Best Practices for **Sales Management**

DealerSocket®
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Developing Great Processes

What Are Your Expectations?

If I told you that one of your sales people entered 20 new prospects and made 50 phone calls for a one month period, would you know what to think? Is this acceptable performance? None of the reports in DealerSocket will tell you if a sales person is doing "good" or "bad." The reports just give you the numbers and leave it up to you to make the call. That's why it's important for you to develop standards and expectations. How many appointments should a sales person have per month? How many phone calls should the BDC make per month? What percentage of to-dos should each sales person be completing per week? Our consultants can give you an idea of what an employee should be able to do, but in the end it's up to you to form your own expectations.

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Share Your Expectations

Once you've come up with a few goals or expectations, you need to communicate to your employees. It's a good idea to assign a time-frame to your expectation – "Our goal this month is to have each sales person capture 30 eMail addresses." Make sure each person knows what this means and how they can achieve it. It's a great idea to tell your employees "why" your expectation is important. "Capturing eMail addresses will decrease our long term marketing expenses dramatically."

Inspect What You Expect

Everyone has heard this expression before. The reason we hear it so often is because it's true and it works. Once you know of what you expect your employees to accomplish, you need to use the reports in DealerSocket to measure their performance.

Developing Great Processes

Incentives, Penalties, and Managerial Pressure

After you measure performance you need to communicate the result and either congratulate or coach. People respond to incentives. If employees know there is a consequence (good or bad) affixed to your goal, they are more likely to respond. Some dealerships base bonuses on their DealerSocket goals. Incent what you expect!

Still other dealerships believe that doing work in DealerSocket is simply an employee's job. Rather than giving the sales people bonuses the managers simply enforce usage among the sales people. This too is an excellent motivator.

You know your dealership best. Come up with a good way to communicate to the employees whether or not they're meeting your expectations.

By consistently forming realistic expectations, communicating those expectations to the employees, using the DealerSocket reports to inspect what you expect, and holding the sales people accountable, you will develop great processes and achieve your goals.

Additional Training Support with Carmind.com

With DealerSocket, you have the tools to make deals happen, rather than wait for deals to happen. With your processes in place, your staff will have more opportunities to sell cars. How your dealership chooses to act on those opportunities is largely up to sales management and the culture you create inside your dealership.

If you feel your staff is still not capitalizing on the opportunities in front of them, you may consider our NEW web-based training curriculum, Carmind. It features high-production training videos and quizzes, which will train and condition your staff on everyday sales scenarios – from the Meet & Greet to Landing on the Right Car, all the way to Waiting for Delivery. It also offers advanced courses in areas such as Time Management, Psychology of Difficult Clients, and Negotiation.

The combination of a selling opportunity with the right skills will enable goal achievement.

Example Processes

Entering New Prospects

EXPECTATION	INSPECTION
Fresh-ups: Every prospect logged accurately inside DealerSocket. Sales Reps log 30 new prospects/month	**Daily:** Desk Log - Vehicle attached, eMail captured, notes added **Daily:** Sales Checkout **Monthly:** Sales OTDB and Sales Checkout
Weekly eMail Capture Rate: 33%	**Daily:** Desk Log **Weekly:** eMail Capture Report **Monthly:** DealerSocket Strategic Review
Manager calls each HOT prospect	**Daily:** Custom filter for events ranked as HOT.

Completing Follow-up

EXPECTATION	INSPECTION
Managed To-Do's: 80%	**Daily:** Sales Checkout **Monthly:** DealerSocket Strategic Review
Appointments / Month: 15 **Calls / Month:** 150	**Daily:** Sales Checkout **Weekly:** Sales Checkout by Date Range
Web lead Response Time: < 1 Hour All internet appointments set and confirmed	**Weekly:** Response Time by Rep Report **Daily:** Sales Console Appointment Report

Managing the Pipeline

EXPECTATION	INSPECTION
Reps should not have over 100 open events	**Weekly:** LoSales Pipeline (Age/Updated) **Monthly:** DealerSocket Strategic Review
Manager reviews lost deals	**Daily:** Sales Checkout (Click on "Lost" bar graph) **Business Rule:** Lost Prospect Manager Review
Deals don't go untouched for more than 14 Days	**Business Rule:** 14 day update your event
All deals are reconciled to the DMS	**Weekly:** Reconcile sales to stage 4

