

DAILY SUCCESS TIPS

- 1. LEAVE ANY PROBLEMS AT THE CURB.** Stuff happens, to everyone, but you have to leave it at the curb, or you won't be effective and then everything gets worse.
- 2. Do YOUR "GOOD MORNING" WALK THROUGH THE DEALERSHIP.** Get to work 15 or 20 minutes before your shift and say "hello" to everyone in **every** department.
- 3. WALK THE LOT IMMEDIATELY.** Your inventory changes every day (or at least it moves around a lot) and you have to know what you have and where it's parked.
- 4. Review YOUR GOALS, ALL OF THEM.** The quickest way to get what you want is to maintain your focus and work your plan. Goals get you there quick! **8 - 5 - 3 - 1**
- 5. CHECK YOUR APPOINTMENTS.** Check your appointments for the day and any other "To Do's" or priorities you needed to get done today.
- 6. Next, GO THROUGH YOUR ACTIVE PROSPECT.** Look through every opportunity you have on file and call every one of them.
- 7. Practice Drill and Rehearse** Role Play with your Manager, Peers, Every day. Practice in the mirror at home. And don't forget to smile!
- 8. CALL YOUR SOLD CUSTOMERS.** (Call each one every 90 days.) Do some math to find out how many you need to call each day. If you call 5 a day x 25 working days, you'll contact 125 a month, or 375 every quarter. If you only have 375 sold customers, that's fine, but if you have 750, you'll need to contact 10 a day instead.
- 9. PROSPECT - CALL OR SEE PERSONALLY AT LEAST 8 NEW WARM PROSPECTS. 8 - 5 - 3 - 1 (8 Prospects - 5 Appointments - 3 Shows - 1 Sold)** Orphan owners, **service customers**, lists, etc. If you keep the pipeline full of contacts, you'll always have sales working and you'll always be busy selling cars.
- 10. MAKE SURE THAT YOU TRACK EVERYTHING YOU DO EACH DAY.** How many phone calls, how many actual contacts from those calls, how many appointments, how many show up, how many walk-in customers, etc. (check your CRM/planner).
- 11. MAKE SURE THAT YOU ARE DOING SOMETHING EVERY MINUTE** of your selling day that has to do with selling a car NOW or in the future. You are not at work to make friends with the other salespeople; you are at work to earn a living.
- 12. STAY AWAY FROM ALL THOSE AVERAGE SALESPEOPLE BEFORE IT RUBS OFF ON YOU!**
- 13. LEVERAGE SOCIAL MEDIA, It's FREE!** check with your managers and your company policy, first. Post consistently daily, use video (**Ask me How!**), New Vehicle and New Fresh Trade In's arrivals, One or two Feature/Benefit items (How to's), Deal of the Day. *Educate, Inform or Entertain are the only 3 things to do with video posts!*
- 14. WRITE THIS QUESTION ON A CARD, CARRY IT IN YOUR POCKET AND READ IT OFTEN**

"WHAT AM I DOING RIGHT NOW, TO CREATE BUSINESS?"

