



Diaries of a Car Salesman...

written by John C Ashworth
Madison Car Salesman

"What are your assumptions? And what if they're inaccurate?"

One recent Saturday I made a mistake. I made an assumption I've made many times before, and this time, it cost me. I'm human, of course, but that only helps a little. I don't like to make mistakes. Especially when they affect others.

Fortunately, I've learned to look at mistakes as opportunity for growth and learning, and for correcting assumptions like this one from corrupting my personal pursuit of excellence.

I have heard at least one expert I follow, say that his feeling is that wasting someone else's time is like breaking in to their home and stealing their money and their things. I see his point, but there is a fundamental difference in that the breaking and entering has forethought and malice in mind. It is intentional. A mistake is just that, an unintended miscue that causes a chain reaction.

Now, if these mistakes become commonplace, and are a result of carelessness

than we begin to get closer to breaking and entering, but until then, I think you can see my point about the difference.

All of this, of course, got me thinking about my own work as a Madison Car Salesman, the bonds I share with my customers, and probably the WORST assumption I could every make...

I would NEVER want to assume that my job serving you is over, and that there is nothing more I could do to maximize your experience with our store. This is for three reasons:

1. My gratitude to you as a customer, reader, and supporter of my work here in The Ash Flash.
2. My success hinges on my ability to maximize your experience in working with me.
3. I would not earn even one referral from any of you, if I did not hold myself to the highest standards possible.

-John



"John, YOU were Amazing! I loved working with you!"

"You are Luxury!"

That was the phrase that became the theme song for Kim's new car. She was about 6-7 months away from the end of her Highlander Platinum lease, and we were still able to make a deal on Kim's beautiful

New Luxury Build 2016 Rx 350.

Kim and her husband Derek were a ton of fun to work with. You can watch Kim's video online along with **many more happy customers at:**

www.WhyiSellCars.com



How does a "Turbo" engine work anyway?

A relatively new addition to the Lexus line-up is the Nx 200t. In this case, "t" stands for turbo which means more power and still comparable gas mileage to a Honda CR-V or Toyota Rav4. That's impressive, and it's accomplished in part through the use of a unique "turbo" engine designed by Lexus. It's still hard for a guy like me to grasp some of this stuff, which added to my challenge of explaining it to you. So, what I did was limit the amount of space I had for explanation to this one small box inside The Ash Flash and now all I have left is one paragraph. I guarantee that for most of YOU, this will be more than enough...

Exhaust gases pass through a turbine wheel and it begins to spin. The turbine wheel is attached to a compressor and when the turbine turns, so does the compressor. The compressor wheel then draws air through an intake and compresses it. This high-velocity, dense air is now more oxygen rich than ambient air. As a result, this condensed air helps produce more powerful combustion of gasoline.

While there a number of additional complicated regulatory systems at play that control this process, that is really it. Condensed air is created. Condensed air is more oxygen rich and hence, produces more combustion which equals more power output for a given amount of fuel used.

...the Wisdom Sidebar

- ☑ Stop justifying your limitations. Find a way..
- ☑ Dr. Marden identified fear and worry as the two most powerful enemies of peace of mind.
- ☑ "Timid salesman have Skinny kids." -Zig Ziglar
- ☑ Look. Be vigilant, alert, and proactive about stopping corruption the instance it shows itself, if not before. And remember, the meaning of corrupt is probably not what you automatically think. It can be anything that makes you or a process you manage unreliable.

Car Talk: Is a hybrid really worth it?

written by john c ashworth



Customers often ask me if a hybrid is worth it, and unfortunately, there's no exact answer. Why? Because every situation is different. The main question is gas savings. How long will it take you to makeup the hither cost hybrid in gas savings. Here is one

personal example I often use to explain this...

I drive a 2014 Toyota Camry SE hybrid - Limited Edition. A beautiful car! First, you must factor in the difference in cost of the car. About 3K more for the hybrid if I remember clearly. Then you factor in the money saved on gas, which depends on how much you drive, of course. I drive a lot. I have teenagers. When you do the math on this, it

takes about three years in gas savings to make up the price difference. Once you hit that three year mark, you're saving money. So, if I keep this car for more than three years, and continue to cart my kids all around town like I do now, it's well worth it. If not? Well, then it still depends, because some of us just love the hybrid technology and how they perform, and driving a car you love is valuable - a hard thing to quantify. In the end, I

think it comes down to both the gas savings and your personal preference (or not) for a hybrid. Remember too, that hybrids usually come with more features built in to the car and if those features appeal to you this adds to the value for the money you are spending on your car.

