

---

# Dealer SMARTS

---

Have you ever wished that you had a crystal ball to predict whether or not a person could sell cars?

The Dealer SMARTS is just that. Based on research of car salespersons at all levels of success, MuRF has been able to scientifically validate a tool that places sales candidates into one of three categories. They will either have a low likelihood of successes, have a likelihood of success, or have a high likelihood of success.

While this does not necessarily mean that your managers will do their job perfectly, it does mean that before you put a potential salesperson in front of your potential buyer, you can know with confidence whether or not they have what it takes to succeed.

A recent survey indicated that over two-thirds of all sales representatives should be doing something else. Zig Ziglar indicates in his book on closing techniques that close to 90% of all sales calls end in failure because the salesperson does not know how to ask for the business.

Will they have empathy?  
Will they recover from rejection?  
Will they communicate well?  
Are they confident?  
Will they succeed?

How many of your potential sales have walked off the lot because of having the wrong sales person?

Don't let this happen to you. You can't afford to lose another sale.

Give MuRF a call to discover how to make better hiring decision on your car sales representatives.

