Sales Manager Staff Management Activities

Performing these activities insures we're investing in our dealership's most valuable appreciating assets - our people.

● **Have a notepad when desking deals**
- Take notes for debriefing our sales associates, don't rely on memory alone.

● **Debrief each deal**
- During a deal is NOT the time to train. We don't stop in the middle of the big game to practice. Either we're ready for the game or we're not. Afterwards, whether the deal is made or not, after the emotions have subsided, and while the experience is still fresh, THAT is the most ideal time to train our staff. Reinforce the behaviors we want repeated, and redirect the ones we want changed.

● **Hold brief daily pending deal meetings at the start of each shift**
- This is essential to insuring no income opportunity slips through the cracks. This meeting is also essential in covering the basic deal completion topics (follow up contacts, updating CRM, chasing stipulations, checking inventories, etc.), and holding each team member accountable for them.

● **Ask three questions at the beginning and end of each shift**
- At the beginning of their shift; 1) What appointments do you have scheduled for today? 2) What contacts do you have scheduled to make today? 3) What do you have scheduled to learn today? At the end of their shift; 1) What appointments did you set today? 2) What contacts did you make today? 3) What did you learn today? In very short order, this simple practice will transform the culture of our sales department to include sales, marketing, and growth.

● **Perform weekly one on ones**
- This is simply five minutes, done in private, to share how we **feel** about our sales associate and their performance, and for them to share with us how they **feel** about us and our performance. This allows us to connect with each sales associate, to learn what motivates & how to motivate each associate we are responsible for. It also fosters loyalty, & reduces turnover.

● **Perform monthly evaluations**
- At the end of each month, EVERYONE needs to get written up, whether they are doing well or are needing to improve. This is where we go over the rolling 90 day averages of their sales activities. This is where we put in writing the action plan to get their results at or above the minimum performance standards established in our department. This fosters accountability in both sales associates and sales managers alike.

● **Establish minimum performance standards**
- Sales associates must understand what each team member needs to produce in order for the department to reach its accepted profit margin. Minimum performance standards must be the same for everyone and they need to be calculated on a rolling 90 day average.

● **Hold regularly scheduled weekly sales training meetings**
- These are required attendance by ALL sales team members (sales associates and managers alike). This allows for team progression by sharing individual experiences. This also insures all team members are operating from the same base points. Again, either we are ready to perform or we are not. In the middle of the play, is NOT the time to rehearse.

● **Hold regularly scheduled weekly sales meetings**
- Different from training meetings, these are for covering inventory changes, current bank or manufacturer programs, current sales contests or bonuses, and house keeping issues.

● **Reconcile the floor rotation list with the CRM**
- This is one other daily sales manager activity that prevents income opportunities from slipping through the cracks and insures data management compliance.