



Top 5 Sales Rules

From Fellow 12v Sales Pros



- The Top 5 by count - grouped by theme or intent
- Bonus Rules and Special Mentions

Rule 5

**Be Your Best Self
at All Times**

Rule 5

- **Be your best self at all times:**
 - Honest - if you don't know, say so and learn together
 - Authentic - be yourself, not someone else
 - Friendly (Smile) - leave the baggage at home
 - Be passionate and show emotion; get excited
 - Reliable & Trustworthy

Rule 4

**Never sell with
your own wallet**

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Rule 4

- **Never sell with your own wallet:**
 - Don't judge a customer's wallet by the car they brought to you.
 - Never judge a book by it's cover
 - Never assume someone doesn't have the money

Rule 3

**Listen more,
Talk less.**

Rule 3

- **Listen More, Talk less**
 - Clients will tell you what they want, but not directly
 - Shut your mouth. Let them talk first
 - Shut up at the end and let them decide what to buy

Rule 2

**Ask More
Questions**

Rule 2

- **Ask More Questions**
 - Ask & actually listen to your client's needs & wants
 - Ask what their goals are
 - Questions bring client's real needs to the surface
 - Who, What, When, Where, How, Why, What else

Rule 1

**Follow Up
After the Sale**

Rule 1

- **Follow-up after the sale**
 - Did you meet their expectations & goals? What could you have improved
 - Keep in touch with the client regularly - newsletter, calls, events,
 - Call 3-5 days post-sale - verify ok, plant seeds, get reviews and referrals
 - Ask for three referrals - friends, family, coworkers

Top 5 Rules for Selling

1. Follow up after the sale
2. Ask more questions
3. Listen more, talk less
4. Never sell with your own wallet
5. Be your best self at all times

Bonus Rules



Actually Do the Five Rules!



Follow up on Quotes

No often means not right now
or I need time to digest.

**Don't compete on price,
you will generally regret it.**

**Compete on quality of service and product,
that will build trust.**

Trust is your competitive advantage.

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Use your Demo Car

And take the time to actually finish
it as if it were a booked job.

Practice tuning on it.

Honourable Mentions

- Sell in three's - Best, Better, Good
- Deliver a unique experience
- Present payment options (Finance)
- Not everyone is your customer
- Top Down Selling
- Ask for the sale!
- Product Knowledge
- Present Add-ons!

Thank you to everyone in the
12v Sales Pro group
who contributed!

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