



Mercedes-Benz

Western Automobile  
Company

Mercedes-Benz Passenger Car Dealer

### Testimonial - Brian Halliday Advanced Mind

Brian Halliday presented his "Unconscious Persuasion" programme for our Mercedes-Benz Dealership on April 2005. This was a very unorthodox sales training programme which was designed to meet specific challenges that we were experiencing.

The intention was to create a programme that would improve performance that could be measured and target specific areas such as: selling add-ons, telephone techniques, stress and anxiety, confidence, motivation and new advanced persuasion techniques using language patterns for closing deals.

The course was received very well by the participants and I immediately noticed a definite shift in attitude within the sales team resulting in a very upbeat and positive atmosphere in the showroom. The day after the course this translated into measurable results with team members automatically using techniques taught on the course to easily sell add-ons where before they had a problem. Along with this Brian set up a news group to which all participants on the course shared best practice.

This initial positive start continued and we had an exceptional month after the programme selling 45 cars and creating a new record of 17 retail car sales on Sat 17 April two weeks after the course. This is something that has never been done in retail sales before at Colinton.

Over this period I have also noticed a pronounced change in one or two of the sales team in particular. This change can not only be seen in their sales figures but also in the way they hold themselves, the way they dress and interact with customers and other members of the team.

This programme and the reinforcement follow-ups have proved to be very successful with the techniques and methods used continuing to be part of the sales process within our dealership.

Brian was a very approachable, skilled and knowledgeable trainer and I would recommend his Advanced Mind programmes to the group.

David Stephenson

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**Mini Testimonials taken from transcripts of  
follow-up calls made a few days after the programme**

“After the course on Friday I came back to work and sold a VRI at point of handover. That is the first time I have ever done it. And then it happened again on Sat morning. In both cases I sold add-ons using the techniques taught on the course it went really smooth much smoother than before and was 100% successful.” I have also made three deals and have used the positive language which definitely helped. I feel much more in control and much more positive. Especially add-ons I was always nervous about selling VRI and other add-ons but that has now gone and I am really positive and relaxed about selling them now.

Paul Geekie/ Mercedes Benz

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“I sold two cars after the course on Sat and a super guard plus a VRI. I have been having difficulties with these since the beginning of the year but found selling them much easier after the course. I also found the follow-up reinforcement very useful. Since then my sales of add-ons have increased by over 400%”

Ken Percy SAAB

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“ I had a customer two days ago which I would normally have had difficulties selling to because of the high level of natural rapport. However I set my intention as taught on the course and I sold very easily and the customer was also very happy with the deal”.

Jane Dalton SAAB

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“ There was a couple came in yesterday to look at the Harley’s. She reiterated that she will not buy a bike the first time she comes in, she has never done it before and she isn’t doing it today. And by the time they left I had a signed deposit for the bike. I used the positive language and commands taught on the course. I was really pleased when she said this had never happened to her before. I have also been finding the rapport techniques excellent. I have also noticed an improvement with my family life and am more relaxed and positive in general.”

Gary Vernon SAAB/Harley

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Since the course I am finding I can focus on the customer a lot more and gain rapport easier. A couple came in looking for a Black car around £18000. I was able to switch rapport between them and match their behaviour and gain rapport with both. I told them I didn’t have a black car I had a silver one at £22 000. I used commands such as “this is exactly what you want” and “this is the perfect car for you”. That’s when she started to smile and relax even more. After I used these commands the price went out the window and I made the sale.

Derek Carter/ Mercedes Benz

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