

Sales Tip

7 Keys & Self Assessment



The ASC 7 Keys to Sales Success

1. Develop and maintain the right thinking and habits.
2. Master the sales principles and the Sales Process.
3. Master the key selling skills:
 - Active listening
 - Asking good questions
 - Overcoming objections
 - Building relationship and rapport
 - Closing and negotiating
4. Be a dealership ambassador.
5. Be a product expert.
6. Follow up daily to create *Excited, Loyal, Lifetime Customers*.
7. Take personal responsibility for your continued education, development, wherewithal, and excellence.



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Consider the 7 Keys to Sales Success and rate yourself below:

Note: We've split the first key: Develop and maintain the right thinking and habits into two parts so you can rate your thinking and your actions separately.

Rate yourself 1-5 on each of the eight axes below. Make a mark at the intersection of each axis and the ring corresponding to your rating. When you've marked all 8, connect the dots and fill in the resulting shape for a clear picture of where your strengths and opportunities are.

