

THE **ULTIMATE**  
BREAK-UP:  
KICKING THE OLD  
SALES PROCESS  
TO THE **CURB**  
TO WELCOME  
**THE NEW!**

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Sales processes are changing, and have been slowly evolving even since before the pandemic. Buyers have been leagues ahead of businesses in their digital prowess, having expectations shaped by the likes of Netflix and Amazon. The growing digital presence of the world as we know it is changing everything for the customer.

At first, sales teams and entire dealerships balked at the prospect of online business. After all, this takes away a lot of the control and often makes it more difficult to manage customer relationships-- or at least it did. Thanks to the innovative tools available today, everyone is going to have an easier time changing their sales process to meet the needs of their evolving customer base.

Industry experts will tell you that we've seen about two years' worth of digital transformation in just two or three short months. The technical barriers are falling like dominos, and customers and salespeople are now welcoming change.

In this eBook, we'll discuss why the old sales process isn't useful anymore and what you need to do to keep up with the competition. More importantly, we'll help you learn how to keep up with what **your customers want** and by doing so, perhaps even gain the upper hand on the competition and become the dealership to beat.

Whether you're already started rethinking the sales process and integrating technology solutions or you are just looking for where to start, you'll find it all right here. First up, let's talk about what's changing and why you need to get on board.





## CHAPTER ONE: WHY YOU NEED A NEW SALES PROCESS

The sales world has already changed-- it's not changing, or about to change. It's happened. The pandemic forced everyone into a whole new way of life and now it's time for your dealership to get on board. You need a new sales process because your old one is dated and can't keep up. You need to redefine and restructure your efforts to keep up with the changing landscape of sales and customer demands.

What is your sales process? This is the template that you use to achieve your sales objectives and replicate performance at a specific level across all sales agents. Effective sales processes are:

- >>> Easily replicated and predictable
- >>> Goal-oriented and measurable
- >>> Customer-centric and aligned with the customer purchasing journey
- >>> Adaptable
- >>> Clearly defined

As you can see, this all points to the fact that your old methods probably need at least a little updating. Let's discuss more about why the old ways aren't effective.

### The Old Ways Don't Work Anymore

As mentioned in the introduction, the digital transformation we've recently seen is a compacted, hurried quest to continue "business as usual" or as close to it as people can get. The old ways are no longer effective because people are no longer shopping the same way they used to. Your dealership needs to adapt.

The good news is that customers are pretty much redefining the process for you-- all that you really have to do is adapt, adopt, and get ready for the future as an omnichannel, multifaceted dealership that can deliver everything that the modern customer demands. Today's customers are looking for things like:

- >>> Self-service and instant answers
- >>> Personalized marketing and communications
- >>> A seamless buying journey across all channels, including the physical retail showroom
- >>> More robust options for digital sales and service

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Just as you had to evolve past the old “hard sell” and classic “sales pitch” that dealerships were once known for, now it's time to evolve to the digital space and find out how to embrace being a wholly digital dealership that has a seamless presence both online and in person.

That starts with redefining your sales process.



## Redefining the Sales Process

Now that you're aware of the need for change, it's your turn to take a look at where things stand and what kind of improvements you can make. Based on the information at the beginning of the chapter, you should create a process that includes all of the necessary elements, including being goal-oriented and adaptable.

Above all else, agility has proven to be the key stakeholder for many businesses. At the height of the pandemic, the brands that not only survived, but thrived, were those that were agile and adaptable. Start there with your sales process and you'll be on the right track to success.

When redefining your process, make sure that you address:

- >>> What your customers are doing-- they've already made the transition and it's up to you to follow suit
- >>> What's not working anymore
- >>> Giving people a curated, personalized buying journey and connection to the dealership
- >>> A dynamic, integrated dealership that provides a seamless experience online and in the physical showroom
- >>> How to change your sales processes to stay ahead of the competition

There are several different steps involved in a solid sales process, which should be seen as the steps in the journey of the overall sales methodology. However, if you focus on the one major overlying theme of integrated, customer-centric solutions, your new sales processes will likely show themselves in short order. There are certain areas of your process that should have your attention though:

- |                              |                          |
|------------------------------|--------------------------|
| 1. Preparation/Research      | 4. Overcoming Objections |
| 2. Prospecting and Discovery | 5. Closing               |
| 3. Presentation/Engagement   |                          |

In addition to these steps, you'll also want to have referrals, repeat business, and follow-ups on your new sales process agenda. Those can be valuable profits because they don't require as much lead generation and therefore cost less to source. This will ensure that you're reaching out to the best customers and harnessing the full power of your new sales process.

