**Auto Hub Week 4 the strategists April 20th, 2020**

A close up of a sign

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148 invites for this week, great work (85 plus attendees)

**Auto Hub- Just a free service want to give back – Finance Week**

“Quick motivational” part of slide deck “no audio on my end”

Brainstorm ideas and share what works for you, no selling

Talking about financing, subprime and lead buying. How are you handling finance, do you have a virtual finance office?

**Lead Hulk working in Canada “Friday session”** [**Steve@leadhulk.com**](mailto:Steve@leadhulk.com) **Steven Scott**

“behind the scenes look into lead generation this Friday”

Morgan walls intro into Grant Cardone Canada leader “built national sales team in Canada”

**Corrie Elieff “Grant Cardone Canada”**

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There is enough talent on this call without me. You guys have been through this before, you will kill this. There is no challenge that you have not been this already. Wear what you have survived as a badge of honour. My challenge is giving you one thing.

What am I doing for my team right now? It is our job to put a future for our people. The top 1% invest long term. The worst won’t call the people because it won’t get them a deal today. How I build my sales teams of millennials. The media does not help us right now, fear causes short term decisions to be front of mind. Most of the population right now is in fear right now so they are thinking about tomorrow, not this week.

What skills are you building right now, what is your future you are building right now. If you are on this call right now you are a business warrior. The scars are part of the journey, this is war. Put on your warpaint right now, this is what we train for. If it is hard for you it is hard for everyone right now. This current marketplace is going to show you your next wave of leaders. I am not Tony Robbins or a Yoga Teachers. In recessions business leaders are made.

**One:** Teach your people how to build for the future. “Goal Setting every day”

**Two:** The media is pushing your people in “toilet paper” is not a real issue.

**Three:** How to get them motivated “Get your people to play a game”.

**Four:** Millennials care about who they become more than what they have.

**Five:** Your salespeople will do more for themselves than for a paycheck

**Six:** What can you educate your people on.

**Seven:** Your people need to play a game your opponent is the other stores.

**Eight:** Your team was complaining how hard it was 6 months ago

**Future, warriors, training, inspiration, next wave of leaders, staff up now and sell a development opportunity not a job.**

**Kim McPherson “buy it smart automotive”**

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Started retail and vehicles in 1996 “So I Am Old” Opened up but it smart in auto in June of 2019. We have been doing this for many years. The problem is that Covid-19 shut down showrooms, right now Non-prime is at 40% (650 or less) does not qualify for the terms that you are advertising right now.

The traditional sales process only works for a Prime customer. The number of Non-Prime customers will increase for a long time. The solution for both of these problems is the Non-Prime process. The reason I started training was dealers believed in was a Non-Prime process. You all have it right now, you just need to think about it differently. Stop selling and start listening, they are approaching you with a problem, or from one of your marketing pieces.

All the information you need comes from the interview. It has changed over the years, but I have adapted it over the years.

“We need to stop moving through the process with a focus on the inventory” It is about helping the customer and understanding their needs and how we can help them. This customer already went through a traditional dealer process.

**Step one:** Reach out to the leads “don’t judge the leads” customers are hiding behind their phones “you need to call every lead 5 minutes or less three times per day” Call email and text.

**Step Two:** Great interview, build the relationship, what they are driving now, what their expectations are, what their budget is etc. “manage the customer and the relationship” Understand the positive or negative equity and control gross.

**How much will the customer pay to re-establish credit.**

**Step Three:** Don’t talk about inventory, if you do you will lose the customer. Understand the decision makers, the situation and pull their credit. Determine what is possible first, collect the information you need your driver’s licence “have them text it” during the call. Explain how it works and then go through inventory. Come away from the interview with a set appointment. Educate the customer, explain the process, get the information and sell the appointment. Inventory is the last step not the first step.

**Step Four:** Get the information and get the information you need to pull the financial information before the appointment comes in. Initial call is 25 minutes or more to get all the information so that you can put the deal together.

**Step Five:** Do the second call on a Zoom meeting. Explain the reality after you have all the information. Go over the pre-approval and get here best options, what works for them. Customer may look at the situation differently than you do. Sometimes your best approval is not your best rate.

**Andrew Lemoine**

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You can sell cares 100% remotely. Two years ago, I bought a company in the lead generation space. Within 24 months we have become the second largest player. I also felt innovation was needed in the space. Non-Prime has been selling this way for the last 8 years.

The Non-Prime dealers are taking your business right now. There are dealers that run 100% online, they don’t advertise using traditional advertising models. You can get an application online and sell it virtually. Non-Prime is down right now because 50% of the dealers are shut down right now. Some of our customers are up right now because franchise dealers are shutting down right now.

We have a dealer that sold and delivered 35 rides last week. The car is funded and then delivered. You need to make a move right now during this time. Leaders are made during this time real digital retail is coming. It is time to get started and stay in business right now. We have never been this Covid-19 is a road closure. You can close or you can find another way.

**What do you think will happen after Covid-19?**

Non-Prime will most likely be 50% of the market after this. How many dealers are even in the game on the call? Are you pulling bureaus for every customer? You need to be in the game. You need to innovate through this. We are moving to a credit first society, not Credit last. Mortgage brokers have been doing this for 25 years.

Non-Prime is a reality, these are folks that were prime. They are now near prime customers and they still need a car.

**Brandon:** Is anyone using Docu-sign?

**Andrew:** Docu-sign is now ok with TD and they are even open to Zoom.

**Ric:** We have a new opportunity to move forward with less staff and reduce costs. A Sales Manager doing F&I and replacing the F&I staff. Salespeople and sales managers taking the deal all the way through.

**Doug Peters:** We have done it in the past due to staffing issues with F&I about 5 years ago. I am the back-up business manager now. We are set up to do it. You have a better snapshot of the deal front to back, the detailed notes. You get a better deal when you have a sense of credit and understand the deal front to back.

**Mark McDougall:** I am covering off out of need. I am still able to feed off my previous experience. I find it easier to get it done, I know what I am getting this customer easier. That process is already taken care of, I know what is making the customer tick and what back end products could be sold.

**Andrew:** You should consider alternating Sales Managers and business office roles. It makes everyone stronger and makes the whole process easier for the customer.

**KIM:** There is a key process tip, we are averaging $4,000 per copy. I need to gather information and sell product on the first call. Structure the deal properly from the start.

**What are the lenders that we are using for Sub Prime?**

**TD**

**Scotiabank**

**FCA**

**IA**

**ACC Eden Park**

**Rifco**

**Source**

**Carfinco**

**Success Credit**

**Who is the best?** There is no best lender

Go under Dealer track and look at the list…don’t go to smaller lenders.

Don’t get creative you may not get your money.

**70% will purchase a different vehicle then they inquired about**

**If you have any questions, comments or feedback please send me an email** [**ian@nabthat.com**](mailto:ian@nabthat.com) **or 604 240 7642 Nabthat.com**