**DAILY WORK PLAN: GM**

**Morning Arrival**

Drive the dealership from both directions to check display & parking work thru the service department to observe overall facility & safety clearance.

**08-10:30** observe the service drive this process, greet the staff & clients

**Review:** How did we do yesterday, CRM traffic log, information completed, **deals, phone**, appointment, (no show & confirm todays)

Review alert activities, todays deliveries, yesterday delivery files meet with **pars / service** mops to review OBW’s Doc, queries, vehicles, left overnite / come backs poor Ro’s

**10:30 12 Noon Sales Finance Management**

**Review :** Save a deal enforce CRM, reprising used pics, 45 +days inventory, Recon log, concludes in transit delivered deals files, OBW’s, sales person productivity.

**Sales meeting: Really the troop**

Discus with SM’s on unsold deals, worksheet on unsold internet leads, appraisals on unsold, wholesale vehicles internet inventory missing Pics

1. **3PM** Walk the lot with Sm view display , sticker management agent deals

Jackets. Reviews deals under #500 & loss surf website & OEM site.

Ads on social media, google AdWords, Private Sale, Reviews.

1. **6PM**  check alert activates today & tomorrow thanks you calls Sold

Make plans for Tomorrow

Conform Training a schedule

Check and parts on inventory list VS bin count

* Desk the Deals
* T.O’s when SM busy

**GM WEEKLY ACTIVATES**

New vehicle / service CSI Score

**New**  Unit Sales / Gross / Commission MTD VS target

Inventory – new unit model Mix by Model Linp

F& I Product Penetration and grosses

Review factory Progress

**Used**  Inspect 45 + days @ Unit

Action to move 45 + days

Fresh trade the book value VS auction VS Black book etc

Wholesale vehicles

**Queries** Policy Account

Rejected warranty clams, over RO’s

Receivable over 45 + days

Vehicle Recall / Contract in Trans

**Marketing** Review website specials

Google Analytics

Training schedule – updates confirmation

Marketing data Base / Email capture up

**Misc.**  Declined Service Report

Advisors production – sales advisor $/RO, #RO/advisor

Ports will no sales – 12 months

**SM SALES MGR**

**8-10:30** Auto Alert Drive Thru

CRM traffic log –

Confirm Follow up, E- Leads

Confirm deliveries

**10:30- Noon** Save a deal meeting

1 to 1 with sales people

**SALES MEETING (RALLY THE TROOPS)**

* 1. **PM** Walk the Lot win GM

Follow up unsold

Product Traini No.

**3-6 PM** Alert GFT ready tomorrow’s appointment

Prepare for Next Day training

Conform appointment for Tomorrow

* Decking deals when GM Busy
* Initial Greeting
* T.O’s

**NEW**

**SALES MANAGER**

**Prime Responsibilities:**

Decking Deal / initial greeting / TO

Auto Alert / CRM activities follow up / set up

Daily 1 to 1 WIM sales people

Daily timing

Follow up unsold / soled

**Morning arrival:** Drive the dealership from both directions to check

Display & Parking

**8- 10:30**  Auto Alert Service drive thru client intro

CRM traffic log – Ensure data is entered

E leads follow up

Confirm Deliveries

CSI Follow up

**10:30 – Noon** Save a deal meeting

1 to 1 with sales people

Daily training – follow up

**1 pm – 3 pm** Confirm appointments

Thank you calls

Next day alert calls / appointments

Prepare next day training

Review websites specials

**USED MANAGER**

**Morning Arrival:** Stock Walk the Lot for Display Check Back Lanes for Recon

**9-10:30** Check traffic log / recon Log

Check Safety / T.O’s status

Check fresh trades re: acquire cost / retail

Check websites for massive Pics / prices

DO service walk to acquire trades

Check traffic on trader / KiiJii / websites for SRP / VDP confirm deliveries

**10:30- Noon** Auction sites

Sale meeting

Unsold follow up

Save a deal meeting

1. **3 PM**  Introduce Fresh Trades to Sales People

Update AAX Fresh Trades Health Report

Review website specials

Confirm appointment inc. Alert

Following Duties as Required By Sales MGR

* Initial greeting
* Deck Deals
* T.O

**GSM**

**Morning Arrival:** Drive the dealership from both dictions to check Display

**8-10:30** observe the auto Alert drive thru Engagement

**Review**: CRM traffic log, E leads, Auto Alert Activities, Appointment, Deliveries.

**10-30- Noon** Sales Manager / Finance meeting to

**Review:** Save a deal, Recon Log, used pics/ reprising, wholesale, contract in transit, CSI, sales person predicting.

E leads

Sales meeting – Rally the Troops

**1-3 PM** Walk the lot win SM View Display, Sticker management, Audit Deal Jackets to accounting review deal under $500

**3-6 PM** Check Alert Activates Today & Tomorrow

Thank you Sold Calls

Confirm training for Tomorrow

Desk the Deals

TO how SM Busy

**SALES MANAGER**

**I LEAD MANAGEMENT**

**8-10:30** CRM Traffic log

Confirm Follow ups, E leads

Confirm Deliveries

1 to 1 with in Sales People

**10:30** sales a deal Meeting w/GSM

Rally the Troops

1 to 1 sales People

**1-3 PM** Walk the Lot w/GSM

Follow UP unsold (calls)

Product Training

**3-6 PM** Confirm Appointment for Tomorrow Preface for Next Day Training

Review Website Specials

* Initial Greeting
* T.O’s All Prospected
* Deck Deals When GM Busy

**HONDA**

**GSM**  Discussing Deals

Inventory

Deals traders

Training

CRM

Review Deals / Accounting

**MGR**  I Lead Management + 3 Sales Person

Marketing

Showroom display

Closer / T.O

Training

**Used MGR** Used Cars

Lot Display

Discussing deals in absence of Darrell

**Worz** Alert Manager + 3 Sales people

Meet and greet

Closer / T.O

Delivery Final Check

Prospects Call back

**NISSAN**

**MGR-1**  Discussing deals

Used Cars

CRM

Training

Factory Relations

CSI Calls

Inventory

Review Deals / Accounting

**MGR\_2**  Floor Manager

I leads Management

Closer /T.O

Showroom Display

Prospects Call Back

**M.trainee Jeff**

Auto Alert Management

Lot Display

Dealer trades Locator

Delivery Final Check

Showroom Meet & Greet

Marketing Plan

* Manager All the Time
* Jordan Stephon Separate off Days
* Auto Alert Shift at 8 AM
* Jordan / Stephon will cover each other
* Stephen / M. Trainee
* All sales management to be in om Mon / Tues / Saturday

**ACURA**

**GM Decking Deals**

CRM

Training

Factory Relations

CSI Calls

Inventory

Marketing

Review Deals / Accounting

**MGR-1 Alert Management + 2 sales Person**

Floor Manager

Closer / T.O

Meet & Greet

Showroom Display

Prospected call back

Delivery Final Check

**MGR-2 Used Cars**

I lead management + 2 sales person

Lot Display / Showroom Display

Dealer Trade locator