Now, to get rid of those pesky old habits.



## CHAPTER TWO: BREAKING THE HABIT

For many leaders and sales teams, breaking old habits is often the most challenging part of the transition. After all, when you've gotten used to a certain way of doing things, it can be tempting to just keep doing it that way. After all, it might seem like it works fine.

"Fine" is not the mark of a successful dealership.

"Fine" is not even worth making the effort-- if you only want to do "fine", you're in the wrong line of work. Improving your dealership's sales process means changing your mentality and getting everyone else on board with it, as well.

The first thing that you need to do is find the inefficiencies and bad habits, and get rid of them for good. Then, you'll be able to implement new habits and instill new methodology in your team that will feed the future of your dealership. Habits are comfortable to humans, who like routine by nature. However, as the world has shown us, sometimes habits need to change and there is no time like now to revisit your sales practices and the poor practices that your team may have fallen into.

It's hard to change, but it's harder to sit back and fail because you refuse to adapt.

### Identifying Ineffective Sales Processes

Sales processes come in all styles, but they all have one thing in common: they either work or they don't. The sales process is a more detailed scope of the sales methodology, which is something that is at the core of any dealership or brand. The steps in the sales process all center around building relationships and determining the value of leads, so having the right process in place can make a big difference.

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To find the ineffective processes and operations within your sales team and your customer journey, look for things like:

- >>> Cart abandonment
- >>> Dead-end leads from a specific source
- >>> Customer service complaints or requests for assistance
- >>> Analytics that can help you identify where the process is in need of changing
- >>> Ways to restructure that allow you to stay agile in case of future emergencies  
(if we've learned one thing, that agility for things that "will never happen" is more valuable than we thought)
- >>> A dynamic set of strategies that can work together to ensure that your sales process is on point at all times
- >>> Can you map the customer journey easily and without confusion? If not, your sales process probably needs some work.

These are just a few ways to identify where things could be getting lost in translation or where old habits could be holding people back. You could even try qualifying leads by using different agents to make the initial contact or approach. See what works for your customers and find out where you're missing the mark.

Get rid of those habits and practices first and foremost. In some cases, creating a new strategy may resolve all the issues on its own, but you need to stop the bleeding before you can repair the damage for good.

## Implementing New Habits

Once you've broken the old habits, it's time to make new ones. Doing that requires an understanding of what today's customer wants, and demands, from the brands that they do business with. It also involves being able to adopt new technologies and methodologies, along with a new mentality that change is constant, and that it can absolutely be a good thing.

Look at all the ways that the pandemic has changed commerce, and many for the better. People are finding ways to get things done, even from the comfort of home when their options are limited, and they're relying on you to keep up.

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Creating and mapping a sales process will be the first of your new habits, and it will be one that sets you up for success. This allows you to tailor your efforts to your audience, your sales team, and your business as a whole.

Here are some tips for implementing a new sales process and changing the habits of your sales team for the better.

- >>> Don't forget that this is always a work in progress. You'll want to create a plan that's agile, adaptable, and able to be modified to fit the changing needs of your dealership.
- >>> Utilize technology to help people embrace new habits and the digital world of commerce when upgrading your sales process.
- >>> Utilize robust analytics to measure your success, check on goal progress, and see how your sales process is evolving and whether changes are working as they should.
- >>> Don't limit yourself to a single "process" or methodology. In fact, you may need to pick pieces from several to create the perfect plan for your dealership.
- >>> Make sure that you clearly define your new sales process and then share it and document it well. Practice it with the team and get everyone on board as quickly as possible.





## CHAPTER THREE: HOW MARKETING CAN HELP

The marketing of your dealership can certainly have an impact on your sales process. In fact, it's the very starting point of the customer interaction, so it can have several different impacts on your business. Understanding that, and more importantly, using it to your advantage, can make all the difference.

Marketing is where customers find you, and vice versa. It's where you set the tone for your entire relationship and give them the chance to respond in kind. Of course this can affect and inform your sales process, and it absolutely should. There is a lot to consider in restructuring your business, but remember that most of the work is already done. It's just a matter of adapting your dealership to the changes and changing the mentality of your sales team and your dealership as a whole.

When it comes to marketing and sales integration, technology is the key. There are software platforms that will allow you to create an integrated dashboard where you can manage all of the aspects of your dealership, from marketing and sales to customer service, inventory management, analytics and monitoring, and more.

First, let's talk a little more about the relationship between marketing and your sales process, and then we'll discuss how you can integrate technology to help your new sales process become a success with ease.

