

# PRIVATE SALE GAMEPLAN

*This is a loyalty-based event, not advertised to the general public. It's a rare, unique opportunity to provide the customer service of a special, private offer for a very small group of people who have been a part of your family and who we hope to keep a happy part of your family.*

## ☐ **Pre-Sale Prep**

- ☐ Advise the staff about schedules, late call nights, and expectations.
- ☐ *Clear ALL deliveries* off the 3 days of Event.
- ☐ Order your Event supplies (*food, confetti poppers, music, tables*).
- ☐ Prep your inventory.
- ☐ Outline your price plan.
- ☐ Identify and record your 20+ hot and warm leads.
- ☐ Print your call sheets from the dealer portal.

## ☐ **Day One: Training and Phone Blitz**

- ☐ Manager's meeting at 8:00 to 9:00 AM, travel permitting.
- ☐ Training session(s) begin no later than 11:00 AM.
- ☐ Get right on the phones no later than 1:00 PM.
- ☐ Perform **health checks** a minimum of 3 times today.
- ☐ Food should arrive no later than 4:30 PM.
- ☐ Final uninterrupted call blitz begins no later than 5:00 PM (*full staff*).
- ☐ Day one call blitz ends no later than 8:00 PM.
- ☐ Lock up lot and normal closing procedures.

## ☐ **Day Two: Phone Blitz**

- ☐ Sales huddle to discuss current status and daily goals before 9:00 AM.
- ☐ Get on phones no later than 10:00 AM.
- ☐ Perform **health checks** a minimum of 3 times today.
- ☐ Food should arrive no later than 4:30 PM.
- ☐ Final uninterrupted call blitz begins no later than 5:00 PM (*full staff*).
- ☐ Trainer and Manager make all confirmation calls.
- ☐ Day two call blitz ends no later than 8:00 PM.
- ☐ Lock up lot and normal closing procedures.

## ☐ **Day Three: Sale Day!**

- ☐ Sales meeting no later than 8:00 AM to review the Highway to the Sale.
- ☐ SMS confirmations completed no later than 9:00 AM.
- ☐ Receive appointments throughout the day.
- ☐ **SELL CARS!!!**
- ☐ Review 'be back' list with Trainer no later than 4:00 PM.
- ☐ Close and review the sale with Trainer.
- ☐ Lock up lot and normal closing procedures.

*"Catch someone a fish, & they eat for a day.  
Teach that person to fish, & they eat for a lifetime." ~Chinese Proverb*