



Sean V. Bradley

# INTERNET SALES 20 GROUP VIII

Last month we focused on Covey's first habit of the *7 Habits of Highly Effective People*: "Be Proactive" This month we are going to tackle the second habit: "Start with the End Result in Mind." I walk into dealerships all over the United States and ask Internet sales managers, coordinators and directors *how much money they want to make*. For the most part, people in this business wind up here by accident or by circumstance. But we are *all* here to make a living. And that is what I love about this business. You really can *make* as much as you can *earn*.

Again and again, I see dealers who tell me their stories of how they started out selling cars, and now own multiple dealerships. Personally, I was a BDC director for more than five years; now I am the CEO of a national company. I love the car business, but how do we get there? How do we go from *ordinary* to *extraordinary*? When I ask people how much they want to make, sometimes they say "as much as possible — duh!" I pin them down to a number (and the numbers vary), and then ask how are they going to do it. Almost all of them say the same thing: "I need to sell cars." But, I then ask them *how* are they going to sell those units, that's when they look confused. Some will say, "Work hard and sell more cars." But the *vast* majority of people I ask have *no* real plan; they don't break it down any further than "I need to work real hard and sell more cars." It's not their fault — most salespeople have never been shown how to project, forecast or create a sales funnel or a pipeline. Most have never been given the proper tools to do so. *Start with the end result in mind*. This is such a powerful habit to adopt into your core — into your essence as an automotive sales professional — no matter what your role is in the dealership.

I have created a *successful* and *easy* system for our clients. I call it my "Three-Minute Book." To get started, get a one- or two-inch binder, along with three dividers and solid three-hole paper.

## First Section

The first section is fun to create. It's called "Things I Want to Acquire." In this section, find photos of what you are looking for and add it here. You are putting things that you want to get in life — *tangible* things.

It is not merely enough to simply write the words "I want a new house"; you want to find a picture of a beautiful new house that you would love to someday own. Many people have pictures of piles of money, vacation hot spots, etc.... The idea is that it seems that a lot of people want success and nice things, but they never *visualize* it. They really can't ever see themselves owning it; they simply say it out loud, but it is empty. It is imperative that, if you want to achieve something, you know what it is and actually *visualize yourself achieving it*.

## Second Section

In this section of your new "Three-Minute Book," create your roadmap of how you are going to get everything you have identified in the first section. Here is an example:

Ask yourself how much money you want to make this month. Let's say you are an Internet Coordinator (professional appointment setter), and you want to make \$3,000 for the month. Here is what your road map would look like:

Goal for August = \$3,000  
 Salary = \$1,600 (\$400/week x 4 weeks)  
 You need to earn \$1,400 in commissions to reach your goal.  
 (In this example, your commission structure = \$1 for every appointment made, \$15 for every appointment that shows and \$25 for every appointment that gets sold / delivered.)

Let's use the 50/50/50 rule, meaning that 50 percent of the appointments you make show up, 50 percent of the shows will get sold etc....

100 appointments made x \$1 = \$100  
 50 appointments that show x \$15 = \$750  
 25 appointments that get sold / delivered x \$25 = \$625  
 Total = \$1,475

Congratulations! *You just exceeded your goal*. But we are *only* half-way done. You now have the *what* you need, but not the *how*. Here's the rest:

100 appointments per month / 4 weeks = 25 appointments per week.

25 appointments per week / 5 working days = 5 appointments per day.

5 appointments per day / 6.5 (working) hours per day = 1 appointment every 1.3 hours.

You should be making or taking no fewer than 120 calls per day. If you can do that, you can and will achieve these goals!

## Third Section

In the final section of your "Three-Minute Book" is your scorecard. Everyday, you need to measure both *today's* stats and the month-to-date stats.

- How many opportunities?
- What *kind* of opportunities: Internet e-mails or Internet phone ups?
- How many attempts to contact these prospects?
- How many connections?
- How many appointments?
- How many appointments showed?
- How many appointments sold?

You have just completed your "Three-Minute Book." Why do we call it your "Three-Minute Book"? Because this book will *change your professional life* with just three minutes a day of your time.

Before you go running around to start your day, take out your "Three-Minute Book" and spend one minute on the first section, on the things that you want in life. Spend that minute believing that you *can* and *will* acquire all the things you desire. Then turn to your second section, your roadmap. Look at *exactly* what you need to do this month, this week, this day, this hour. When you're done, turn to your third section — your scorecard — and look at your stats. Are you exactly on course or do you need a realignment?

Imagine that everyday you spend *just three minutes* before you start work to get "calibrated" and focused. You are going to *look at* and *see* what you want in life, you are going to *see* and *internalize* what you have to do to get there and then, you are going to *keep score*.

I truly wish you all the very best. And remember: "Begin With the End in Mind."

*Sean V. Bradley is the CEO and founder of Dealer Synergy. He can be contacted at 866.648.7400, or by e-mail at sbradley@autosuccessonline.com.*