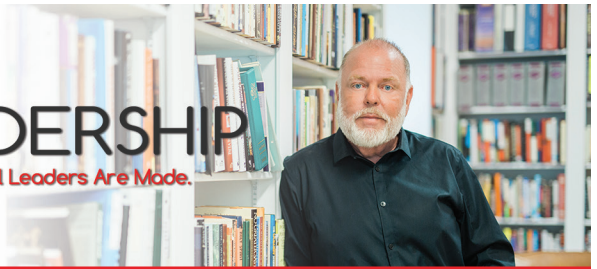




LEADERSHIP

Where Real Leaders Are Made.



The Secrets of the BEST Salespeople

Joe Girard

“The Greatest Salesman that Ever Lived”

- Guinness Book of World Records as Greatest salesman 12 years in a row for selling 13,001 cars at Chevrolet dealership between 1963 & 1978.
- Averaged 6 new retail sales per day (no used cars).
- Once SOLD 18 new cars in one day.
- Sold 174 new cars in one month.
- Sold 1,425 new cars in one year.
- ALL retail, no fleet, or wholesale, never in management.

▶ A major part of social media is the selling of ourselves.

Principles & Guidelines for Success:

▶ 1. Be _____ and never lie to your customers.

▶ 2. Give the best _____ possible.

▶ 3. _____ your customers.



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727 54th Street . Columbus, Georgia 31904

Phone (800) 710-5743

www.bpleadership.com