

# Departmental Action Plan Template

Student Name: **Larry Kropff - Jones Toyota**

Class & Student Number: **NADA - 325**

Academy Week (Var II):

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

(Homework modules assigned)

The way we interact with customers thru internet lead inquiries on used and new cars. The word tract, the 2nd or 3rd different appointment options on the ¼ hour, the statement about having a buyer/appraiser standing by also at that time frame.

Overall Objective and Specific Desired Results:

To improve leads response after the leads comes into the store, to increase appointment set and to increase appointment ultimately appointments shown and sold. We are looking for a 10% increase by the end of January.

Describe your action plan in detail (be specific and include before and after measurements)

Monitor leads generated everyday by store / franchise and also by individual. Email out to everyone in our facility by store the following #, coming into each store, # of appointments, set, and appointments shown, finally appointments, converted and Sold.

Measurements of individual sales persons will put the peer pressure aspect out there to.

I reached out to Jenifer when I got back from class she sent us some call scripts and phone log verbiage for us to put in place with key word such as the 3 appointment times appraisal appointment we have more inventory than what is currently shown and ultimately distinguish our company from anyone else basically, if I am comparing it to fixed ops were presenting the menu and the feature and benefit of why buy here. See attached forms...

## Timeline:

Describe specific short term and long term checkpoints to monitor progress January 2<sup>ND</sup> Start measuring and tracking all incoming leads and there conversions to appointments and the shown appointments to sold.

January 3<sup>rd</sup> work with corporate trainer to implement Jenifer's strategy from class, she emailed me some information to use.

Mandatory training for phone and in person with all sales people, role play is a must. Ideally reading the provided script.

## 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:
- b. What:
- c. By When:
- d. How:

The buy in starts at the top, once the owners heard about Jenifer and saw her video they offered to me the funds to even bring her to our store if we feel that should happen which was great I advised let's do the in house portion first monitor the results for 30 days

and if we feel that she should come, then we will go to the next level.

Relook at everything check month over month data February 2<sup>nd</sup>.

Meet with all managers and get their input on the ups and downs of how everything is moving forward meet with any sales people that are falling short of their numbers and goals, sometimes the older more seasoned sales person is the hardest to get done. It will not be open for discussion once we have all agreed this is the right way to handle the new type of buyers we deal with every day, the training by the manufacturers for the new models must be done and kept up to date. When a lead comes in and if we are lucky enough to get them on the phone, we must be like the "BOOK OF KNOWLEDGE" and get them into the store. The sales staff must know what they are talking about.

*Example:* Towing capacity; overall length, Bluetooth, eyesight, etc.

### Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

It was very short we used the video from class assignment to help seal the deal. We couldn't wait to get back to start this one. I will let you know how it goes if we do bring Jen to our stores.

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## Inbound Phone Call Guide



Thank you so much for holding, this is <Your name> and who am I speaking with? OR Thank you for calling <Dealership name>, this is <Your name> and with whom do I have the pleasure of speaking with?

- Are you calling for Service, Parts or Sales?
- Are you researching both new and pre-owned options?
- Which model most interests you?
- Are you looking at this vehicle online right now? Which site is that?
- Do you have a stock number?

Let me check on some available options for you to take a look at, hang on for me...

<Customer name>, while we wait, again my name is <Your name> and I will be taking care of assisting you so that you know all options since not every vehicle is listed online. I do want to make sure we make the best use of your time. I will locate options and arrange to have at least one pulled from inventory, cleaned, gassed and ready to show you. I have some vehicles up on my screen now...

- Have you had the opportunity to drive anything yet?

If you have some flexibility on colors, options even new and preowned, I can pinpoint several options for you because again, often times we have more than what is showing online.

- Are you familiar with <Dealership name>? <Explain a couple competitive advantages>
- <Identify hot buttons, deal breakers, flexibility>

I am noting everything you are sharing with me so that no time is lost and we can pick up where we leave off on next contact. also want to be sure my team here can read what is important to you again so we make the best use of your time. Let me save this information now...

If you would like to get a legitimate offer on your vehicle, I can schedule a buyer to be on property at a specific time so you get that within 20 minutes or less.

- Would you like that?

