



- 🏆 Only hire the very best people, be a top payer but pay on performance - Make the decision on every hire – never cut corners on recruitment – always hire for attitude and do everything you can to promote low staff turnover – create a sense of well-being in the team; always be consistent, predictable and fair – make clear what you expect and inspect what you expect – every day try to catch people out doing something right – what gets rewarded gets repeated. Find a way to put some fun in the job
- 🏆 Invest in the best management information systems you can afford thereby separating the irrelevant many from the vital few – establish a dash board and share it with your team
- 🏆 Assess the DOC (daily operating control) every evening before you leave – start the day discussing exactly what action to take on any variance; constant detailed planning and meticulous implementation – relentless, daily attention. Break up the requirement and spread the task across the whole team – look for personal commitment to achieve a fixed result each day rather than waiting until the end of the week or worse; end of the month
- 🏆 Present your stock impeccably, price it competitively and keep on top of your stock – make stocking decisions a science rather than a dump for part-exchanges. Dress your new car stock and get involved in the wholesale rather than allowing auto-allocation. Fully utilise the internet to widen your market – be at the front of web selling techniques such as photographs, full and detailed spec, video presentations, interactive and transactional offerings, portable web devices
- 🏆 Log absolutely every enquiry – follow up until they buy or die – invest in crm and sales systems – focus especially on contacting every enquiry that evening i.e. before they go to bed on the same day they called – keep up the attention especially in the first 10 days after the visit/enquiry. Finally – use “Good News” letters batched daily and sent to brick wall and overdue diary entry leads. Target shared responsibility for the creation of footfall – salespeople match each walk-in with a created appointment – use the power of leagues
- 🏆 Give Hero Cars (mileagy, aged or lemon spec) prime spot on site, side letter up with strongest offers, weekly payments; target salespeople inside their months target with an element of over-age/problem units – post-mortem lemons and find our why
- 🏆 Network with your local business community, use bulk fax, encourage local business communities to use your facilities for meetings and manage your fleet sales people like the rest of the sales team; targeted on appointments, phone calls, outside visits etc
- 🏆 Plan and schedule well in advance for Outside Displays: Supermarkets, Garden & Shopping Centre's, Health & Golf; test drive events – on-site events schedules – Ladies night, fashion show, bbq, offer to host business clubs etc - anybody who will take one basically!
- 🏆 Countdown Boards in all the managers offices, current position, expected, forecast, where do we need to be; who's doing what

- 🚩 Use finance companies for advance notice of end of term – fiancé, lease, pcp, motability – use this to pre-sell units and achieve a stronger repeat sale opportunity; ideal for website marketing before the unit arrives
- 🚩 Service Customers should on each visit be analysed for equity to change – a repair bill could substitute for a deposit on a new unit – try a small blackboard easel on service reception to attract customers to sales by name
- 🚩 Task every salesperson and especially the BM, to hand-write 2 letters every day to hand picked prospects (body copy to be agreed and quality checked before posting)
- 🚩 Establish minimum acceptable standards over time – those actions which everyone agrees should be achieved as a minimum
- 🚩 Get smarter about using the phone. Telephone appointment made and stuck to normally enjoy a 50% conversion rate - but what's your appointment fix rate and how much focus and effort goes into working the phone? Just about half our business originally comes in on the phone yet only 20% get a name, 5% get numbers and still around 12% buy. Generally on phone – stop giving all the info and get control by asking questions; “I’ll be happy to check on that for you,.....” Getting phone number - where are you calling from, home or work ? What's the number there? Price on the phone – what make, model, colour, upholstery, extras, service history, general condition 1-10; great, actually – i could have someone in mind for that - when can we have the car? If a salesperson can't or won't make outbound calls – barr them from taking inbound; they can't be good at incoming if they can't craft outgoing Conversion - walk-in who doesn't know you 20%; referral 40%; repeat owner 70%;but how proactive are we at getting referral and repeat owner visits? Desking deals etc
- 🚩 3 reasons not to buy – person, product, price - the 3 p's. Killer last question..... “If there was one thing which stopped you doing business with us today, what would that one thing be?”
- 🚩 Good meet and greet question “what would you like to achieve from your visit today ? E.g. If he says I'm not buying today – “that's fine i wouldn't necessarily expect you to ; what would you like to achieve from your visit here today ?” Because if you try to tell him that he “could miss out” etc at this stage; he'll dig his heels in
- 🚩 It's too dear – “by that do you mean that the selling price is too dear or is it the part-exchange value or the repayment that's bothering you, or is it the residual value or the running costs? Compared to what is it too dear? “
- 🚩 Time spent = obligation. If I don't know Freds a golfer or a Cyclist – how do I know to show him the boot or the folding back seat in a car or the storage and carrying capacity of a Motor Home?
- 🚩 Run “the man from the factory” on fully paid and aged stocks
- 🚩 Run aftersales exactly like sales – daily targets, accountability, dry wipe boards etc etc – value the aftersales team just as much as sales
- 🚩 Have Parts departments target aged inventory in exactly the same way as sales
- 🚩 Find a way to celebrate success, inject fun – accept that there is no failure; just feedback
- 🚩 We don't need any more people to talk to, we just need to get better at talking to them. Regarding Attitude; does a poor attitude sell cars ?