

How to Sell One More Car Per Month

Hi. Welcome to today's session. My name is Sam Milton, the King of Auto Sales. Thanks for tuning in today. Today we're talking about a very exciting subject. It's basically a simple subject, but it's how to deliver one more car every month with a very simple process that will take you about 13 minutes per day.

Now, here's the process. It's not very complicated. It's not very hard to do. Almost anybody can do it. It's very simple. Here's the first tool you need. It's called a stapler. The second tool you need is your business card. What you need to do is take the ad out of the newspaper that you run, that your dealership runs every day, whether it's a new car ad, the used car ad, the lease ad -- whatever ad you run in the paper -- take one of the ads, decide which one you want to use. Take that ad, take your business card, put it on the ad, staple it to the ad.

Grab an envelope. Grab the phone book. Address the envelope. Hand-address the envelope in blue ink. Blue ink tells the customer that you went to the time and effort to use a special ink -- not black ink; it's not multicolored; it's not labeled; it's not multi-processed, computer generated, anything like that. It takes extra effort to do the blue ink. Put on a plain, white envelope -- use a plain white envelope. Do not use your dealership stationery. Use a plain white envelope. Up in the return address, put your street address of your home. Not the dealership street address; your return address at home. Do not put your name. By law, since 9-11, we have to put the street address on the envelope. Put it up here, your home street address, hand-address them to the customer.

Now, here's the process. Take five of these ads, five of your business cards, five staples, fold it up, put it in the envelope. Take the phone book, hand-address it to five people every day. Once you do this for 30 days, do one, two, three, four, five every day. It will take you about 13 minutes. Most of your dealerships will pay the postage or at least maybe pay half. If they do, that's even better. Five ads every day. Place these in the mail every day. Do this every day faithfully for 30 days.

Now, at the end of 30 days, here's what's going to happen. You're going to have somebody come to the dealership with your ad that you sent to them in their hand and they're going to walk into the dealership. And here's the exciting part. They're going to walk into the dealership and they're going to say is Sam Milton here? And you're going to say, yes, that's me. And they're going to say did you send this ad to me? And you're going to say yes, I did.

And then they're going to say those very precious words to you -- how did you know I was in the market for a new car, or used car, or new truck, or used truck? And you're going to say the words verbatim -- and please, quote me on this; get a pen, write it down, run the tape again and back up and look at the disk again. Make sure you get the words correct because these are very precious words that tell the customer that they're special. Thanks for coming in, Mr. Customer. Yes, I did send this ad to you. Here's the process. Your name came across my desk as a preferred member of this community.

Now what you're telling the customer, you're patting them on the back and you're telling them that they're special. And it's a reward for them. It's a reward for them that they've kept their credit history intact. And you're telling them that they're a valued member of this community.

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And once you tell them this, this statement that your name came across my desk as a preferred member of this community, you're going to see them rise up a little bit.

On the chart behind me, I wrote 17 times equals a habit. They tell me in today's market, by the time we do something 17 times, it becomes a habit. Make this a habit. Do this for 30 days. Sit back and let it gel. But don't stop at the end of 30 days. Do it again the next 30 days and the next 30 days -- every 30 days. Do five a day. Minimum of five a day.

Just think about it. You send five every day, that's 30 days a month on the average. That's 150 envelopes that you send out. The purpose of you sending an envelope out is to get it read. If you do this every day for 30 days, the envelope goes into someone's house. If you get junk mail at home, think about what you do with it. It goes in File 13. It doesn't even make it to your coffee table or to your kitchen counter. This way, with a hand-addressed envelope coming into their house every day with a street address -- not the dealership's address because then they'll think it's junk mail -- your goal is to write an envelope, get it prepared and get it in their home and get it read.

Make this a habit. Make it a good habit. At the end of 30 days, you're going to get one more sale out of this process. Just think about it; deliver one more car every 30 days for 13 minutes a day. I think it's a good investment.

Hey, thanks for joining me today. This is Sam Milton, the King of Auto Sales. Thank you for joining me. I'll see you later on down the road.