

**Current situation or challenge you want to address: (must be quantifiable)**

- Sales meetings are terrible. Seems to be a negative meeting with little to no engagement. We do the same thing every day and have lost the attention of fellow managers and sales staff. People are late, on their phones. Managers use it as an opportunity to beat down the staff and only talk about boring house cleaning items.

**Overall Objective and Specific Desired Results:**

- Have sales meetings that the staff get excited about attending. Positive ones  
and make everyone feel they took something away.
- Punctual, well attended, productive, positive, and engaged daily sales meetings.

**Describe your action plan in detail (be specific and include before and after Measurements**

- Our action plan before this has honestly just been winging it. Covering house cleaning items and yelling about something negative. Once a week, we would do some productive training during the meeting, but otherwise, it was to update the sales board and complain about parking trades. Staff would be playing on their phones, show up late, be eating breakfast, etc.... during the meetings.

Now we have a printed daily agenda to go over. The plan helps us stay on track, keep our meetings productive and short. We now have regular training items that require staff to be engaged. We adjusted our meeting times to allow both the early and late shifts to attend. We have created digital quizzes with prizes attached to the winners. It's a no phone, no interruption, doors locked at meeting time. We avoid discussing negative topics and keep the meetings very positive and short to keep the staff's focus and start the day off in the right mindset.

**Timeline:**

Describe specific short term and long-term checkpoints to monitor progress

- Short Term Checkpoints
  - Focus on Daily agenda
  - Share Agenda with upper management
  - Once approved address with managers
- Long Term Checkpoints

Challenge yourself to come up with new ideas  
Introduced Kahootz, additional content, monotonous.  
Overall attitudes

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal.  
Address required coaching, training and/or consequences (PINO, Gain, Pain). Include timelines / Accountability / Monitoring process

a. Who:

Upper Management  
GM  
Sales Manager  
F&I Manager  
Salesperson

b. What:

Accountability, from top down.  
Culture  
Processes

c. By When:

March 1<sup>st</sup> 2020

d. How:

GM has daily meetings prior to sales meetings to discuss agendas. GM's have weekly meetings with upper management to ensure your operational practices are being conveyed from the top down.