The Daily Sales **Meeting**

The meeting whilst in-depth and informative should be no longer than 20 mins, short, sharp and focused starting at 08:30.

SM: Sales Manager
SA: Sales Admin
TM: Transaction Manager / Controller
BM: Business Manager

SM: Be upbeat, ready for the day ahead – Your team will feed off your enthusiasm so it's crucial that you start the day with a good attitude and get the sales team revved up and ready!

SA: Handovers – Invite SA in to this discussion. Go through the handovers, ask what is going out today, tomorrow and the next day so that there are no surprises. Ensure everything is prepared. Ask if there is any other business for the SA, then let them leave. (Remember no handovers after 10 .00 at weekends. Weekends are for selling!)

SA: Order process – Are order forms getting to the SA quickly? Cards for valet, workshop reqs, red book, PX req, PX card for valet?

TM: Reef – Firstly review the last 2 days of dealership activity log in system reports. Ensure that the sales team are aware of any overdue leads that must be looked at immediately and reminded to stay on top. Highlight any active leads of potential sales to push on and ask the Sales Exec about every customer on the activity report. Reassure yourself that the sales team know what's happening with every customer on the go.

TM: Deals for the day – from same dealership activity report compiled from a list of 5 of the hottest prospects for the day for each Sales Exec. Write it down on the 'deals for the day' board and revisit that board at points during the day, quizzing the sales team to find out where they're at and provide a different angle if needs be.

TM: Service leads – Distribute the leads for service customers coming in tomorrow. Agree an action plan to prospect these customers for a change.

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TM: Appointments – Talk about the appointments on the board and REEF MI Report, in detail so that you have a clear understanding of who is expecting what customers through the door and what car they are looking at. Check the car is mint and you can find the keys. Mentally prepare and rev the Sales team up. Remember appointments are GUARANTEED people through the door.

SM: Communications – Talk about communications from manufacturers / Group relevant to the sales team, get them to initial it as suitable.

SM: Marketing/Aged Cars – Discuss aged cars, focus the team. Talk through marketing activity. NEW CAMPAIGNS, do the sales team know how to handle the enquiry? Have you coached them on how to handle the enquiry? Role play required?, Radio, press, TV, website, other marketing.

SP: Quiz once per week – Test the sales team weekly or as required on various subjects; new cars to improve product knowledge, used cars to increase awareness of aged stock, or any other area requiring focus? Give 2 days notice of subject matter to allow learning.

SM: CSI – Are we looking after our customers? Any on-going issues?

Monday TM: Focus on all those customers who did not deal at the weekend, not the paperwork for those who did – task the Sales Execs to deal or appoint top 5 customers not appointed and not dealt (REEF Dealership Activity Report)

Tuesday TM: Sales Exec activity funnels – REEF usage. Print Sales Exec activity funnel report for last 30 days. Show the sales team and discuss. (REEF Sales Exec Funnels Report)

Wednesday SM: Sales Process – Who achieved what over the last week in terms of sales etc. Round the team, positive things that have worked, words deeds actions, group improvement. Is the sales process being followed? Where do we need to focus? GAP, Diamond Brite, finance, warranty, service plans?

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Thursday TM: Weekend appointments – How many each are on the board? How many do they need to generate for a good weekend? (Request the appointments made report from person with REEF management info system). Also review appointments made over the previous week and who attended. The two Sales Execs with the least appointments are taken one to one after the meeting for a diary review.

Friday BM: Finance – BM to share league table of F&I performance by Sales Exec and go through it with the team. Focus on one area and drive performance (Use the KPI Report from print options on the current deals screen).

Valeting / Site – Ask the head valeter/site man to join you at the end of each meeting (around 9:00 to 09:15) then walk the pitch and provide him with a list of priority cars for the day. Also highlight anything needing his attention in terms of the site prep.