

## CHAPTER 18

# THE UNTOLD POWER OF THE 3-TIERED COMPREHENSIVE SALES APPROACH

BY ROE HUBBARD

In this exclusive chapter of *Masters of Success*, I will share with you a unique three-tiered comprehensive sales approach that allowed my simple startup company to bring in over \$15 million dollars in revenue in my first five years; it got me on as a host of “Car Lot Rescue” on Spike TV, A&E and it helped me become an owner/ CEO of the #1-endorsed Automotive Sales Event company in America, Members Only Automotive.

From "pitchin' in the kitchen" to now owning a large marketing and training firm in downtown Chicago, I will give you the fundamental building blocks and framework for building a sales event, a movement with a cause, or a business revolution that taps into the masses of people to rally behind your local event, or sales initiatives to help you meet your goals and live the life you've always dreamed of.

It's very rare that people are living the life they desire or meeting their financial goals. We all know it's the fear of criticism from others, or their fear and anxiety of failure, or lack of work ethic that stops people's ambitions – but everyone owns their own reality. . . they own their own truth. Last I checked, you can't deposit excuses! To get to the top you've got to get off your bottom and start making some moves, and stop crying in some corner about why you are where you are. Truth be known, no one really wants to carry your burden and they probably don't have the

time or resources to carry you through it all; it's your life, so own it and own your purpose. It's your obligation to your family, job, and market to be successful, and create business for whatever cause you represent. Be an ambassador for your company and I encourage you to live and breathe your Value Proposition.

The 3-Tiered framework is exceptionally powerful, and intended for a very specific type of person, business and brand. If you're someone who would love to bring people together and lead them to a prevailing outcome, then you're likely a fit. If your business or brand is one that is genuinely "mission-driven" or you know you can find a way to bring an unpretentious sense of mission into it, then it's likely right for you. If the pain or problem you're looking to solve (or already solve with your business or brand) is shared among many, and not unique to a few, then it's crying out for this strategy.

If you have interest in inspiring large numbers of people to make something big happen, if your business or brand serves a widespread shared pain or problem, then it's likely the type of business or brand that can tap the basis to fuel rapid growth and mass response. Why is this so important? Because there are tons of ways to build an old-school, modest-growth businesses. There's nothing wrong with that. Slow growth, nourishing a basic consumer need and focusing more on selling than inspiring is fine for some.

However, to grow a revolutionary business, to be able to move large numbers of people to briskly help you build your dream, evangelize your brand, buy your solutions and make a difference, there has to be something bigger at play—a bigger mission, shared pain and a willingness to lead. Is that you and your business? You're the one who decides. People who do things that matter don't sit and watch the world pass by. They **MAKE** the world they envision happen. Let's do this together!

To give clarity to this model, I've personally built my #1 business model around it for the automotive industry. I find a market, choose a Spotlight Dealer of the area, partner them with a local charitable organization, and showcase them both by putting on a first time ever 3-tiered Community Event. It's an event where everyone in the market wins, the dealer, the charity, and the buying public. I get local news media to pick up the story and I do response-marketing approaches to get thousands of people to

respond and act on the event. I also provide the dealership with Virtual Training Certification courses, closing workshops, and daily training and motivation so they are in the “Get it Club” before the event even starts. I also educate and motivate the public to take action and get the local charity to advocate the event and do geo-targeted campaigns and marketing to help support the cause. I build a movement with a cause, create a grass-roots approach, and reward the dealer and charity with a presentation at the end of the event. The results produced satisfy the dealer with a month’s worth of sales in only 5 days and the charity gets their local message out as they earn thousands for their initiatives. I have been able to create a whole brand around this, called Spotlight Dealers of America, finding dealers who will wear the badge of “For the Community” Spotlight Dealer.

Ok, so let's plunge into this and I want you to understand that this is a very straightforward strategy. One that anyone who is passionate enough and has that “do whatever it takes” attitude, can get this done. If you’re in a company that is selling something, anything, and it needs to hit a certain threshold of product or services or budget, then start using this art of revolution to get that proverbial shot in the arm you’re needing to be successful.

