

SALESPERSON ACTION SHEET

COMPLETE THESE 10 ACTIONS DAILY THEN POST A PICTURE OF YOUR COMPLETED SHEET IN THE #STRONG30 GROUP ON FACEBOOK DAILY.

BIG MONEY GETS IN EARLY TIME YOU ARRIVED: _____

ARRIVE at the dealership AT LEAST 15-30 MINUTES BEFORE your start time. If you arrive "on time" you're LATE!

WHAT'S YOUR NUMBER

Set your sales goal for the month and write it here every day. Check this box the amount of times you sell a car (EX: Write 2 Deals, give yourself 2 checks!)

I WILL SELL _____ VEHICLES IN AUGUST

FILL YOUR HEAD WITH GOOD STUFF

... So there is no room for bad stuff! Never allow any negative messages or people into your brain! Stop watching the news, unfriend people on social media who spread negativity. Spend any "free time" listening to podcast, watching motivational or instructional videos or audio books.

POST UP TIME POSTED: _____ WHERE: _____

At least 1 post on Facebook or Instagram (Automotive or Life Related Content) posted daily before noon. Do 2 posts or post a video and give yourself 2 checks! (Yes, a video! Get in front of the camera there is nothing to be afraid of!)

TEXT 3 PERSON 1: _____ PERSON 2: _____ PERSON 3: _____

Text 3 people - previous customers, people from your contacts or friends list- and just say "Hi, how are you doing?" They August not be in the market today, but they will be someday and when they are, you want them to think of YOU!

FOLLOW UP LIKE A CHAMP PERSON 1: _____ PERSON 2: _____

PERSON 3: _____ PERSON 4: _____ PERSON 5: _____

The numbers are in YOUR FAVOR! 75% of "BeBacks" purchase a vehicle during their "BeBack" visit. AND... 75% of showroom visits NEVER GET CALLED BACK! Always do your follow up! 3-4 calls a day is fine and don't forget, a text, email or video can all be considered a "call" - Send a video, nobody ever does!

EVERYONE (TEST) DRIVES

75% of shoppers who test drive a vehicle wind up purchasing a vehicle, so everyone who visits our showroom TAKES A TEST DRIVE! No Exceptions!

EMI EVERY TIME (EMI: EARLY MANAGER INTERVENTION)

Whether its in your sales process or not, make it a point to ask your manager to PHYSICALLY GET UP and GREET every one of your customers in the showroom. They don't have to learn their life story but you MUST MAKE SURE they MEET A MANAGER. If your manager has a problem with this, let me know.

LET'S TRADE CELLS

At delivery, have the customers cell # ready to go in your phone, then call the customer while sitting next to them. When they grab their phone, tell them "That's me! (showing them your phone) Please save me in your contacts as 'CAR- (your name)" so whenever you need anything for your car, you can easily call me!" By doing this, customer always have your cell number and never have to be reminded of your name.

TCE : TEXT, CALL, EMAIL

Whenever attempting to make contact with a customer or lead, always first text, then call, then email. The % of probability is in your favor as 92% of all text messages are read within 2 minutes, yet 76% of all incoming phone calls from a number not saved in the recipients phone are not answered.



NAME

MONTHLY SALES GOAL

DATE

MANAGER ACTION SHEET

COMPLETE THESE 10 ACTIONS DAILY THEN POST A PICTURE OF YOUR COMPLETED SHEET IN THE #STRONG30 GROUP ON FACEBOOK DAILY.

THE EARLY BIRD SETS THE PACE

Arrive at the dealership AT LEAST 30 MINUTES PRIOR to the start time of your salespeople. If they beat you to the showroom, you've already lost control of the day.

TOUR THE FACILITY

When arriving at the dealership in the AM, drive around the lot - drive through the new and used car inventory, customer parking, service drive, recon, and employee parking. See the inventory with your own eyes so its fresh in your mind. And look for ways to improve the customers experience while pulling into the dealership.

BE THE SOURCE OF POSITIVITY

Keep others (and most importantly.. YOURSELF) from negative thinking, talk, and reactions to events of the day. Realize that complaining or being negative about lack of inventory, used car prices or anything else will NOT bring positive results (and it will spread among the sales staff faster than you can control).

REVIEW YOUR GOALS

Every morning, read through your long term and short term goals. Don't have them written down? C'Mon Now! Write out what you want your life to look like 7 years from today, then write out what you need to accomplish over the next 7 months to get you there! Always keep your eyes on the big prize!

ONE ON ONE WITH EVERYONE

Spend at least 5 Minutes every day with every salesperson for a one on one, private meeting. Look together at every unsold showroom visit and find ways to help them find a deal. Check their #STRONG30 Sheets to make sure they are completed. Coach them on challenges they are facing.