Still wondering? Stop in and we'll do some math and talk it over while driving one of our hybrid cars.

John

Success Tips from Johnny Renaissance...



"Tolerate Nothing!"

written by john c ashworth

YES! I mean nothing. Tolerate nothing! Because beyond a certain reasonable point, you are simply tolerating too much. And this costs you, dearly. Sure, we need to be

adaptable, understanding, and able to suck it up sometimes, but overall, you should not be asked to tolerate things that cost you time, money, frustration, angst, or the worst...energy, fear and worry.

Tolerations always make me think of energy draining people. Complainers, whiners, and anyone who seems to spend too much of their time justifying their limitations, and taking up too much time and attention from the people with whom they interact. It also makes me think of all the things we can let stack up in our lives that bug us and eat away at our productivity, motivation, and ultimately, our success. Unfortunately, we all tend to carry a lot of this excess garbage around with us. After all, it's light at first. So it's easy to let it pile up until one day, it's just too heavy to tolerate anymore.

The most important thing to remember about the things that you're tolerating is that they **DRAIN** you. They are also a deeper look in to your life, your habits, and your personality. This is serious, but fixable. Keep reading...

Tolerations tend to be a coping mechanism that allow you to survive the short run, but often cost too much fatigue and burnout before the long term goal or mission is ever achieved. Or, you achieve your objective, and are rewarded at the end, but you then realize that what you have had to endure along the way, cost you more than what you have gained.

I wrote an article on my blog recently titled, "passion is not enough." For my entire career, I have had plenty of passion, but at times not enough discipline. Too often allowing things to pile up and affect my ability to get the right things done. The real problem is that tolerations are often compromises that you have talked yourself into, because even though their long-term cost is heavy, you accept them anyway as a means of achieving immediate gratification related to the elimination of

short-term pain.

In other words, you can be seduced.

Tolerations are like extra weight in your backpack. They can certainly be carried for a time, and maybe even forever, but boy will they end up taking a lot of extra space and energy to endure.

Last night, my wife Laura reported a story that illustrates my point perfectly. She finally found a way to make it a point earlier in the day to make the kids wait for what they needed while she got her workout in. Her new commitment to her fitness is a recent pattern consciously established and I am proud of her. To this point, she has been tolerating a lack of exercise in order to take care of everyone else's needs first. Mom's, I'm sure you can relate to this. Stop, put yourself first occasionally and see how your life changes dramatically for the better. After about two months of commitment to her exercise routine as a top priority in her life and not tolerating any disruption to this routine, she looks brilliant and on a quick trip up the stairs at Target earlier in the day, reported feeling incredibly Spry.

This is only one small example of hundreds that I could provide that illustrate the opposite situation. Deciding instead, to put yourself last and others first. In the short run, this might satiate the problems you ace, but remember, in the long run, these tolerations cost you dearly.

Where in your own life are you tolerating something you shouldn't have to? How can you eliminate it? And what might you accomplish and achieve as a result?

If you have a success story in this arena, or even just want to share something you are working on in this category of self-improvement, I would love to hear about it. You can send it to me via email or post it on the facebook page where others can comment too...

www.facebook.com/johnashworth.co

-John

jashworth@penskeautomotive.com



PAC



The Ash Flash

The Ash Flash is Produced by John Ashworth Madison Car Salesman @ Lexus of Madison

"I love selling cars and making people happy!!
Watch this Video for a glimpse of all this good
work..."

<http://www.WhyILoveSellingCars.com>



Stories from Happy Customers at Lexus of Madison

"John was the BEST Car Salesman I EVER
had..." -Bryan Lenox

"My experience with John was so
enlightened and professional that he
made the whole process very easy to
understand, which ultimately led me
to making a good business decision
for me and my family. John truly
was my guardian angel!"

-Brenda

"John, you're a great example of customer service."
-Rio D'Acquisto

Lots more Amazing stories
and Videos on the blog:

[WhyILoveSellingCars.com](http://www.WhyILoveSellingCars.com)

Look What's Inside The Ash Flash for July 2016!

Your Madison Car Guy John Ashworth
@ Lexus of Madison
8000 Airport Road
Middleton, WI 53562
608-338-5052 - Call or text...

- Customer Success Story: "YOU are Luxury!!!"
- WHAT ARE YOUR ASSUMPTIONS? AND WHAT IF THEY'RE WRONG?
- "How does a Turbo Engine work anyway..."
- "Diaries of a Car Salesman: "Tolerate Nothing!"
- Car Talk: "Is that hybrid really worth it?"

