






999tom.com Limited

Sales MANAGEMENT STANDARD OPERATING PROCEDURE for vehicle sales

ELEMENT

-  We will second face everyone, as we know this closes more deals and improves profit. Salespeople can be effective at second-facing and should be used as a fallback to SM, Controller, BM and GM but not if it raises their expectations or their cost to us.
-  There will be at least one trainee in each sales department at all times of the year. Trainees have a place in every sales department, which should include good basic training and induction before they are allowed to sell.
-  Managers, controllers and BM's will operate from the same room as the sales team not in offices.
-  Incoming sales enquiries will all go to control and be handed to sales exec most suited. Incoming calls from adverts routed by DDI, hunt groups & group pick –up all implemented. 0845 numbers used on all adverts to monitor response.
-  Controllers will only spend time controlling – administration and management should handle everything else to allow for full focus on dealing, creating dealing opportunities and managing and motivating the team to perform.



CHECK

OTDB sheet shows T/O by whom. Transfer to weekly analysis sheet








Self-evident

Self-evident

OTDB sheets, adverts and spot-checks. 0845 number reports.

General observation and feedback from controllers

ELEMENT

-  Real Time Peer Group performance reports maintained daily for profit and prospecting by individual and by department in each sales department within the dealership – to the prescribed Group format.
-  Sales staff are performance appraised every month to the prescribed Group format and records attached to commission sheets and actions taken.
-  Recruitment and selection is to the prescribed Group specification of advert, job spec, person spec and tests
-  Regional Used Car Buyers source a significant amount of required stock by purchases being agreed prior through the sales manager and/or GM. Sales Manager subscribes to the underwriting panel, uses the facility actively and participates as a member.
-  Sewell's Diary holds hot and imminent prospects and illustrates the daily workload for the salesperson. Kerridge takes over at the 24-hour follow-up and is used to maintain diary contact thereafter.
-  Management Log everyone – inc sales calls. If a lead is not Logged and followed up on the day and at 24 hours and entered on Kerridge and followed up thereafter it is an orphan lead free to any salesperson.
-  Follow-up, referral work, re-solicitation and prospecting will be measured, recorded and reviewed every day with every salesperson to pre-set targeted levels of shows. Base target being 2 appointments every day except days off. Results to be reported each day via the Intranet. Deals on the day & traffic reports

CHECK

Group Charts displayed prominently in the control environment and no more than 1 day out of date.

Attached to commission calculation monthly

Documents retained on Personnel file

Monthly report from Buyers

Daily diary reviews

Mystery Shops and periodic audit by GM

Intranet highlights lack of updates

ELEMENT

- 🏆 Daily counselling, training and motivation for each sales-person reflective of their needs is the norm. Refreshers on motivation and “Train the Trainer” sessions are pre-booked for several times each year informal training sessions.
- 🏆 Stock mapping is a weekly exercise with management able to demonstrate changed inventory as a result.
- 🏆 Appointments by way of sets, shows and deals to be reported daily at close of play via the intranet. Ditto New and Used deals.
- 🏆 Compare stock by SIV (adjusted for VAT qualifiers etc) monthly within 1 week of the beginning of the month to current CAP, either by proper use of CAP codes and drawing data from internal reports and the Intranet, or by way of a manual report.
- 🏆 Maintain cover from at least one manager physically present on site during all hours of opening.
- 🏆 Maintain the demonstrator and company car fleet reflective of market demand both in terms of model and specification together with mix and price.

CHECK

Keep records in the prescribed format

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Establish CAP code efficiencies sufficient for reporting to be automatic or keep records in the prescribed format

Routine check of fleet mix to sales history

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