


GENERAL SALES MANAGERS /SALES MANAGERS

GETTING STARTED WITH DAILY GAMEPLAN

Keeping your team focused, accountable, and productive is the biggest priority you have as a sales manager. Spend time with each of your salespeople and coach them to success.

“People do what you inspect, not what you expect.” - Louis V. Gerstner, Jr.

COMPONENT	DATE	
<p>Take 15 to 20 minutes to review the Daily Gameplan planner (for salespeople) and your Coach’s Playbook. Explanations of each component can be viewed on pages 2 and 3 of the planners as well as on each yellow tab. You may also view samples and videos on our Learning Center at DailyGameplan.com.</p>	ASAP	<input type="checkbox"/>
<p>Explain the Daily Gameplan sales processes your dealership is putting into place. Cover the components of the planners and/or online CRM system and make sure that everyone understands exactly what is expected of them.</p>	Kick-off Meeting	<input type="checkbox"/>
<p>Make your salespeople aware of the “accountability teams” that have been set up at the Manager’s Kick-off Meeting. There should be no more than 5 to 8 salespeople for any one manager. The salespeople should be on the same schedule as the assigned sales manager.</p>	Kick-off Meeting	<input type="checkbox"/>
<p>Have each salesperson schedule one-on-one time with their manager. The goal of each session is to find hot prospects and convert them into appointments. It is also a good time to discuss goals and see how your salespeople are tracking for the month.</p>	Start of Month	<input type="checkbox"/>
<p>Get your sales team accustomed to using the appointment board in the sales meeting area. The board should include the following columns: Date, Customer, Salesperson, Vehicle, Confirmed by, Showed, Sold.</p>	Daily	<input type="checkbox"/>
<p>Stay on track with your one-on-ones and your sales team’s appointments.</p>	Daily	<input type="checkbox"/>
<p>Personally confirm as many appointments from your sales team as possible. Be certain to give driving directions to each prospect.</p>	Daily	<input type="checkbox"/>