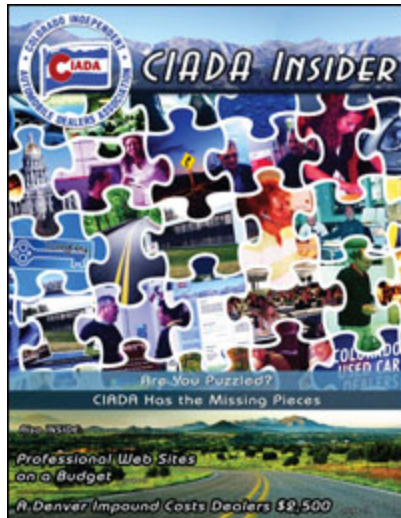


Here is a complete view of the article published in the CIADA Insider magazine (Spring 2009, page 7 & 10), written by Tobias Sedillos.

Here is the Link for the Entire Magazine: <http://www.ciada.org/insider/issue0110.php>



## Memo: "Copying" Somebody is Not Cheating: It's Smart.

My Dear Friends,

"True Stories Sell Cars." It is an adage that I heard for the first time almost a decade ago; when I first stepped into the car industry. Since that time, I have had many trials, tribulations, and triumphs to form my own truths about the tactics and techniques necessary for sales success. In this letter, I want to share with you some insight about a true story I heard that has profoundly impacted my career.

Here's what I have discovered: It is not the story that sells, but instead; it's a compelling story that is the seed, that forms into a root of belief in a person. Then, and only then, can the foundational trunk emerge to be watered by action, and nurtured by practice; cultivating growth, and maturation into a strong, fruit-bearing tree. Becoming one that can thrive through seasonal changes, and continue to produce year after year. There's a divine law that says you will always reap *what* you sow. Additionally, you will always reap *more* than you sow; and of course, you will always reap *later* than you sow. Success in sales is no exception.

Let's put this theory to the test: I will share with you a true story about selling cars. It is not my story, but it was shared with me in my second year of selling cars. I came across it when "selling cars" was my job, not my *career*. In hindsight, I know that I wasted a lot of time and energy thinking like that; because it is *impossible* to get professional results without the heart-set, mindset, and habits of a professional. Now - Are you ready for the good news? Here it is: With the right heart-set and mindset, you will form the right habits; and with this, it is impossible to get *anything but* professional results. My advice is this: **Read this story as many times as you need to, until it spawns you into action** - It is the winnowing fork that separates the wheat from the chaff:

WHO:

Joe Girard, *Guinness Book of World Records* Holder for Best Salesman.

WHAT:

Cars & Trucks

(No Fleet Sales, he sold them One by One.)

WHERE:

Merollis Chevrolet, in Eastpointe Michigan.

WHEN:

~ 1963 - 267 Cars and Trucks (22 Per Month Average, 1st Year of Career.)

~ 1964 - 307 Cars and Trucks (26 Per Month Average)

~ 1965 - 343 Cars and Trucks (29 Per Month Average)

\*NOTE: Became "By Appointment Only" after 3rd Year in his Career.

~ 1966 - 614 Cars (51 Per Month Average)

~ 1967 - 667 Cars (56 Per Month Average)

~ 1968 - 708 Cars (59 Per Month Average)

~ 1969 - 764 Cars (64 Per Month Average)

~ 1970 - 843 cars (70 Per Month Average)

~ 1971 - 980 cars (82 Per Month Average)

~ 1972 - 1208 cars (101 Per Month Average)

~ 1973 - 1425 cars (Record Year 119 Per Month Average)

~ 1974 - 1376 cars (115 Per Month Average)

~ 1975 - 1360 cars (113 Per Month Average)

~ 1976 - Over 1200 cars (100+ Per Month Average)

~ 1977 - Over 1200 cars (100+ Per Month Average)

Think about it: One man outsold 95% of the dealerships in the entire nation for over a decade straight. He Sold 13,001 cars in a 15 year career; Averaging over 50 cars per month for 12 straight years, and over 100 per month for 6 years! In 2001, he became the only *salesperson* to be inducted into the Automotive Hall of Fame; hailed for selling more cars than anyone else in the world.

