

“IT’S A NO-BRAINER!”

The Educational Program by Glenn Roller Makes an Immediate Impact

Just a few months ago Suzuki announced its partnership with The Glenn Roller Institute to offer Suzuki dealers a unique sales training opportunity. Participating dealers would receive a 400 page sales book — *The Seven Evolutionary Levels to Profound Selling* — a 12 CD audio book, 190 Que Cards for practicing your lines, on-line exercises, on-line results reporting to management and an eye-appealing Suzuki/GRI certificate of completion.

A number of Suzuki dealers have already taken advantage of this program and are reporting back with high praise for the training and the tangible results it has made on the sales floor. Here are just a few examples:

ROCKY KLEPPINGER, R&D POWERSPORTS; PALMERTON, PA: I saw the program on Suzuki Connect and contacted the Institute. I was walked through the program and liked what they had to offer. If I got just one thing out of it then it would be worthwhile. Anybody that is involved in retail can learn from it. I’m going to put my parts staff and service manager on it this week. This program helped me understand my customers — and even myself — a little better. I’ve become more conscious of my customers’ needs. It makes the selling

“Compared to other sales training, it’s so far ahead of second best it’s not even funny.”

process more efficient; it helps me sell bikes quicker. It definitely changed my approach to sales, and it fit my goal to provide better customer service. We want to build our reputation of being helpful to the customer without a lot of pressure. I think it will help keep more customers longer. I’m really satisfied with the program and was actually quite surprised by it. It’s not that time consuming, either. I can’t say enough about it.

CHET BARGER, BARGER’S ALLSPORTS; WACO, TX: For various reasons, last year I had a big employee turnover and found myself with almost no sales staff. Then I couldn’t find anyone who would show up for work or knew anything about motorcycles. So I took a couple of young guys who were struggling in the service department and asked them if they wanted to try sales. They had good product knowledge and we were able to get them up to speed on the paperwork, but they had no sales training whatsoever. When Suzuki offered this Glenn Roller program, I thought it was worth a shot. One of these young men completed the course

“Our customers are happier and spending more money.”

in just two weeks, and last month he sold 44 units. He’s completely self-sufficient, goes out and gets customers, brings them in and sits them down, writes them up, does the whole deal and the customers love him to death. They’re over there laughing the whole time. I’m so impressed that we put him in the Professionals Program and have started my other salesman on the first level. I read a little bit of the book and listened to a few of the CDs just to get a feel for what he was doing, and it’s a very different sales process. I’ve been to a lot of different training sources, and this is a whole other way to do it. It’s

“It’s fantastic stuff.”

about getting to know the customer and getting them to feel comfortable, which really does make it easier to sell them something. I think it’s wonderful that Suzuki is offering this — I thought it was a no-brainer. There was nothing to lose. If we get more Suzuki dealers into it, I think Suzuki will sell more motorcycles.

PAUL CROWE, TEAM MOTORSPORTS; GREEN BAY, WI: It’s fantastic stuff. We had every retail person in the store take it. All but two have graduated to level three, and four or five have gone through level seven. My goal is for every person here to be a level seven graduate.

“I’m going to put my parts staff and service manager on it this week.”

ROB ALLEN, FREEDOM POWERSPORTS; KENNESAW, GA: It’s been awesome. The coolest thing about it is it’s geared toward powersports. So many books are generic. The fact that it’s more of a training regimen rather than just theory made it all worthwhile. The training is based on helping the customer instead of trying to sell the customer. Before you get into a selling process, you sit down and have an interview to find out what they’re looking for. When you find out what the customer’s wants and needs are, it’s almost like getting the answers to the test before you take it.

“I’ve been to a lot of different training sources, and this is a whole other way to do it.”

There’s a part in the book that talks about a Ferris wheel made up of a salesperson’s eight hottest leads. You rotate it around with the most important one being on top. We put a board up on the wall behind my desk with a wheel for each salesperson with labels we can move around depending on where they are in the process. We meet every morning to discuss it, and it’s worked great. It’s made a huge difference. In January and February, historically slow months, we doubled the sales we thought we were going to do. Compared to other sales training, it’s so far ahead of second best it’s not even funny. It’s a great program that I highly recommend to anyone and everyone.

KEVIN MISHEY, MID-OHIO SUZUKI; MOUNT VERNON, OH: I’m always looking to improve my staff’s performance. Four of our five salespeople

have gotten their certificates. We had one who was having trouble getting off the ground with customers, and he turned into one of our best producers. His level of confidence and ability to control the sales situation is night and day. It’s far and away the most effective sales training I’ve seen. I’d recommend it, but not to neighboring dealers!

“It’s far and away the most effective sales training I’ve seen.”

POKEY ADAMS, MID-OHIO SUZUKI; MOUNT VERNON, OH: I like the way it simplifies the sales process.

Our female salesperson had taken other sales training avenues and found the Glenn Roller program much different. It put everything into better perspective for her, arranging the process to more easily get to the bottom line sale of the product. She could not speak more highly of this training. I like it because it’s set up in different modules; with the card file system, it helps you to be able to go back and figure out and work through any problems. I’ve been through several sales training programs, and by far this is more upscale and to-the-point. We saw real results quickly.

TRENT HALL, HALL’S MOTORSPORTS; MOBILE, AL: When my Suzuki DSM informed me this training was going to be available, I thought it was a no-brainer. Five of us have completed it — me, all of my salesmen and my F&I manager; two of us are going on to the advanced level shortly. Two aspects have been especially helpful: it allows us to handle the price shopper on the phone much more efficiently, and it gets the customer into the sales office much quicker. It has changed our process. It’s allowed us to narrow down what the customer is looking for faster and has reduced a lot of bike hopping. Instead of looking at five or more bikes around the showroom, we’re limiting it to just one or two pretty quickly. We’ve been able to turn quite a few price shoppers to different machines that were more profitable for the dealership. Our sales are up 10% in April compared to last year and our CSI scores are on the way up. Our customers are happier and spending more money. This program has certainly been a factor in those gains. We’re also involved in Yamaha’s sales training program and I think Suzuki’s is vastly superior. I would highly recommend it to any business, not just powersports. I think Suzuki dealers would be foolish not to embrace it.

“We saw real results quickly.”

Look for enhancements and updates to *The Educational Program* in the very near future. For more information, contact your Suzuki District Sales Manager, refer to Suzuki Dealer Bulletin #07-89 (12/6/07), log onto Suzuki Connect (Links > Suzuki Sales Education Program), or visit www.theglennrollerinstitute.com. ♦