- I. It starts with Promotion and Pain.
- II. Instruction and Preparation, . . . and finally,
- III. The execution and performance.

Master these three steps and you will build wealth. Here we go, grab your highlighters and notepads, buckle your chin strap, and let's get ready to have untold power with the *3-Tiered Comprehensive Sales Approach*.

## **1. Creating the buzz and steam in The Marketplace**

Let me ask you an important question. Can the core ideals of political revolution be applied in a consumer context to both empower large numbers of people to act AND launch or grow a company, product, or brand? I have proven that it can, and with this first step of finding your message and building your movement you have to be able to announce the pain, leverage the pain, and solve the pain, get mad and get a message for people to get behind and build your rally-cry during your first phase of marketing your event, product, business, or whatever your cause is. You must tell the story and scream it out

loud and that you or your company has a problem solving solution. Get the needed buy-in, get them drinking the ‘cool aid’ because you’re marketing to masses of people; people see a moving line and get in it. This is about people-work not paperwork. Have compelling offers and create an event people will get behind and be proud of.

Remember, some people are motivated by seeing the light, but most are motivated by feeling the heat. If you have the resources, try to use mass media, direct media, charity advocating, Social Media, and viral marketing, and build a local, national, or global army working “for the cause.” Make a wave and then ride it with a movement or a crusade by building a branded event or promotion around it. Put the Spotlight on the person or company or product doing the ‘fixing’ and leading the charge and showcase them or it; turn them or it into a star – a new hope for the communities. This step is all about laying the foundation early and making your promotion or revolution birth it’s buzz in the marketplace, and to gain the steam to sustain longevity to reach the required goals. This is a softening of the ground approach, and the initial roll out and full media outlay is ready to be fired with multiple bullets.

## **2. Educating and training**

As the experts say, *the more you sweat in training the less you bleed in battle*, so make sure everyone involved or is instrumental in the success of the campaign is ready. But before training, it takes understanding and a shared sense of ownership in the outcome which fuels bigger action. First, start by empowering your troops with knowledge, support, tools, and access. Provide a powerful, emotional rally point, help harmonize and focus their behaviors, and help them to craft their story and messaging to their clients. Getting them to completely drink the ‘cool aid’ and buying in is very important to start momentum, and we all know momentum is easier to steer than it is to start.

You have to get everyone to collapse their own comfort zones and challenge the status quo for your agenda to not only stay on course, but to get it kick started with a bang, and of course, to end with a boom. Salespeople or associates will come together around a shared emotion, so tap into those emotions with your rally-cry and problem-solving agenda. Identify your “Toward” vision by creating a clear,

specific vision for their NEW REALITY and build your resonant story by naming and defining it. By crafting your manifesto, you bring your tribe together with unifying beliefs.

Who the Dictator or Director will be to lead everyone is crucial in your success. *A fish rots from the head down*, so you have to have a strong leader and person of influence managing everyone's moves, but someone who is one of us—humble, vulnerable, and decisive. Create a timeline, goals, and training curriculum so everyone involved will be singing from the same sheet of music. Before executing your plan, everyone needs to have understanding, buy in, and the ability to do their job, whatever their role is. Communication and role-play is everything during this phase.

The 2<sup>nd</sup> Tier integrates elements from educating everyone on evangelist growth mechanics, social technology, response-marketing strategies, behavior-change, story-architecture, and social-dynamics. This is normally an engineered plan, not natural, so all involved will have enough time to prepare. Round table meetings, conferencing, training, and goals are a great start. When it comes to setting your goals, use the baseline/brass ring method. A Baseline Goal is good enough, the essential numbers or results that need to be met as an individual or by the whole. The brass ring goal is hitting it out of the park, superseding baseline, or extraordinary results. Have everyone set their baseline and brass ring before execution and make sure everyone knows the core-values of the business model.

