

SmartDriving Better Business Advice

www.smartdriving.co.uk

Becoming a better salesperson...

Today I want to share an important message that can help you to survive the recession, and increase your business. Some plain and simple advice about how you might improve the way that you sell yourself.

You might recall a test centre conversation where someone said "There are too many driving instructors and not enough work". This is not new! There have been some instructors saying the same thing for 20 years!

But, in the same areas where instructors complain that there is too little work there are other instructors who are charging as much as £3 or £4 per hour more than the local average and who have a waiting list. If you don't believe me, invest two or three hours of your time consulting your local telephone directory phoning around for prices.

So why do some instructors struggle to earn a decent living, while there are others who work in new cars and take evenings and weekends off?

There are perhaps many reasons, but a starting point could be that the successful instructors understand that in a small (one man?) business you need to be the marketing expert, the advertising expert, a salesperson, a book-keeper, a car valet, a manager... Oh yes, and a driving instructor!

Furthermore they probably understand that one of the most important roles is salesperson.

Occasionally when I talk about selling more lessons and creating new business I hear instructors say things like:

"But salesmen rip people off ... Don't they?"

"I want to offer a good honest service to my customers - this business is about safety not making money. I'm not a salesman, I'm driving instructor"

Well if this is the way you currently think, I have some news for you. And an opportunity to move one step ahead of your competition.

First and foremost you are a businessman or woman – your business is a driving school, however the principles of good business are the same for all businesses, large and small.

To run a first class business you need to offer an excellent service in terms of quality tuition, but in the current climate of recession and increasing competition that is not enough. In order to increase your income and decrease your hours, you need to do a bit more; and a great way to start is by working to improve your sales skills.

Good sales people do not fit image often portrayed by the stereotypical second-hand car salesman, they have something to offer that is appropriate the needs or desires of the buyer - they are honest and they provide a valuable service.

So where do you start?

The first thing you must do is develop the belief that selling is necessary - and that you are a salesperson.

The next thing to do is consider what you are selling. What makes it different? What, regardless of the price, makes it better value than anyone else's service? Why should people come to you? What makes you stand out from the average instructor?

Does this sound familiar?

'Patient friendly instructor, dual controlled, air conditioned car, nervous pupils welcome'

An average sales pitch like this is not going to make people beat a path to anyone's door! It sets the seller firmly amongst the 'average' instructors regardless of how good or how experienced. Most people are looking for value products and services that are 'better than average'.

Simply changing the way you sell yourself by putting the emphasis on what people are buying rather than what you are selling will help you to start making the move towards a better business.

How about this alternative?

- Do you want to **pass your driving test** as quickly and easily as possible?
- Not only do we offer expert guidance in the car, we also provide free handouts and online training to ensure that you get **maximum value** from every lesson.
- Our courses are designed to offer **structured affordable training**, regardless of your age or experience.
- **Get it right first time**, with our door-to-door service and patient helpful instructors you won't look back - except in the rear view mirror!
- **Call today to find out more.**

Which driving school would you choose to send your children to!

Consider how you are currently selling yourself in your adverts, on the telephone and in your general marketing and decide how you can make improvements. To get ideas, simply look at the advertising and commercials placed by the top brand companies – you will notice that the focus is always on the customer benefits, they sell the dream, not the product.

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