Speaking of schedules, let's get you confirmed on our schedule. I will block off about an hour so that my team and myself can get everything ready in advance.

- Do you have time today or is tomorrow better for you? -Offer two dates and times (15's and 45's)
- Would it be OK to text you my contact info?
- Do you have an iPhone - I can text you a pin so you know exactly how to get here.
- I will also recap our conversation so you can double check I heard you correctly and email you.
- Is your email still <email@\_\_.com> OK, thank you.
- I will get that out to you in the next 30 minutes.
- OK I have scheduled and blocked off one hour prior to <Appointment time> so we can have a vehicle all ready for you!
- Confirm date and time - Thank you!
- If you would just text me when you are on the way, i will do my best to get outside and get the car running and cooled/heated

<b>Customer Name:</b>	<b>Date:</b>
<b>Step One: Introduction</b>	<b>Distinguish Yourself/Get Leadership</b>
New/ Used/ CPO?	
Year – Make-Model?	
What brands have you been researching?	
What vehicles have you driven so far?	
Have you ever owned a <Make> before?	
What are you driving now?	
Have you been to this dealership?	
Are you local? (Location: City)	
Check Up-to-date Inventory	<b>More inventory than what's showing online!</b>
<b>Step Two: Value in You and Car Buying Experience</b>	<b>Set Expectations of Visit/Gain commitment to meeting</b>
Work with team, facilitating visit, want all to go nice and smooth, VIP visit	
Block off 1-hour prep, pulled from inventory, rinsed, gassed, ready to sit in	<b>Help prospect to rule out options</b>
Sister campuses, parking garage, acres, = no waiting around!	
<b>Step Three: Review Vehicle</b>	<b>Identify flexibility, hot buttons, deal breakers</b>
Flexibility	
Hot Buttons	
Deal Breakers	
<b>Step Four: Tie Second Person to Meeting</b>	<b>Schedule Local Buyer / Set Up Meeting with Business Expert / Team Leader</b>
<b>Step Five: Set Appointment</b>	<b>Firm Date and Time, Email, Text, Address</b>
<b>Date/Time</b>	
<b>Other: Family, Occupation, etc.</b>	

# Module 8:

## Outbound Internet Phone Call - Part Five

### Huddle Meeting

- You have completed four of the five steps to this outbound phone call. It's time to set the appointment with the prospect by following several steps.
- Always set firm appointments with specific dates and times.
- As we move forward, each prospect should always receive an email confirmation from you, along with a text message.
- By close of business tomorrow, you need to watch the next video. It will teach you how to set the appointment. Please login and complete.
- By following all of the steps, you will increase your appointments that show on time.
- I will listen to calls this week specifically listening for all the steps to be covered.
- Do you have any questions?

# Module 8: Outbound Internet Phone Call - Part Five

## Email

**Re: This weeks training video: Outbound Internet Phone Call - Part Five**

Please watch this weeks training module by close of business tomorrow.

It will show you how to set firm appointments by showcasing your customer service qualities and gaining respect for your time. You will learn several steps to setting the appointment as you transition from completing the trade/finance section.

When you use this approach, your appointments will understand how important this meeting is. They will even contact you when they are on their way. Just as you asked them to.

After you watch the video, you need to implement the steps into your phone calls right away.

I will be checking in with you this week to make sure that you include all of the steps.

# Module 8:

## Outbound Internet Phone Call - Part Five

### How's It Going Meeting

#### Discussion Questions

- Out of all the successful phone calls you made since watching the video, how many appointments have you set? Of those, how many did you use all 10 steps with?
- Do you feel that sending the appointment confirmation was beneficial? Why?
- How many appointment texts have you sent? Did anyone send a picture of their business card?
- Are there any steps that you felt were awkward or not necessary? Why?
- Have any of your appointments showed since the video training? <yes> Did they call when they were on their way? Did you meet them at their car? How did they react to you?
- Did you encounter any obstacles when setting the appointment? What happened? Would you change how you handled it?

## Module 8:

# Outbound Internet Phone Call - Part Five

## Coaching Tool

- **Prospect has an excuse for not setting appointment (wants to talk to someone else first):**

Promote asking if early or later in the week will be best for meeting. Then, set tentative appointment and ensure SP promises to email the suggested dates/times. SP schedules a follow up phone call (firm day/time) to confirm an appointment day and time.

