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THE MOTOR DEALER REPORT FROM AUSWILD & CO
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10 THINGS THAT REQUIRE ZERO TALENT

There is a social media meme floating around called "10 Things That Require Zero Talent." Nothing more. How simple, honest and to the point is that?

Several articles and blogs have been written based on these 10 things – and especially in relation to sales people. The consensus of these articles is that if sales people practiced these 10 things every day, they would be more successful.

These 10 things are traits managers like to see – and, if managers don't look for these characteristics when interviewing a job candidate, they are more likely to hire the wrong person.

Let's now look at each of these from the sales person's and your perspective.

Being on Time

This alone should be a deal breaker. There are so many resources available today that help individuals plan routes and avoid construction and traffic, that there is no real excuse for being late for anything. To be late for an event, a meeting, for anything is lack of respect or regard for the other person. If a job candidate is late for an interview, a manager should wonder if he or she will show up to work or appointments on time as an employee.

Work Ethic

A strong work ethic is vital to a company achieving its goals. A work ethic is a set of moral principles one uses in their job and in life. These include personal integrity, honesty, truthfulness, sense of responsibility, emphasis on quality, discipline, and a sense of team work.

Effort

Sales people who go the extra mile, who are willing to work harder than expected to achieve results, are more successful. Do they only do what is asked or expected of them and no more? To give freely and without expectation of reward for the extra effort needed to succeed in a project is the difference between winners and losers. Are they clear on their professional and personal goals and are they driven to achieving them?

Body Language

Take notice whether the candidate maintains eye contact, speaks in a low, steady voice, uses their hands for emphasis not from nerves, smiles and offers a strong handshake. Observe the speaker and determine if the words they are saying, the tone of voice they are using and their body language are in agreement.

Energy

Pay attention to the person's energy level. Are they positive or do they appear and act tired or bored? Do they have the energy to do the job, to be a team player and to be present for the customers? A sales professional may have experience, knowledge and skill – but without positive energy, there's something lacking.

Passion

Sales professionals who are passionate about their jobs are committed to consistently achieving higher levels of performance. Look for a desire for continual learning, improvement and challenge. If they are not passionate about the job, they are wasting everyone's time – including yours.

Being Coachable

If a person is coachable, you can take their positive attributes and make them into something even better. Does the sales person seem to have an answer for everything? Do they correct you or talk over you? Do they interrupt? If you offer a suggestion, do they listen or shrug it off? These are signs that an individual may not be coachable. If they aren't coachable, what you see is what you get.

Doing Extra

As sales persons, do they go the extra mile for customers and help solve problems? Or do they come in, work their hours and leave? If all they do is what you were asked and nothing more, they are a burden to the dealership and are no longer an asset. If however, they have the passion, the energy, the positive attitude about their work, doing extra will come as natural as breathing because they have pride in what they are doing.

Being Prepared

If you have ever been a Boy Scout, you will know that this is the Boy Scouts' motto. There is no good excuse to do anything and not be prepared. A chef prepares each detail of the meal they are about to prepare. An airline pilot goes through extensive pre-flight checks including a visual inspection. To not be prepared is to be lazy and if they are lazy by nature, then all of the preceding habit tips will be a struggle for them. Successful preparation requires the ability to pay attention, identify and solve problems.

Attitude

If a candidate scores low in any of the other nine traits, chances are, they don't have a positive attitude and may not be the best addition to the sales team. Their attitude about themselves, about life, about their workplace, their boss are all contagious and will determine their energy level, their effort and even their work ethic.

As you consider these 10 things, consider how a potential sales person will affect your customers, your team and your dealership needs. Employees are responsible for bringing their time and talent to work. Managers are responsible for making sure these don't go to waste.

*Adapted from articles by **Richard F Libin** and **Donn Carr**. **Richard F. Libin** is the author of "Who Stopped the Sale?" (www.whostoppedthesale.com) and a new book "Who Knew?" (www.who-knew.com). He is president of APB-Automotive Profit Builders and can be reached at rlibin@apb.cc and 508-626-9200. **Donn Carr** is Principal Partner of the Carr Management Group. He is a well-respected authority on the retail industry, store operations, merchandising and customer service and can be connected on LinkedIn - <https://www.linkedin.com/in/donncarr>*

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