HACKING THE MODERN SALES PROCESS

PSX DIGITAL

+ 2019 **E-BOOK**

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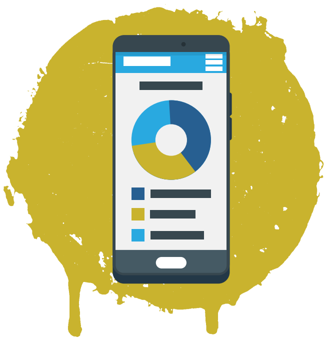

CRM CAN MAKE LIFE EASIER FOR SALESPEOPLE

Historically, CRMs have been viewed warily by sales teams. That's because the older CRMs were used as a way to watch and track salesperson behavior, rather than as a way to really help them with their jobs.

That's not the case with newer applications. In fact, with the right kind of CRM and sales automation platform, you can make life easier for your salespeople, your customers, and yourself.

What makes a CRM "the right kind of CRM"?

There is one big feature that your CRM absolutely has to have in order to work for a modern sales force. And that is mobile capability. Your salespeople need to be able to pull their phone out at any moment and get exactly the information that the customer needs.

But some people are still skeptical about this or don't understand how it works.

Myths about CRMs

So let's just go ahead and break apart a couple of the myths floating around about modern CRMs.

Myth #1 - CRMs will improve your sales team's abilities.

That's not exactly how it works. Your sales team's abilities are your sales team's abilities. No matter how great a CRM is, it can't replace having the right people at your dealership.

The purpose of the CRM is to create work for salespeople. It won't necessarily make them better at their jobs, but it does provide a tool that can allow them to increase their leads and sales.

Is the CRM essential to doing business in powersports today? Absolutely. But don't think it's a cure-all that will magically improve your sales if you don't have quality people working for you.

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Myth #2 - Using your phone on the floor or lot is seen as distracting or unprofessional.

You can put this worry to rest. Pretty much everyone keeps their phone on them all the time. No customer is going to find it unprofessional for your salesperson to pull a phone out of their pocket and start showing them inventory on it.

If anything, it makes the exchange with the customer more natural. A phone is a given for someone to have on them, unlike a tablet device, which screams "I want information from you!"

Put simply, your customers expect your salespeople to have phones. And that makes phones a convenient way to gather lead information.

We cannot stress this enough. You need mobile capabilities.

AND HERE ARE JUST A FEW OF THE REASONS WHY:

- Phones make data entry easy for your salespeople because they are already going to have their phone on them.
- The salesperson can pull up a vehicle in the online inventory for the customer using the platform through their phone.
- The manager gets updates through the app that a salesperson has a customer.
- The phone allows a more natural request for follow-up information, for instance, when you put in information after offering a test drive.
- The salesperson can scan the customer's driver's license for some of the information needed.
- You can put the test drive disclaimer on your platform, and that can be signed on the salesperson's phone.
- Apps can order vehicles from oldest unit to newest unit, which allows you to move older units first.
- The customer will also feel assured when they see that you are in the modern age, using a mobile app.

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Another advantage to the salesperson and customer is that an online inventory can allow you to show vehicles that are still in the box in your warehouse and not available to see on the floor. That way, if a customer wants to see something specific, you aren't looking around for a vehicle that isn't out on display.

That means the salesperson looks smarter for knowing what is on the lot. And the app can tell them if it's available, if it's in the crate still, or if it's on hold already (somebody put a deposit on it and it's not available to buy).

Again, customers are accustomed to information being found via a phone, so it will feel natural to them.

MANAGERS SHOULD HAVE A SALES PROCESS IN PLACE

Having a sales process in place means having a repeatable set of steps that your salespeople and managers follow every time they interact with a prospective customer. Ideally, the process sends the majority of steps through the sales automation application.

Utilizing an app like PSXDigital takes care of most of the administrative tasks quickly and easily, leaving more time for your salesperson to do what they do best -- interact with the customer.

