



BY RICK MCCORMICK

Circle of Development

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The automotive industry is an ever-evolving, laboratory of personal growth. To thrive in this business, you must consistently develop, grow your skills, and re-invent yourself. The most frequent and damaging mistake that I encounter at dealerships is requiring people to learn in the wrong sequence.

My initial introduction into selling vehicles is a perfect example. I was instructed to go into a room with a stack of videotapes and “don’t come out until you’ve learned how to sell a car.” They wanted me to learn the how first, and then just start doing it. There is a much better way to becoming a true professional. It is a simple four-step sequence of development that we can all follow.

STEP ONE: MINDSET – THE WHY

When the challenges come and the difficult days confront us, the only thing that keeps us going is why we do what we do. The first thing that customers genuinely care about is how the products we want to discuss will help them, not us. They don’t care as much about what the products are as they do about how it will make their ownership experience better. Our mindset must be on communicating effectively how our products will help the customer. It must be communicated in a manner that shows we genuinely care about them and their situation. So, don’t let self-interest creep into your thought process or it will start showing up in your conversations with customers. The result will be reduced product sales and dropping profits.