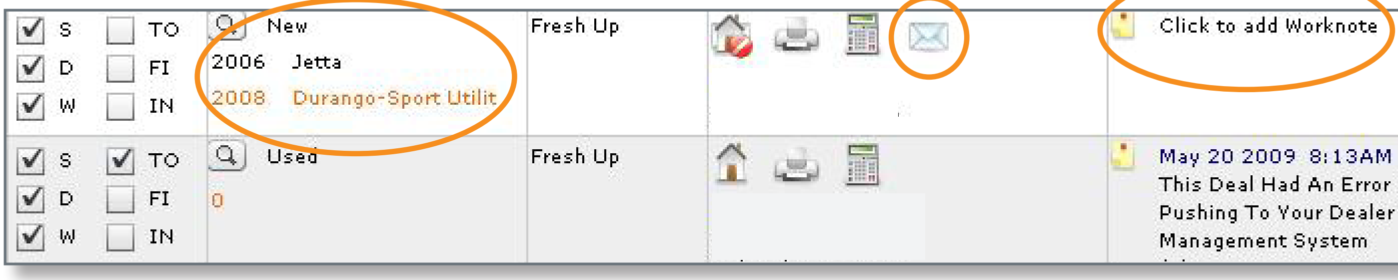
Marketing

EXPECTATION	INSPECTION
1 marketing blast / month through ListBuilder	**Monthly:** eMail tracking by document report **Monthly:** MoneyMaker

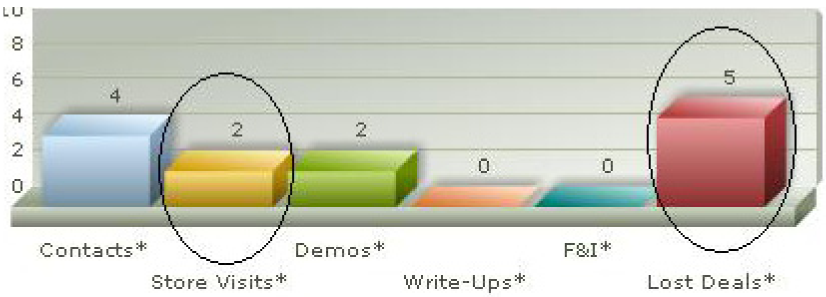
Entering New Prospects

Throughout The Day | **Desk Log**

Desk Log: Each customer in a store visit status or higher will appear in the desk log. From there, you can verify that each store visit customer has an eMail address and a vehicle attached to each record. Most importantly, the notes should be thorough and conclude with a resolution: Customer did not buy because...?



Daily One-on-One | **Daily Checkout**



Hold One on One's with Daily Check-out Report: This is the best way to hold your staff accountable for entering prospects. Managers have success when they review Store Visits and Lost Prospects. Each bar graph links to the Sales Tracking Report for a more in depth review. What's the next step with the prospect?

3 Records Returned

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Work Notes	Date	Name	Stock No.	Vehicle	Sales Type	Contact	Visit	Demo	Write Up	F&I	Sold	Lost	Turn	BBack	Close Date	Assign To	BDC Assign To	Source	Marketing	Home Number	WK/Cell Number	Aging Days	ToDos
	02/17/10 10:12 AM			2010 Touareg	N	1	1	1							Next 7 Days			Fresh Up		(612) 910-1053	(612) 910-1053	0	
	02/17/10 10:08 AM			2010	N	1	1	1							Next 2 Months			Fresh Up			(651) 341-7610	0	

Once-a-Month | **Sales OTDB**

Sales OTDB Report: The Sold/Visits column is very instructive. Make sure this percentage reflects an accurate representation of the sales persons actual closing percentage. If the number is too high, you know he/she is not putting in all their ups, and you are losing valuable opportunities.

Salesperson	Contacts	Sold	Store Visits	Sold/ Visits	Demo	Demo/ Contacts	Write -Up	W-U/ Demo	Sold/ W-U	W-U/ Contacts	Turn	Turn/ Contacts	Be Back	Appt Sched	Appt Show	S
	16	6.0	16	38%	12	75%	9	75%	67%	56%	0	0	0	1	1	1
	103	57.0	88	65%	78	76%	68	87%	84%	66%	0	0	4	23	12	5
	10	10.0	10	100%	10	100%	10	100%	100%	100%	0	0	0	0	0	
	161	87.0	105	83%	97	60%	84	87%	104%	52%	0	0	8	56	41	7

Completing Follow-up

Beginning of the Day | **Sales Console**

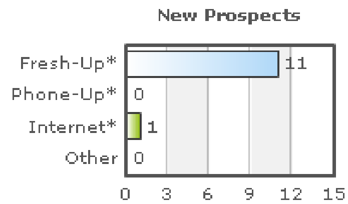
Sales Console: Look at the appointment report as you start each day. Click on the "Scheduled" appointments, and make sure each appointment is marked as "Confirmed" in advance. This is particularly important with Internet customers because they may not be familiar with your store. Also, look at upcoming appointments in the "Next 72 Hours".