It's win-win. You get more of the lead information you need to follow up with prospects and returning customers. Your salesperson gets help with the repetitive tasks they hate doing but have to get done and are still allowed to use their unique sales skills.

In fact, your salesperson gets less interruption because they don't have to stop the customer interaction to go enter information on a separate computer. That's just an awkward and clunky process when they can use their phone from anywhere at the dealership.

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The manager’s role in the process

As a manager, you can help the salesperson by checking when they’ve entered inventory (the cue that they are with a customer), and whether they’ve entered customer information into the app. It gives you the opportunity to check in with them on the floor and see where they are at in the process.

This check in opportunity creates a natural way for managers to make contact with customers. There should be management introduction at some point in the process. Either before or after the test ride.

Speaking of test rides, managers can also use the app to know when those come up. If you set the system to notify management when a test ride document is signed, they’ll see it on their phone and can make that introduction with the customer while the ride is getting set up.

This is all around good customer service. And it can all happen right from your phone. You and your salesperson don’t have to seek each other out for the different steps to be completed. You’re already in touch just by doing what you would normally be doing anyway. Because the CRM keeps track of it all for you.

This type of efficient process makes the customer feel valued. And it makes your sales team feel like they have the support of management.

KEEPING YOUR SALES TEAM ON BOARD

You may have concerns that your sales team won't be on board with using a sales automation platform. Some of them may harbor doubts from the old CRM systems that functioned as little more than babysitters to get salespeople in trouble.

That's not at all what today's CRMs are about.

But you may still be wondering if it's possible for an employee to circumvent the system instead of using the app. Here's the thing about that. Only managers can allow the circumvention of your system. If the app is the only option for putting in orders, then salespeople have to use it.

If managers don't offer paper order forms or tell the desk person not to accept paper order forms, then you won't have sales team members who aren't on board with the process. They have to use it to make a sale.

You shouldn't have to force it on your sales team, though. Instead, all you need to do is make it clear how the CRM benefits them and their commissions, and you should win them over to the new system pretty quickly.

If you are changing to an app and have a resistant salesperson, show them how much time it saves their process. Why should they take 5 minutes to write out a paper order form when they can click a couple buttons and have it done in less than 1 minute?

> *If their resistance is because they are uncomfortable with change, don't let that stop you from implementing a system that will improve your company for yourself, your customers, and yes, your salespeople too. Every single person on your sales team can learn to use a modern sales automation app. If they know how to use a mobile phone, they can learn to use a mobile CRM. It's that simple.*

Getting used to new technologies and systems is a part of every business. There's always some resistance, but most people eventually get so comfortable with the new technology that they forget ever having to work without it.

Make it so easy that it's stupid not to do it. Everything is available for your salespeople on their phone. Having a sales process does not affect your sales team having and using their sales charisma. They can still bring their personality to the process.

Automation does not equal robotic.

