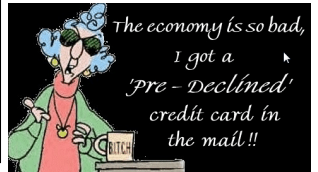
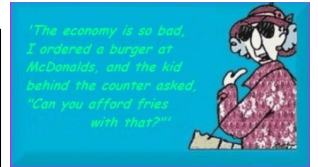




I've resurrected this STUFF BULLETIN from AUGUST 2011. Seems that not a lot has changed. Thank you all for your patience. I'll be back on deck in September with new STUFF. It went like this.....

It seems I can't turn on a television or pick up a magazine without the doomsayers telling us how bad things are. David Jones is whining about their **worst ever** retailing results. Yet try walking through a David Jones store and find anyone who'll smile at you let alone provide you with an atmosphere to buy anything.

Down times can be the result of complacency. Complacency tends to make you drop your guard or take your foot off the pedal. The opposite of complacency is **vigilance** (broadly speaking) or **awareness** (specifically speaking). To practice either is to prevent the fluctuations from being too dramatic between your best times and your worst. Consistency and productivity bolster morale and morale is the casualty when you're at the low end of your productivity graph. Understanding all this stuff is being aware and awareness is the cure; and eventually the preventative. Here's a couple of light hearted looks at the GFC Mark II and three tips to immunise yourself against the benchmark chasers.



1. Do not listen to scuttlebutt, rumours or any kind of negativity. The people spreading them are the victims of trends that they were never prepared for. Their only recourse is to assign blame everywhere but where it should be.
2. Any downtime is an opportunity as much as it is a threat. It's the time to try new things, develop tactics, tweak your database, learn something new, seek out positive input or simply stop to smell the roses.
3. Give your customers the "full Monty". It's a chance to practice your craft and if you've ever heard or even slightly agree with the old, **"customers who pay the most are the happiest whilst the ones that screw every cent haunt you,** "axiom, then know that the former made their decision **because** of you and the latter didn't. Now you have the time to invest in the former.

AS PART OF 'QUALIFICATION' TRAINING LAST MONTH, IN SESSIONS I MADE AROUND 20 CALLS TO A VARIETY OF DEALERSHIPS TO EVALUATE FOR MY PARTNERS, THEIR RIVALS' WILL AND SKILL TO QUALIFY, CREATE A RELATIONSHIP AND OBTAIN A COMMITMENT TO A TYPICAL PHONE INQUIRY. HERE ARE EXCERPTS OF JUST 3 OF THE CHOICEST RESPONSES WE HEARD. THE CUSTOMER PROFILE WAS; GETTING PRICES FOR MY ELDERY DAD WHO IS LOCAL TO THE DEALERSHIP. NO TRADE IN. I WAS NOT A LOCAL. THE 3 EXAMPLES HERE ALL WERE ALL RECORDED BY THEIR DEALERSHIPS.

ALL 20 SALESPEOPLE ARE AT THE MERCY OF EXTERNAL TRENDS THAT THEY HAVE NO SAY IN. THE TRAGEDY IS THEY WILL MISS THEIR TARGETS AND THEN SAY THE CUSOTMERS ARE TOO TOUGH OR THE TIMES AREN'T WHAT THEY USED TO BE.



HI, I'M RINGING ON BEHALF OF MY DAD. I'M JUST AFTER YOUR BEST PRICE ON THE MARK II IN AUTOMATIC PLEASE. I'M GETTING THREE QUOTES BEFORE WE BUY.

I'M ONLY NEW. I'M NOT ALLOWED TO GIVE DISCOUNTS OVER THE PHONE....BUT ON THE QT, THERE'S 3 GRAND IN ONE SO JUST COME IN AND ASK FOR ME.



YO, YOU'VE GOT TO SHOW ME SOME COURTESY BRO AND COME IN AND SEE ME. YOUR BEST PRICE, MY BEST PRICE, HIS BEST PRICE - WHO KNOWS!?



I KNOW THIS SOUNDS STUPID BUT BUSINESS IS SLOW AND THE COMPANY WILL ACTUALLY LOSE MONEY TO DO A DEAL



**NO RELATIONSHIPS!
NO FOLLOW UP
NO PLAN - NO RESPECT**

BE THE BENCHMARK BY SIMPLY HAVING A PLAN. RESPECT THE OPPORTUNITY IF NOT THE CUSTOMER. CHEW OVER WITH YOUR TEAM THE BEST WAY TO HANDLE A LEAD LIKE THIS ONE.

