

DEALER PRINCIPALS / GENERAL MANAGERS

GETTING STARTED WITH DAILY GAMEPLAN

This is your dealership. And regardless of what happens, you are ultimately responsible for its success. While you are undoubtedly busy, take a few minutes to see how Daily Gameplan can help your store maximize its potential.

“Anticipate the difficult by managing the easy.” - Lao Tzu

COMPONENT	DATE	
<p>Take 15 to 20 minutes to review the Daily Gameplan planner (for salespeople) and the Coach’s Playbook planner (for sales managers). 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 you plan to put into place at the sales manager meeting. Make sure that everyone is on board and knows what is expected of them.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Assign “accountability teams” to each sales manager. 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>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Have each sales manager schedule 2 to 3 one-on-one sessions with each of their salespeople per week. The main goal of each session is to find hot prospects and convert them into appointments.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Add an appointment board to your sales meeting area. The board should be complete before the salesperson’s kick-off meeting and should include the following columns: Date, Customer, Salesperson, Vehicle, Confirmed by, Showed, Sold.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Layout the agenda for the sales team meeting. Assign a sales manager to lead the Daily Gameplan kick-off meeting for the salespeople.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Create an inspection process where you use Daily Gameplan to monitor your salespeople and sales managers, make suggestions for improvement, and outline objectives.</p>	Each Week	<input type="checkbox"/>

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"/>

SALESPEOPLE / SALES PROFESSIONALS

GETTING STARTED WITH DAILY GAMEPLAN

As a salesperson, you should treat your job like you would your own business - because it is. Make use of your time and prioritize your day. You are paid to sell, so make effective use of anything that will help you sell more.

“You can only get what you want if you help enough others get what they want.” - Zig Ziglar

COMPONENT	DATE	
<p>Take 15 to 20 minutes to review your Daily Gameplan planner. Explanations of each component can be viewed on pages 2 and 3 of the planner 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>When you first arrive at the dealership, review all of your prospects in the Prospect Files of your Daily Gameplan. Your priority is to find the prospects that are closest to buying. Meet with your sales manager and find as many options as possible to set as many appointments as possible.</p>	Daily	<input type="checkbox"/>
<p>Prospects offer the best opportunity to sell. Show these prospects your sincere appreciation by sending a hand-written thank you card immediately after their first visit. Then work diligently to find ways of getting them back into the dealership.</p>	Daily	<input type="checkbox"/>
<p>At the end of your shift, record all prospect and customer information into your sales planner or Daily Gameplan Online. Record everyone's information before you leave for the day.</p>	Daily	<input type="checkbox"/>
<p>Introduce your prospects to your sales manager before they leave (if possible). Part of a manager's job is to make deals happen - even if it seems that the prospect is just kicking tires. If he or she is able to close the deal, it will only add money to your pocket.</p>	Daily	<input type="checkbox"/>
<p>At the end of each month, tally up your sales statistics from Tab 1 in your sales planner. Then meet with your sales manager to discuss your numbers. Fill out the Reality Check on the planner's back page to get a snapshot of where you are in relation to your goals.</p>	End of Month	<input type="checkbox"/>
<p>When next month's planner arrives, set your activities and sales goals on Tab 1. You can also track your progress on the charts on Tab 2.</p>	Start of Month	<input type="checkbox"/>