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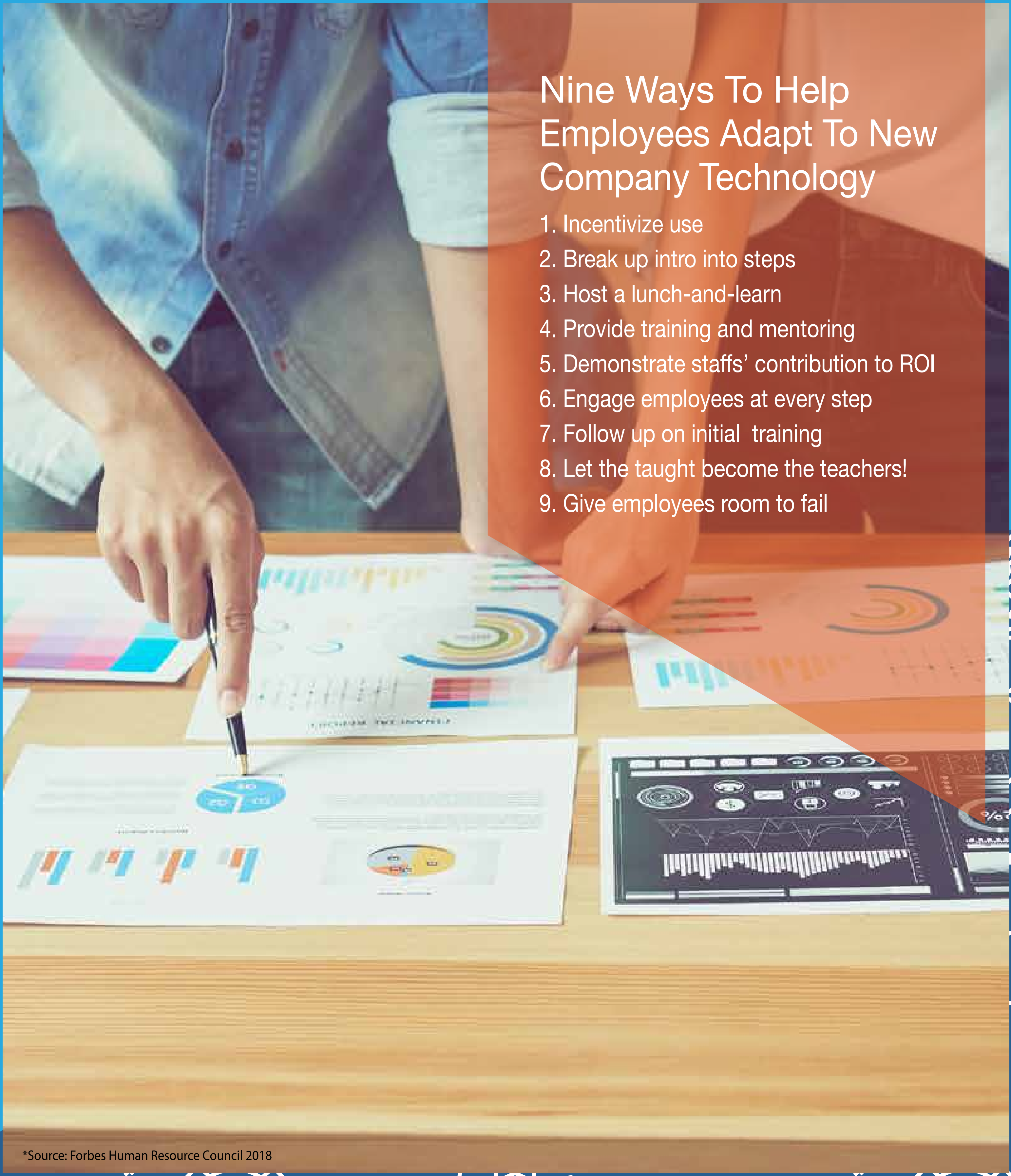

Nine Ways To Help Employees Adapt To New Company Technology

1. Incentivize use
2. Break up intro into steps
3. Host a lunch-and-learn
4. Provide training and mentoring
5. Demonstrate staffs’ contribution to ROI
6. Engage employees at every step
7. Follow up on initial training
8. Let the taught become the teachers!
9. Give employees room to fail

*Source: Forbes Human Resource Council 2018

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Tools of the trade always change

You don't want to be the last dealership to implement necessary changes. You have to ask yourself what makes a better customer experience. Because experience is what makes the difference in whether a customer chooses to work with you or another dealer.

And let's face it, we all enjoy the convenience that new technology brings with it. Convenient tools make buying easier for your customer.

The right tools make the job of selling a lot easier.

When a salesperson doesn't have a customer in front of them, they can do their follow-up, from anywhere. This allows them to stay up and on the floor, using their phone for administrative tasks instead of needing to sit down at a computer. And that means when a customer does show up, the salesperson is ready to help them.

