What do you say? INVITATION

- REASON FOR CALL I want to invite you to..... We are sponsoring an event..... We are running a parts special....New boots arrived yesterday.
-
- There is no limit to reasons for them to come in for a visit!! Invite them! Imagine yourself calling a friend to invite them to a party!



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What do you say? CONCLUDE

- Stop and listen. They may have some valuable feedback (well, last time I was in there.....)
- Listen
- Take notes
- THANK THEM
- Close (Hope to see you soon, etc.)
- From beginning to end, ask yourself how you would like to be treated, and act accordingly.



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Role Play

- Use with your sales team as often as you can
- Review responses and results
- Offer spiffs – most calls, most kept appts, worst horror story, etc....



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Thank you!

There may only be a couple of absolutes left over from the first buyer of a motorcycle:

Number one, he did not need it

Number two, his wife did not want him to buy it.

Other than that,

all of the absolutes no longer apply.

Ed Lemco



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