

# Storefront

COACHING

## Got Sales? Want More?

CREATING SALES GENERATING SYSTEMS MAKES THE DIFFERENCE BETWEEN JUST STAYING AFLOAT AND GETTING AHEAD. BY DAVID CARLETON



**NO MATTER WHAT YOU SELL**, how high the retail price, what time of year or how bad the economy is, people are still buying big-ticket items – houses, cars, boats, ATVs and, yes, even spas.

Are they buying as many as last year? Maybe not. Are they buying less expensive models

than they used to? Could be. Are there fewer buyers on the market right now? Probably. So what!

Despite what you've heard or read, people are still buying. Your job is to stop justifying why your sales are flat or down and find a way to get those people to buy from you. Now is not the time to give in to what I call "the down disease" (everyone is down in sales, so I don't feel bad that my sales are down too).

In times like these, your competitors will slow down or even eliminate their marketing efforts. This creates an opportunity for you to capture their customers if you already have systems in place. Your job is to take advantage of this opportunity. Find those prospects that are ready, willing and able to buy and make sure that they buy from you, not your competition. Sounds logical and simple enough, but if it was that simple, wouldn't more dealers be doing it?

What it comes down to is having sales generating systems in place to help you and your team get the most out of your marketing efforts.

Sales generating systems are what make many franchises successful. Why do you think McDonald's, Starbucks, Subway and other franchise stores are successful? Because they have, over time, developed systems that work.

That's why the most successful franchises cost so

much to purchase – if you do what they tell you to do, if you connect the dots, if you paint by their numbers your odds of success go up dramatically.

What type of systems should you create for your business? The three most important systems that I teach are the following:

### 1) Lead Capture System

There are many ways of obtaining contact information from your prospects both online and offline. Lead capture systems help you fill your "sales funnel" with highly qualified leads.

### 2) Follow-Up Marketing System

Now that you've enticed prospects to give you their contact information, you must create a system for following up. Statistics show that 48 percent of salespeople never follow up on a lead, and only 10 percent of salespeople make more than three contacts. Don't be a statistic, create a follow-up system.

### 3) Referral Marketing System

After you've closed the deal, you must create a system of getting referrals. Ninety-one percent of customers would give a referral, but 80 percent have never been asked. That's a sin! Creating a system of obtaining referrals can triple the number of referrals coming into your business.

Having sales generating systems in place for your business can help you get a predictable and constant stream of sales regardless of what is going on around the block or around the world. ■

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