

ACTION PLAN

What will you do differently as a result of what you learned in this section? I will increase the amount of phone skills/training on a monthly basis.

What will be the benefits of making these changes? What will the consequences be if you don't do anything differently? The benefits are huge! From increasing customer show rates, to increasing new and used sales to increasing finance opportunities, to increasing service business, to growing Units In Operation, more trades, happier and more productive sales consultants to ultimately more money to the bottom line!!

What obstacles might you encounter and how can you overcome them? I firmly believe that I will get zero resistance from my sales staff in this area. They all taught and believe that...the more we sweat in training, the less we bleed on the battlefield.

Identify your first steps and the people who can help you with them. The first thing I'll do is to have a friend/one of my kids mystery shop each and every one of my 6 salespeople. I'll make sure that the conversations are recorded. Secondly, I will let them hear how they sound/listen to the call and I will ask them, "Would you buy from this guy?" Why and why not. After all calls are done and heard, I will hold a weekly training session based around the utilization of phones and how to handle incoming and outgoing sales calls. When complete, I will administer a written phone/sales process.