HOW:

In his words, "I treated my clients like they were gold" and "You wouldn't believe how good I treated my customers". He also did the one thing that really separated him from all other salespeople: He took care of his contacts for life. Please notice that I said "*contacts*" not "*customers*": Everybody got the same great service for life from Joe.

(Now, do me and yourself a huge favor, and forget everything else for just a moment; so that you can really grasp the reality and magnitude of this. It took me a few times to understand it, but I can now say with authority: It is the most valuable lesson you can learn in sales - Tried and true by the best.)

He realized the true secret to having an overflowing abundance of repeat and referral clientele is to give everybody he came in contact with the one kind of service that people are sure to remember and talk about: The Best. He sent every one of his contacts a greeting card in the mail, every month; for life. That means that if you had shaken hands with Joe Girard on his car lot in 1963... whether you bought a car from him or not - two years later; you would have received a "hug" from him in the mail 24 times since then; and by 5 years later - 60 times. Please notice that he used *greeting cards* - not email blasts, not newsletters, not incessant phone calls, and certainly not junk mail about a "Big Sale" or Promotion. It

was about *them*, not *him*. We all know the difference, because most of us have received them at one time or another. Seriously, when was the last time you received an email blast or a newsletter that gave you a warm fuzzy? Greeting cards are cherished, shared, and remembered; the others are deleted, trashed, and forgotten. Greeting cards strengthen relationships; the others hinder them, and can actually do the opposite of what you want - push people away.

WHY:

He sowed the seeds of "I care enough about you to remember you, and I am here to help you. In time, I will prove to you that I want to do business with you; and that no one will treat you better."

Any guess what he reaped at harvest time? Yes, a line of clients saying *"I care enough about you to remember you, and I am here to help you. In time, I will prove to you that I want to do business with you; and that no one will treat you better."* Take note: his follow-up demonstrated his level of service, and his results demonstrated their level of loyalty.

If you are anything like me, you have done business with many salespeople in your life. There may have been some that you met that, for one reason or another, you didn't do business with. Now here's my question: Did you receive a card from any of them last month? What about the month before that? Now, one step further: Did you receive a card last month from somebody who you *didn't* do business with? Most people will answer "No" to all of these questions; but think about it: Everybody who met Joe Girard would have answered with a resounding "YES"! Say what you will, but you just heard his story again, and he quit selling cars over 30 years ago... and nobody has touched the records he set.

It took me just over seven years to implement a card-sending system for myself. I had tried writing them by hand, and quickly became overwhelmed by the workload. By chance, I stumbled across a system that allows me to send real greeting cards to my clients in the mail for about \$1 a piece, using my computer. Even better, with it, I could send multiple handwritten cards to all of my contacts in the same time it takes to send one: saving time, money, and energy. I was blown away - literally jumping with joy on the inside when I saw it for the first time, because I knew what it meant for the level of service I could now deliver to my clients; and ultimately the impact it would have on my career. Now, I use it for my day-to-day immediate follow-up, and for my client's monthly long term care. It makes follow-up easy and effective. The best part is this: Once you learn how to use it, it is easy to show others how. I discovered a way to harness technology to implement Joe Girard's priceless principle: A way to make his story a part of my reality. Would you like it to become a part of yours? I can show you, and let you try it yourself (for free); or here's the website: <http://www.soclink.com/tobias303>

Just let me know, and feel welcome to contact me anytime: Tobias Sedillos, at 303-827-4785 or [tsedillos@hotmail.com](mailto:tsedillos@hotmail.com) or visit my website at [www.Tobias303.com](http://www.Tobias303.com)

Warmly,





PS: Your questions, suggestions and comments are always welcome. In the spirit of sharing, please, if you find this article interesting, and have grown from it; I invite you to share it with your co-workers, managers, and sales staff. I am driven to meet the demands of dealers to supply salespeople with the education, tools, and skill development they need for sales success. I look forward to meeting you in person, or hearing from you soon!