



TOOLBOX LITE

Selling On Purpose

**Written and Develloped
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I. Selling Is A Verb

A. A verb connotes Action

1. He sells
2. She sells
3. We sell.

B. It does not mean clerk it.

II. **Selling Labor**

A. Installation Techs Drive The Industry

B. Basic Skills

1. Electronics
2. Electricity
3. Upholstery
4. Carpentry
5. Dash/Trim Replacement
6. Auto Mechanics
7. Tech Instruments
8. Audio Engineering
9. Auto Security

C. You Never Discount Labor

D. Don't ever quote a price without justifying the cost to the client.

It needs to be sold like any other item or service in your store.

Closing The Sale

- A. Closing Is The Act of Asking For The Money.
 - B. It is the scarest part of the sale.
 - C. Customers like to be closed. They need help making a decision when they're not reall sure.
 - D. When They are ready to buy, they will give you the sign.
 - 1. Can't keep their hands off the product.
 - 2. Touching their money.
 - 3. Touching their face.
 - 4. Asking if you have it in stock.

- E. Some great Closes:
 - 1. Ask For It Close
 - 2. Invoice Close
 - 3. Assumptive Close
 - 4. Either or Close
 - 5. The Penalty Close.

- F. The Add-ON Close
 - 1. Adding on to the invoice is the highest form of customer service there is.
 - 2. You never close on the item you're selling
 - 3. You only close on the Add-on
 - 4. You begin the Add-On close with these words:

“How ‘BOUT”

“How ‘bout this to go with that.”

G. Every item you have has a partner item to go with it.

H. The First One Who Speaks, loses.

Managing You Staff

A. There is no Plug in employee.

B. You have to train them!

C. Show me.

D. Don't be held hostage by your employees.

E. Now Accepting applications.

F. Keep your employees engaged and happy.

1. Production = Morale

G. Write Them Up

H. The data doesn't lie.

I. I Did Not Say He Beat His Wife

J. Consequences

K. You never offer a consequence you are not willing to follow through with