### Marketing and Sales Go Hand-in-Hand

Marketing leads to sales, so naturally they work together. You can't redefine your sales process without figuring out how your marketing efforts will be factored in. The best thing that you can do here, as with all of the changes, is to focus on the basics. Look at your analytics and see which factors in your marketing have the biggest impact on your sales. Then, target those areas for improvement first and foremost.

Today's customer demands a more personalized approach from start to finish, which we've mentioned, and that starts with marketing. If you can effectively market to the modern consumer, you will generally find that the sales process will continue to deliver, as well. However, if you are not properly prepared or haven't changed your process to reflect the new way of things, it could also be where you drop the ball on otherwise "easy" leads.

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When you embrace your marketing as a way to reach your customers and help gain a better understanding of your sales process, you are also inviting the integration of these assets into a robust technology platform, like we've discussed briefly, which can help take your business to the next level with ease.

Marketing leads to sales, unless it doesn't work. Thus, if you want to improve your sales process, you need to start by improving your marketing efforts. Find ways to reach people in the way they want to be contacted or with the types of communications that they like to see from your dealership. In the powersports industry, as with most, if you can figure out what people want and how to give it to them, you'll be on your way to success in no time.

In fact, if you're really good at your marketing, along with top-rate customer service, your sales process might handle itself for the most part. Customers who are satisfied with a brand or who feel a sense of loyalty will be much more likely to blindly buy a product or service from them without much "selling" at all.

## Find the Best Technology Tools to Help You Redefine Your Success

Today's business world relies on technology. As many as 73% of those surveyed reported using technology to improve their close rates. Salespeople understand how tech can help improve their day-to-day operations and make their actual sales efforts easier, however, many companies aren't sure where to draw the line between the personalization of the human interaction and the advantages of AI and digital sales technology.

The solution is to integrate, rather than segregate. It's not about "either/or" anymore. You no longer have physical customers and digital customers that don't overlap. Now, you have multifaceted customers who are capable of and demanding to be able to purchase items whenever and wherever the urge may strike. Even something as simple as whether or not your site is mobile-optimized can impact whether or not your customers stick around.

With solutions like the integrated customer experience management platform from PSXDigital, your business can ensure that your sales processes are up to date with the latest trends and industry demands. You'll be able to rely on integrated analytics and robust dynamic interactions that will provide access to key customer insights to drive realigning and redefining your sales process from start to finish.

Technology allows you to address all of the major needs of your sales team and your dealership, as well as the concerns and demands of your customers. You can deliver more value, simplify the sales process for everyone, and empower sales reps to deliver a better experience by identifying and circumventing customer challenges and obstacles.

From automated workflows to real-time sales alerts, there are plenty of tools to give your dealership the advantage that it needs. All-in-one operations require all-in-one tools and that's what is offered with the CXMAi platform from PSXDigital.



## Conclusion

The sales process **is changing**. There's no arguing that point. What you need to know is how you're going to realign, restructure, and redefine in order to keep your business on the cusp of the future. Connect with customers from step one and your entire sales process will become more streamlined and efficient. Take advantage of integrated analytics and data sharing to improve leads and create a better customer experience from start to finish.

Remember that it's about finding what works for your business. Expecting a single methodology or plan to be the “magic trick” or the secret to your success may be a little much. You should consider multiple strategies, take a look at how you reactively restructured in response to the pandemic, and see how you can combine those two to move forward effectively.

Dive into your new sales process that will be tailored to the customers, as well as to your sales team and your dealership itself. In no time, you'll be on your way to changing the conversation, converting more leads, and building long-lasting relationships with your customers.

When you use the resources and tools that you've been given to cater to your audience, you will see the sales process mostly realign itself. People have already redefined what they expect in a post-COVID world. Now, it's up to your dealership to deliver. With the help of the CXMAi Platform from PSXDigital, you'll be winning with a better sales process in no time at all.

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## Resources

<https://psxdigital.com/?nab=0>

<https://www.linkedin.com/business/sales/blog/b2b-sales/we-asked-10-sales-influencers-about-how-sales-technology-is-chan>

<https://www.salesforce.com/blog/6-ways-technology-streamlined-sales-3/>

<https://www.businesswire.com/news/home/20200703005125/en/Helping-Businesses-Redefine-Sales-Processes-Using-Sales-Force-Effectiveness-Analytics-Quantzig>

<https://www.saleshacker.com/sales-process/>

<https://www.forbes.com/sites/ryanrobinson/2019/03/13/how-sales-has-changed/?sh=3a22334d3985>

<https://blog.hubspot.com/sales/sales-process->



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