- **Prospect requests a price first:**

You need a three step response 1) Agree with them, 2) Sell yourself, and 3) Transition with a question.

**Example:** “Yes, I will make sure I include that information in the folder I put together for our meeting. I have taken notes during this call and I know exactly what you are looking for. Just to recap, you said you wanted.....I will make sure I have a vehicle that closely matches this criteria up front and ready to show you along with the information you requested so you are never waiting around. Schedule appointment.

### **Still asks for price:**

Explain that it will take you at least one hour to prepare the information because you want to be sure you select the right vehicle, include another person to double check for accuracy and include all applicable discounts. Then, ask a closing question like, “Assuming I have the car at the right price, when will you be picking up your new car from me?”

- **Will not commit to a time:**

Explain the importance of time-savings and why scheduled meetings are important for everyone. Try to set the appointment again.

**Example:** “I really want to make sure you have a great experience at our dealership. It’s my job to make sure you have a set meeting so that we are always ready for you. It’s (hot/cold) outside and we don’t want you having to be outside for any amount of time looking for a car. Do you want to come in early in the day or is the evening better for you?”

- **Wants more information (additional vehicles, pictures):**

Agree to send information and set tentative appointment.

- **Doesn’t have transportation:**

Determine where they are located and if they know anyone that they can ask to bring them. If a train station is nearby, offer to pick them up. If within a reasonable distance, arrange to have them picked up.

## Module 8:

# Outbound Internet Phone Call - Part Five

## Role Play

- **Setting the appointment** - Play an easy customer that follows along so the SP can easily achieve each step.
- **Prospect asks for a price** - Help the SP with ways to overcome this and try again for the appointment.
- **Prospect will not commit to a time** - Show the SP how to explain the value of an appointment and the benefits then try and attempt the appointment again
- **Prospect wants more information before agreeing to set an appointment** - Ask SP to use the 3 part response and then set a tentative appointment with a firm follow up phone call date/time.
- **Prospect has transportation challenges** - Manager plays the SP role and attempts to find ways to overcome.