For my dealerships, it usually starts with five basic core values:

- #1. Market-share
- #2. Margin
- #3. CSI
- #4. Community Embracement
- #5. A well-trained staff

My whole vision is based around gaining them more market share, increasing their margins or gross profits, guiding them to do business at the highest level of integrity and satisfaction of their customers. My vision includes getting the local community involved by creating compelling offers, movements, and retention, and finally, always providing the most advanced training skills to catapult them to another level of sales success.

### 3. Execution

Up to this point, you've built your movement, created the buzz in the market place, rallied your troops, trained everyone, and everyone knows their roles. You, your core leaders, sales reps, evangelists and educators are now ready to execute your event or campaign.

At this point you should have multiple channels running at once, but one main home base. At the home base, you've created mechanisms to track action, results, and milestones. You can't manage what you don't measure, so make sure every important moving part is logged. From intenders, responders, call-ins, electronic registrations, appointments set and showed, foot-traffic, demos, write-ups, and orders, or whatever is specific in your field, make sure it is reported. Your team has to stay in attack mode, casualness leads to casualties! During this final stage, you want to create an environment that compels people to act over and over again.

An environment that supports the cause is of ease, with options and swiftness. Your proposals should be so good, so lopsided in terms of value, so void of any risk, that your customers would think to themselves "Why wouldn't I do this?" Your proposal should focus on five important elements:

- a) The features and deliverables
- b) The benefits
- c) Pricing
- d) Terms
- e) The risk reversal element

You want to ask them for their business with logic and confidence. Of course, before asking them for their business, you have to remove all the obstacles, or otherwise turn stumbling blocks into stepping stones. If they believe they are getting immense value from you and you understand their problems with pinpoint accuracy, and that your product, company, or movement is a giant breakthrough for them, then your chances of gaining them are greater because of the 3 Tiers and the "Now" environment they are in. In this final stage, let there be a celebration, recognition, rewarding, and one final come together to set in stone and announce the accomplishments of your sales revolution.

To conclude here, people who learn and master the core elements of *The 3-Tiered Comprehensive Sales Approach* serve and impact more people on a deeper level, magnify reach, and better empower individuals to create their own realities with a fraction of the effort and cost. Look, some people dream of success, while others wake up and work hard for it. We have to sow our seeds to reap our harvest and I realize these strategies may be a bare knuckles approach or politically incorrect, but nonetheless, they are easy to understand and are ready for immediate application.

Give the world or your communities something to believe in and something to belong to by building something that matters. People have an overwhelming desire to believe in something. Become the focal point of that desire by offering them a cause, a new path to follow, or rally to get behind. Emphasize enthusiasm and be full of promise and watch your new belief system or movement bring you the untold power you've always been searching for.



## About Roe

Roe Hubbard, is a best-selling author, Spike TV and A&E celebrity Automotive Sales host, the Leading Expert Trainer and Promoter for retail car business. He is also the founder of the #1 endorsed sales event company in America – Members Only Automotive – also known as The MOA Group, which is an elite group of

Spotlight Dealers showcased in the U.S.

For mass media, he's featured his Spotlight Dealers of America in major publications such as *Forbes*, *USA Today*, and *The Wall Street Journal*, and has national coverage on Fox, ABC, NBC, and CBS.

Roe Hubbard created and founded the “For the Community” Spotlight Dealer Program, the 1-week Community event, with a Spotlight Dealer Host, partnered with a local Spotlight charity, and features them on over 150,000 *Car & Buyer* magazines, with local news media coverage for direct media and promotion. This program has produced millions in additional profits for his Spotlight Dealers and has raised hundreds of thousands of dollars for Spotlight Charities and local non-profit originations.

Roe is also a Mega-Speaker/Trainer for the automotive industry, and helps thousands of sales departments across the country reach their goals.

Roe lives in Chicago, IL, is married to Brittany Hubbard, and has two sons, Mason and Landon, and two daughters, Julia and Avery.

He dedicates his work to his father who passed away in Oct 2015, Johnny “Hub” Hubbard.

**“Hub Up!” ~ Roe Hubbard**