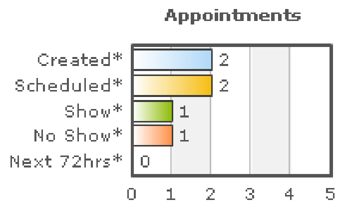
Daily One-on-One | **Daily Checkout Report**

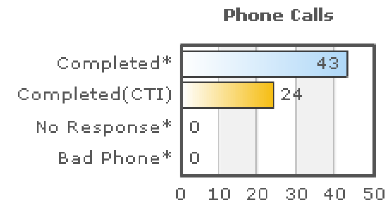
Daily Check-out: By using the Daily Checkout Report, you will see any to-dos your employee has not completed. Hold them accountable before they leave your dealership. Spot check notes to make sure they are not just "going through the motions". They should only get credit for deals if they are following the dealership process. Use the checklights to indicate the reps performace for the day. Red: did not meet expectations. Yellow: Met expectations. Green: Exceeded expecations.

Once-a-Week | **Daily Checkout Report**

Daily Check-out: At the end of the week, review weekly goals. The sales checkout (put in a date range) will show prospects logged, appointment results, and phone calls completed. Make sure your sales people are meeting the expectations you set.







Once-a-Month | **Strategic Review**

Strategic Review: Each month your DealerSocket Representative will review how well you are doing at managing your to-dos. The goal is at least 80%.

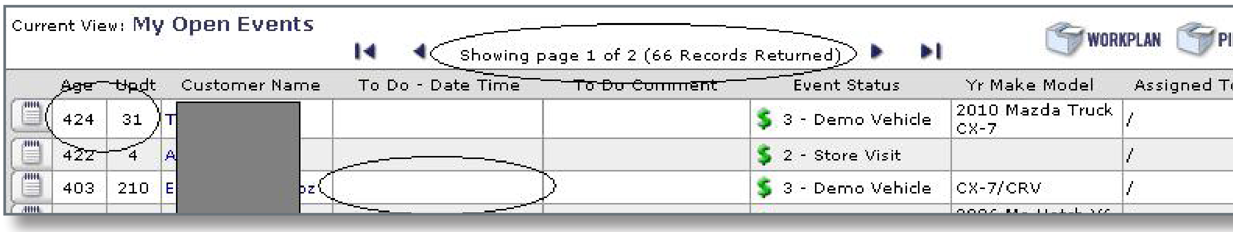
Status	Dec	
Completed	6529	94%
Skipped	159	2%
Other Status	33	0%
Open	135	2%
Incomplete	92	1%
Total	6948	

% Managed	97%

Managing the Sales Pipeline

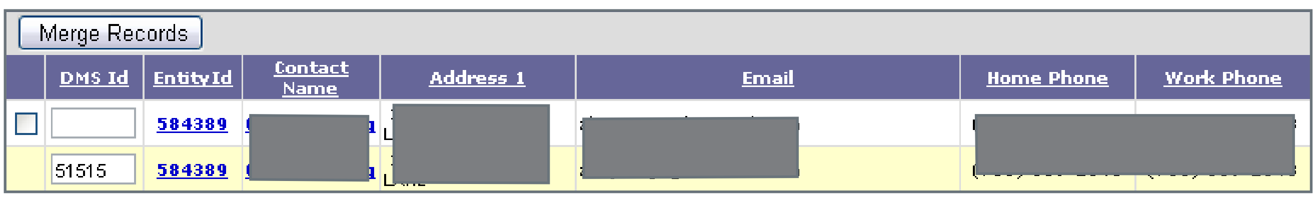
Daily One-on-One | **Open Events**

Open Events: To make sure your sales staff are managing their pipelines, look at their open events during one on ones. Focus on 4 things: [1] Hot Prospects (Which are the reps hottest deals? A to-do should be attached. [2] Age/Updated Column (How old are the deals? Are they active?) [3] Records Returned (DealerSocket shows 50 deals at a time. Generally, they shouldn't have multiple pages of Open Events. [4] Lost Events (Move the deal to Lost if necessary.)



Once-a-week | **Reconcile Sales to Stage 4**

Reconcile Sales to Stage 4: Not every prospect merges with the Sold Deal from the DMS. If they don't merge, the DealerSocket deal will be stuck in Pending F&I status. These must be reconciled in the Admin Menu of DealerSocket. (Paste the DMS deal # into the prospect with no Deal #, check the box, and click Merge Records).