The other nice thing is that the system will tell them it's time to follow up. They don't have to keep track of it.

All of this convenience opens up more time to do the fun work that they are good at.

An important part to note is that team members shouldn't have to keep track of which customer they need to be following up with. That's the least efficient way to reach out to leads.

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Instead, the system should be tracking follow-up efforts and reminding team members where their follow-up efforts should be placed.

HERE ARE A FEW MORE WAYS THE SYSTEM SAVES TIME:

- You can have appointments scheduled online.
- You can let the system send the appointment to the customer's calendar.
- Confirmations and thank you's can be sent automatically by the system.

Data entry etiquette

There are also a few things you can train your sales team to do in order to make the whole process easier. For instance, when they first start to get information from a prospective customer, make sure they search to check for an existing entry for that person. This helps to avoid duplicate entries, which cause inefficient follow-up and can annoy the person you're trying to impress.

If they're already in the system, you can see their history as a customer (what they've bought or looked at). That can help salespeople to direct the person to items they may be interested in.

If the person is not already in the system, the salesperson will need to capture their name, email, and mobile number, at a minimum. And they'll need the mailing address at the time of sale.

Anything that can make this whole process easier should be in your sales team's training. For example, typing into the phone should be a last resort. Instead, scan the driver's license. That gives you part of the information you need to create an entry in the app, and all the salesperson had to do was snap a photo.

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Of course, some information will have to be typed in, but that doesn't mean your team shouldn't save time where possible. Good technology helps them to start finding more efficient sales methods.

If a customer interaction does not end in a sale, the salesperson should have at least captured their information and put it into the system. Then, make sure your salespeople know to go to that customer's profile and input where they ended with them.

This can be a simple automated push-button in your CRM application.

MOST PRESALE CONVERSATIONS END AT ONE OF THESE COMMON POINTS:

- Price is too high.
- Payment is too high.
- Not enough offered for trade.
- Customer has bad credit.

Your salesperson should then note the amount offered and what they wanted. Why is this so important? It means that when the roadblock issue is resolved and the customer has the money or has improved their credit, the salesperson knows exactly where they left off.

SERVING THE CUSTOMER

The salesperson who sees the CRM as just admin work to keep the manager up to date does not see a reason to do it. Fortunately, that's not how the modern way of selling works. The CRM works for the salesperson, not creates work for them.

The salesperson's job is to tell the customer, "I'm here to help you get what you want. You came here because you want something, and I want to help you get it." Not, "I'm trying to sell you something."

Rather than pushing sales numbers on your team, they preserve the ability to serve and get customers to want to work with a them as an individual rather than someone at another dealership. Rapport building is still required with an automated sales process.

And salespeople now don't have to interrupt rapport building to go put information into a computer. The conversation is more naturally flowing.

Sales and marketing are conversations.

There's no need to chop it up to input information somewhere because the phone is right there with the salesperson.

In fact, if you don't have an automated platform, your salespeople are probably not interrupting their own potential sale to update the dealership's lead information. They're just not entering it in that case.

What this means is salespeople can actually let their personality shine through better in the rapport building tasks they are best at, and not waste their time on admin work.

Ultimately, the salesperson becomes the customer's hero because they have all the necessary information at their fingertips.

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Your team should only track the hottest leads

If a lead is not interacting or making any progress, the system should be following up with them automatically until they are ready to move forward with a purchase.

Your sales team should only be spending time following up with the hottest leads. These are the ones that appear ready to buy.

This doesn't only benefit your dealership; it benefits the customer as well. Most people get annoyed about being hassled to purchase something they don't want right now. You don't want to end a potential customer relationship by overcommunicating when they're not in the market for a vehicle at the moment.

How do you know when they're in the market? You see how they're engaging with the website and communications from your marketing efforts. That's the edge your team gets with modern sales process using a quality CRM.

If you want to give your sales team the edge they need, start training them to use a sales automation platform today.

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