Paradigm Shift for Success

Dale Carnegie once said, “You can close more business in two months by becoming interested in other people, than you can in two years by trying to get people interested in you.”

How can we make this relevant to the Finance and Insurance department in your dealership?

When polling Financial Services Managers about their presentation process, often the answers are quite revealing. It seems that living in a commission sales environment can somehow influence a salesperson’s belief level in certain products. Some might even say that the protection products and services that offer the highest commission also happen to be the ones believed to be best for the consumer. At some point a paradigm shift must take place. The shift I am referring to is the one from a ‘profit at all costs mentality’ to a ‘what’s best for the customer attitude.’ I realize that this statement may cause a stir among some. However, something has to give.

What would happen if the products and services sold were based on consumer need and desire, instead of the quest for new profit records? Most consumers react in a positive way when they hear about finance and insurance products away from the dealership, but at the dealership they react in a somewhat agitated and impatient manner. The presentation to the customer has to change. The shift I referred to earlier has to happen now. The time is right, the consumer is ready and I believe you are too.

We, as an industry, need to remove the shroud of mystery surrounding our products and services, take away the tricks, and simply go back to old school grassroots selling. I am referring to the period of time when a sales professional took the time to find out about their individual customer’s unique needs before rushing into a sales presentation. The need for speed and profit records has eroded away the essential skills required to provide a truly exceptional customer experience.

Selling intangibles is a whole different practice in the world of professional salespeople. Since the customer cannot use the senses to realize the benefits of your products, you need to draw on logic, emotion and perception. Instead of hopelessly trying to push the proverbial giant boulder up the hill by continuously fitting your customers into your products, let’s commit to doing the opposite for a change and see if we can roll that boulder downhill instead.
As sales professionals and communicators, you need to apply your special skills in a different way. When you take the time to understand your customers, their family, and their present and future needs, then your sales presentations become tailor-made solutions rather than forced sales pitches.

Explain to your customers that you will help them understand all their available options, expand on those that are relevant, and customize a family protection solution specific to their needs and budget. Assure them that there is no need to overspend beyond their means. When you are sincere about your intentions and communicate those to your customers, the rest is easy.

Perhaps that is what Mr. Carnegie was referring to. Give it a try and you may just enjoy your job a little bit more.

Happy selling!

For more information, please contact us at saltraining@inalco.com.

*Please visit us on our new website [www.salgroup.com](http://www.salgroup.com)*