Once-a-Month | **Strategic Review & Sales Pipeline Report**

Daily Check-out: Your DealerSocket Rep will give you a brief overview of what your sales pipeline looks like. It is up to move prospects through the pipeline and update the status. Use the "Sales Pipeline" report to make sure you are capitalizing on each prospect. This is where you will find deals.

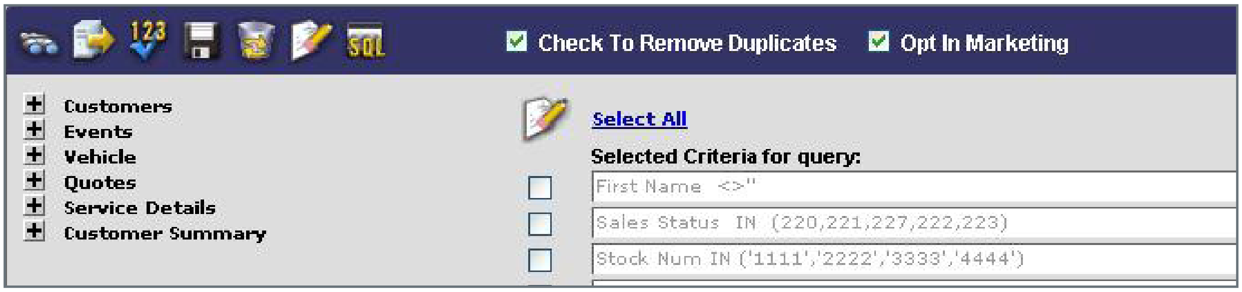
Status	Dec	%
Unqualified	141	22%
Contacted	376	58%
Store Visit	29	5%
Demo	79	12%
Write-Up	9	1%
Pending F&I	9	1%
Total	643	

Business Rules & **Custom Filters**

Update Your Event Rule: Creates a to-do for the sales rep if they have not updated their record for 14 days.
Pending F&I Rule: If a deal stays in "Pending F&I" status for more than 5 days, DealerSocket can create a to-do for a sales or finance manager to verify why the deal is still pending.
Custom Filters: You can create custom filters to help manage the pipeline. For example, some managers have a custom filter for all prospects marked with a ranking of "Hot" AND a close date of "24 Hours" or "Next 7 Days". The manager can review hot prospects one by one with the sales person and get involved if necessary to close the deal.

Once-a-Month | **ListBuilder**

ListBuilder: Build targeted lists of prospects/customers you would like to market to. Narrow your marketing to lists of 100 - 500 customers. You can do 3 things with these lists: 1. Email Blast; 2. Enroll Customers in a call campaign; 3. Export the list to excel



Once-a-Month | eMail Tracking by Document

eMail Tracking Report: Track your eMail open rates

16 Records Returned

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Document Name	Count	Unique Opens	Percent Opened	Bounced	Percent Bounced	Spam	Percent Spam	Source
$4.95 Battery Life Test	2434	311	12.78%	94	3.86%	0	0.00%	List Builder
The Best Used Cars	820	101	12.32%	20	2.44%	0	0.00%	List Builder
Closed RO E-Survey	734	236	32.15%	0	0.00%	0	0.00%	Campaign Manager
New Prospect Follow Up Email	220	23	10.45%	0	0.00%	0	0.00%	Campaign Manager

ListBuilder Ideas
Unsold **Prospects**

- Vehicle Price Reduction
- Special Financing
- Seasonal/Holiday Discounts
- Manufacturer Promotions
- Rebates/Dealer Cash
- Prospects interested in leasing
- Lost prospect to Competitor
- Lost Decided to Wait
- Lost Internet Leads - New Specials
- Monthly Incentives
- Tent Sales
- Hot Prospect Lists
- Serviced but Never Sold

ListBuilder Ideas
Sold **Customers**

- New Car Sold - No Aftermarkets
- Truck Month Promotion
- New Model Promotion
- We Want Your Trade
- Birthday Month Specials
- New Owner Events
- Lease Term End
- Customer Loyalty
- Newsletters
- Finance Term End
- Used vehicles with X miles
- Staff Changes
- Rewards programs

ListBuilder Ideas
Service

- No Extended Warranty
- Vehicle not serviced in X months
- Vehicle Sold but not Serviced
- Service Coupons
- Follow up on specific Op Codes
- Vehicles with X miles
- Customer spent X dollars/RO
- Warranty Customers
- CP Customers
- Declined Service
- Estimated Mileage Reminders
- Seasonal Coupons
- Bought Elsewhere Service Intro

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