

# How I raised myself from failure to success as car salesmen

By Keith Mallinson

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Follow up until they buy <http://www.1.autorespondersgomlm.com>

I would have called myself a professional salesman until I started surfing the net and found real salesmen selling goods and services from a simple web site. Let me explain.

I have been told that I could sell snow to the Eskimos and to be quite honest, I have made a good living over the last five years as a professional salesmen.

I have sold Double glazing, central heating systems (it gets very cold here in the UK) and cavity wall insulation directly to the public face to face. I have never had any problem closing the deal on the night, it's very easy to persuade someone that the benefits of my product far out ways the cost of my product.

Over the last five years I have been selling cars again direct to the public. The showroom door opens and directly in front of the customer are shiny new cars gleaming under the bright lights. It's very easy to sell a car to a customer who can touch, smell and feel the product, not so easy when they arrive at a web site to be sold a product or service from a faceless person who could be any where in the world.

As a web site owner you don't have the privilege of a face to face contact, your business may be totally unknown to your prospects, people can not touch, smell, taste, hear or feel your offer in an electronic world. So how do you introduce your product or service to your new customer without sitting them down and selling face to face?

That's quite a hard question to answer and I suppose Internet marketing gurus like Marlon Sanders and Corey Rudl

would tell you it would be good sales copy and I think I would agree, your sales copy is your face to face salesmen.

It can show and tell the customer why they should buy from you and why they should buy now but in the real world that cannot always be achieved, this is where following up marketing becomes an important aspect of your marketing campaign.

I thought that if I couldn't sell a car to my customer on our first meeting that no one would sell them a car, after all I was the best salesmen in our dealership, I sold more cars than any other salesmen, made more money than any other salesmen so why should I follow up if they didn't buy from me there and then? How arrogant could I be

After studying the methods of Internet marketing experts like Marlon Sanders and Corey Rudl I found that if I followed up with my customers not just the once but at least seven times I would close more sales and therefore increase my income.

The first follow up was via a telephone call then I followed up with series of eight letters each arriving one day after the other. I explained in my letters that the dealership I worked for was the best garage to buy their new car from, how our customer services was second to none and if they had any problems with their new car we would deal with it in a courteous and friendly manner, guess what? My sales increased over 25% in the first month and over 65% in my second month, increasing my income by over \$15,000 per year, all from a simple follow up letter.

I learned my lesson that day, I started following up with my customers and if I didn't succeed the first time I followed up until they bought.

Try it yourself, it really does work.

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