PRACTICE "CAREFRONTATION"

Everyone hates confrontation because nobody likes to fight and confrontation usually brings on a fight. Replace "confrontation" with "carefrontation" - a discussion between a manager and team member centered around the manager CARING about that team member and their performance, output, attitude or continuation of employment. Because you care about the team member, "hard" conversations are easier to have.

EMI EVERY TIME

Work EMI (Early Manager Introduction) into your sales process. Make it a point to PHYSICALLY GET UP and GREET every customer in the showroom. You don't have to learn their life story but you MUST MAKE SURE they meet you, know you are THE MANAGER and that you are there to make sure they are COMPLETELY SATISFIED.

NUMBERS FOR EVERYONE

ALWAYS know your sales team's performance stats: Leads, Calls, Ups, Sales, Delivered, On Order, Awaiting Transport, Monthly Trend. Be able to recite any stat on demand. "I think we're at about..." is guessing, not knowing. The Dealership pays you to know, not guess.

EVERYONE (TEST) DRIVES

75% of shoppers who test drive a vehicle wind up purchasing a vehicle, so everyone who visits our showroom TAKES A TEST DRIVE! No Exceptions!

SELL TO ZERO

Your goal every day is to do everything possible to sell EVERY VEHICLE YOU HAVE IN STOCK- Don't be greedy and hold out for a \$5k, \$7k or \$9k deal! If you have anything close to a deal, TAKE IT, get that customer on the road in one of your vehicles, keep the cash flow moving so another vehicle can be purchased or earned and then do it all over again!



NAME

STORE SALES GOAL

DATE

BDC ACTION SHEET

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COMPLETE THESE 10 ACTIONS DAILY THEN POST A PICTURE OF YOUR COMPLETED SHEET IN THE #STRONG30 GROUP ON FACEBOOK DAILY.

THE EARLY BIRD... GET'S IN EARLY

Arrive at the dealership AT LEAST 15-30 MINUTES PRIOR to your prescribed start time. Being "on time" is actually being late. The earlier you can arrive the better as you will have time to set up your day, review your goals, and do everything to get your self prepared.

FILL YOUR HEAD WITH GOOD STUFF

... So there is no room for bad stuff! Never allow any negative messages or people into your brain! Stop watching the news, unfriend people on social media who spread negativity. Spend any "free time" listening to podcast, watching motivational or instructional videos or audio books.

READ THE LEAD...

BEFORE YOU CALL, TEXT OR EMAIL!!! Don't fire off a response or be quick to dial the phone. Invest the 6.7 seconds it takes to READ THE ENTIRE LEAD so you know what's going on. Make note of all customer questions and answer them. Every piece of information in the lead is a tool for you to start a conversation when you get them on the phone.

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"I'M HERE TO HELP!"

Why are people sending in leads or calling the dealership?... TO GET HELP! They have information they need to learn, items they need to gather, questions they need answered. They are looking for help! So every chance you get, work the phrase "I'm here to help" into your conversation. You are telling them you are going to give them what they need... HELP!

MAKE IT BLING, NOT RING!

TEXT EVERY INCOMING LEAD THAT HAS A PHONE NUMBER - NO EXCEPTIONS! 67% of people will not answer an incoming call from a number they do not have saved in their phone, BUT EVERYONE READS THEIR TEXT MESSAGES!

TEXT LIKE A HUMAN

Long, drawn out text messages that say nonsense like "Our goal is 100% customer satisfaction" NEVER EVER GET ANSWERED! Text leads the same way you would text someone you know but never texted before. Keep it clean and somewhat professional.

RING!! RING!!

When calling a lead or customer and if they do not answer, hang up and immediately CALL AGAIN. If they do not pick up the second call, leave a message. Remember, 67% of people will not answer an incoming call from a number they do not have saved in their phone BUT if they see a call from the same number back to back it increases the probability that they will answer.

TRADE LEADS ARE GOLD!

Whenever responding to a trade lead (Perq trade, KBB ICO, Trade Pending, CarFax Trade, etc) be sure to express how excited we are to see their car, how badly we need it (no matter what it is) and how we will pay more than the value they were given through the tool! Your dealership needs used inventory so make sure you provide it every opportunity to buy or trade for a vehicle as possible.

SPEAK SLOWLY INTO THE VOICE MAIL

Only 18% of people actually LISTEN to voice mails... the others all READ THEM! So, when leaving a voice mail you are leaving it for the transcription software to turn into words that your prospect will read, SO SPEAK SLOWLY AND CLEARLY! Nobody ever won a prize for "fastest voice mail ever" so SLOW DOWN!



NAME

MONTHLY SALES GOAL

DATE