

Garry Ely

Douglass Subaru

Class #349

Current Situation: Sales Meetings are not as Effective as they could be and take too long time wise.

Overall Objective: Make morning sales meetings more impactful and no longer than 15 minutes.

Specific desired results: By making changes to the morning sales meeting, sales people will have a more productive 15 minutes than we currently have in 30 to 45 minutes. Spending only the first 5 minutes on things considered housekeeping and the other 10 minutes on individual achievements, daily objectives, and spiffs. Salespeople walk out of the meeting feeling motivated and not beat down or sluggish.

Action Plan

-Meet with sales and Finance manager to outline and establish plan. This will be done on Monday October 14th.

-In Monday's sales meeting, salespeople will be notified of the changes, and told the meetings will start promptly at 9:00 starting Tuesday October 15th.

-Manager meetings will start first every morning at 8:30 and finish by 8:55.

-Sales meeting will start every morning at 9:00 sharp.

-After the first week anyone not on time will not be allowed in the meeting and will miss any spiff opportunities for the day.

-Each manager will have a certain day that they are responsible for the objective and spiff of the day.

-Twice a week a salesperson will have a portion of the meeting where they will speak on a particular step in the sales process.

-By the end of week two I want to see everyone in the meetings on time and people taking their portion of the weekly meeting seriously by being prepared and ready.

-Train sales people on what is expected on their portion and show by example what is expected and how to present in a certain time frame.

-By the end of week 3 I want the meetings to follow the vision set forth on 10/14/2019.

Key Personnel: Garry Ely General Manager

Shawn Dayton Sales Manager

Brian Mehta Sales Manager

Traci Douglas Finance Manager

Sponsor -Levi Douglass Owner

Spoke with owner while sitting at the airport leaving week 5 Nada academy. Explained to him how I felt after the week that our current meetings were not effective or working and how I learned that a couple of small changes could get a completely different desired result.