How to Win the Sales RACE!

Your dealership team needs a sales process that they can remember and that is designed for a want-based industry like the boating business. That's why I developed this simple acronym, R.A.C.E.

- **Relationship** – Start a relationship with the customer.
- **Acquire** – Acquire the product or service that has brought them to you.
- **Close** – Close the transaction.
- **Entanglement** – Entangle yourself in the life of the customer so that you earn a lifetime of transactions and referrals to their friends and family.

It's easy to remember because we all want to win the sales race. But don't get me wrong. I'm not suggesting you literally race through the sales process.

In fact, if you slow down and make an emotional connection with the customer before turning your focus to the product or service, the result will be a quicker, less painful and more successful process.

Think of it as an upside down triangle. The triangle represents the time and energy you invest in each customer during the sales process. In the beginning, if you take the time to develop a strong customer relationship, the other steps should get progressively easier.

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