## Lead\_Close

## 1st week

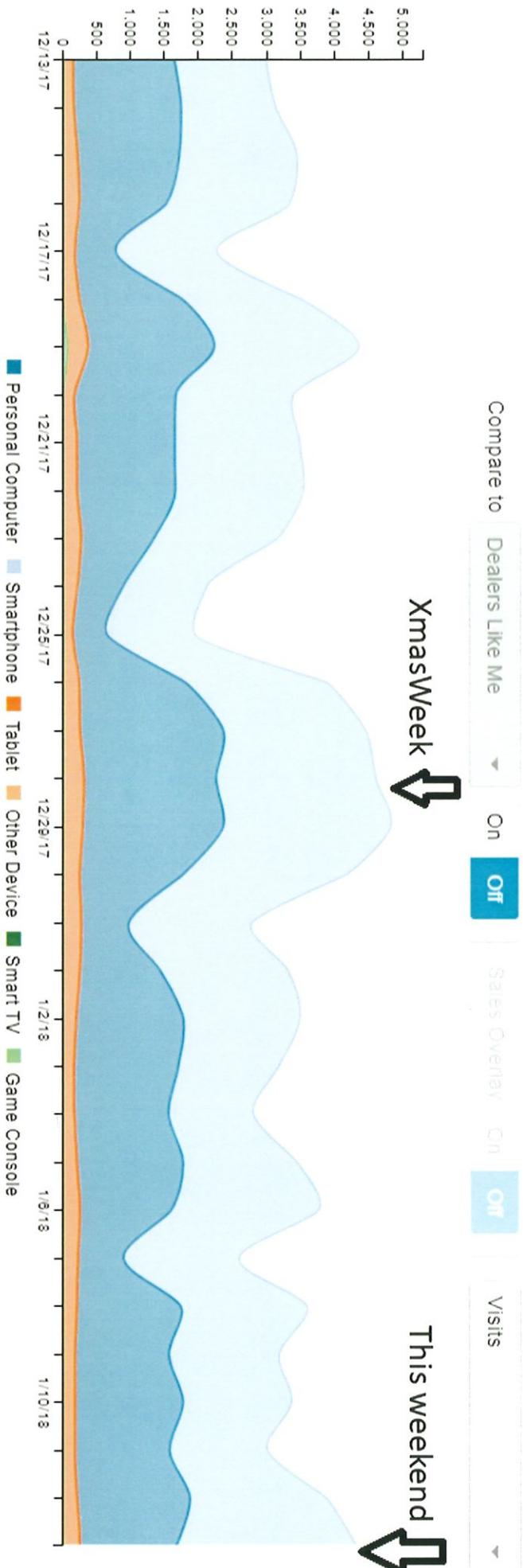
## Jan 18

## 1st week

## Jan-17

Company	Up Type	Leads	Appts Set	%Appt	ApptShown	\$Shown	Sold	Closing %	Leads	Appts Set	ApptShown	Sold	Closing %
<b>JONES GROUP</b>	<b>All Types</b>	<b>1198</b>	<b>194</b>	<b>16.19%</b>	<b>99</b>	<b>51.03%</b>	<b>150</b>	<b>12.52%</b>	<b>1132</b>	<b>257</b>	<b>148</b>	<b>121</b>	<b>10.69%</b>
	Campaign	131	7		2		2	1.53%	52	50	30	4	7.69%
	Internet Up	713	100		43		23	3.23%	764	110	60	29	3.80%
	Phone Up	119	60		33		20	16.81%	124	79	50	8	6.45%
	Showroom Up	235	27		21		105	44.68%	192	18	8	80	41.67%
<b>Hyundai</b>	<b>All Types</b>	<b>118</b>	<b>8</b>	<b>6.78%</b>	<b>5</b>	<b>62.50%</b>	<b>18</b>	<b>15.25%</b>	<b>92</b>	<b>9</b>	<b>3</b>	<b>14</b>	<b>15.22%</b>
	Campaign	0	0		0	0	0	0.00%	0	0	0	0	0.00%
	Internet Up	89	3		2		4	4.49%	72	7	2	5	6.94%
	Phone Up	7	3		2		1	14.29%	3	0	0	0	0.00%
	Showroom Up	22	2		1		13	59.09%	17	2	1	9	52.94%
<b>Nissan</b>	<b>All Types</b>	<b>196</b>	<b>19</b>	<b>9.69%</b>	<b>10</b>	<b>52.63%</b>	<b>17</b>	<b>8.67%</b>	<b>83</b>	<b>11</b>	<b>6</b>	<b>13</b>	<b>15.66%</b>
	Campaign	102	3		1		1	0.98%	1	2	2	1	100.00%
	Internet Up	53	11		7		3	5.66%	56	4	1	3	5.36%
	Phone Up	11	4		1		2	18.18%	7	3	2	3	42.86%
	Showroom Up	30	1		1		11	36.67%	19	2	1	6	31.58%
<b>Subaru</b>	<b>All Types</b>	<b>97</b>	<b>18</b>	<b>18.56%</b>	<b>12</b>	<b>66.67%</b>	<b>12</b>	<b>12.37%</b>	<b>93</b>	<b>11</b>	<b>8</b>	<b>15</b>	<b>16.13%</b>
	Campaign	4	0		0		1	25.00%	0	0	0	0	0.00%
	Internet Up	66	15		9		4	6.06%	65	6	5	6	9.23%
	Phone Up	3	1		0		1	33.33%	5	4	3	0	0.00%
	Showroom Up	24	2		3		6	25.00%	23	1	0	9	39.13%
<b>CDJR</b>	<b>All Types</b>	<b>108</b>	<b>31</b>	<b>28.70%</b>	<b>13</b>	<b>41.94%</b>	<b>12</b>	<b>11.11%</b>	<b>132</b>	<b>54</b>	<b>36</b>	<b>18</b>	<b>13.64%</b>
	Campaign	3	1		0		0	0.00%	23	22	16	0	0.00%
	Internet Up	55	16		7		4	7.27%	73	21	13	6	8.22%
	Phone Up	20	10		4		2	10.00%	12	6	6	1	8.33%
	Showroom Up	30	4		2		6	20.00%	24	5	1	11	45.83%
<b>KIA</b>	<b>All Types</b>	<b>148</b>	<b>28</b>	<b>18.92%</b>	<b>14</b>	<b>50.00%</b>	<b>11</b>	<b>7.43%</b>	<b>183</b>	<b>27</b>	<b>17</b>	<b>16</b>	<b>8.74%</b>
	Campaign	7	1		0		0	0.00%	0	0	0	0	0.00%
	Internet Up	103	15		4		0	0.00%	137	17	9	2	1.46%
	Phone Up	12	9		7		1	8.33%	12	9	7	1	8.33%
	Showroom Up	26	3		3		10	38.46%	34	1	1	13	38.24%
<b>Toyota</b>	<b>All Types</b>	<b>140</b>	<b>31</b>	<b>22.14%</b>	<b>17</b>	<b>54.84%</b>	<b>23</b>	<b>16.43%</b>	<b>212</b>	<b>47</b>	<b>26</b>	<b>26</b>	<b>12.26%</b>
	Campaign	15	2		1		0	0.00%	28	26	12	3	10.71%
	Internet Up	80	13		5		4	5.00%	124	8	6	6	4.84%
	Phone Up	16	8		6		6	37.50%	19	10	7	3	15.79%
	Showroom Up	29	8		5		13	44.83%	41	3	1	14	34.15%
<b>Superstore</b>	<b>All Types</b>	<b>391</b>	<b>59</b>	<b>15.09%</b>	<b>28</b>	<b>47.46%</b>	<b>57</b>	<b>14.58%</b>	<b>337</b>	<b>98</b>	<b>52</b>	<b>19</b>	<b>5.64%</b>
	Campaign	0	0		0	0	0	0.00%	0	0	0	0	0.00%
	Internet Up	267	27		9		4	1.50%	237	47	24	1	0.42%
	Phone Up	50	25		13		7	14.00%	66	47	25	0	0.00%
	Showroom Up	74	7		6		46	62.16%	34	4	3	18	52.94%

