


DEALER PRINCIPALS / GENERAL MANAGERS

GETTING STARTED WITH DAILY GAMEPLAN

This is your dealership. And regardless of what happens, you are ultimately responsible for its success. While you are undoubtedly busy, take a few minutes to see how Daily Gameplan can help your store maximize its potential.

“Anticipate the difficult by managing the easy.” - Lao Tzu

COMPONENT	DATE	
<p>Take 15 to 20 minutes to review the Daily Gameplan planner (for salespeople) and the Coach’s Playbook planner (for sales managers). Explanations of each component can be viewed on pages 2 and 3 of the planners as well as on each yellow tab. You may also view samples and videos on our Learning Center at DailyGameplan.com.</p>	ASAP	<input type="checkbox"/>
<p>Explain the Daily Gameplan sales processes you plan to put into place at the sales manager meeting. Make sure that everyone is on board and knows what is expected of them.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Assign “accountability teams” to each sales manager. There should be no more than 5 to 8 salespeople for any one manager. The salespeople should be on the same schedule as the assigned sales manager.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Have each sales manager schedule 2 to 3 one-on-one sessions with each of their salespeople per week. The main goal of each session is to find hot prospects and convert them into appointments.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Add an appointment board to your sales meeting area. The board should be complete before the salesperson’s kick-off meeting and should include the following columns: Date, Customer, Salesperson, Vehicle, Confirmed by, Showed, Sold.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Layout the agenda for the sales team meeting. Assign a sales manager to lead the Daily Gameplan kick-off meeting for the salespeople.</p>	Manager’s Kick-off Meeting	<input type="checkbox"/>
<p>Create an inspection process where you use Daily Gameplan to monitor your salespeople and sales managers, make suggestions for improvement, and outline objectives.</p>	Each Week	<input type="checkbox"/>