.....at Jones Junction..... **NOTE: Web hits for Jan 2<sup>nd</sup> weekend = Christmas Week..... Leads are breaking records = 6300 + targeted EOM**



# SALES PERSON SCORECARD 1/15/18

GREEN = 5 OR MORE SALES  
 YELLOW = 2-4 SALES  
 RED = 1 SALE AND BELOW

Salesperson	Store	Opportunities	Ups In Showroom	Appts Created	Appts Shown	Total Sold	Total Closing %
Washington, Ray	Nissan	37	10	4	4	12	32.40%
Flores, Jerry	Toyota	40	24	17	9	12	30.00%
Stender, Karl	Hyundai	61	11	8	4	8	13.10%
Smith, Athena	Used - TU	68	9	8	1	8	11.80%
DeHaven, Alex	Subaru	24	12	7	6	7	29.20%
Zacerous, Zach	Hyundai	54	5	4	3	7	12.00%
Ramos, Ramiro	Toyota	35	7	4	2	6	17.10%
Taylor, Wayne	Used - HU	54	12	12	6	6	11.10%
Whitley, CD	Hyundai	8	7	1	1	5	56.30%
Sumler, Anne	Used - HU	9	6	6	6	5	55.60%
Lonsdale, David	CDJR	12	9	9	4	5	41.70%
Harden, Joseph	Used - HU	26	9	11	7	5	19.20%
Monroe, Shawn	Toyota	25	5	5	0	5	18.00%
Hinder, Fred	Subaru	29	11	9	9	5	17.20%
Jones Jr, Larry	Toyota	32	7	6	2	5	14.10%
Taveras, Luis	Used - TU	48	5	6	3	5	12.50%
Disebastiano, Nick	Used - HU	76	6	13	3	5	6.60%
Lloyd, Rodnie	Hyundai	4	3	0	0	4	100.00%
Beall, Bart	Used - TU	7	4	0	0	4	57.10%
McClelland, Scott	Subaru	11	7	3	1	4	36.40%
Clemons, Will	Nissan	14	4	1	1	4	28.60%
Argentieri, David	Toyota	14	11	9	3	4	28.60%
Burns, John	Subaru	18	7	10	6	4	22.20%
Honkofsky, Jason	Toyota	20	14	9	8	4	20.00%
TRIPLETT, JOSEPH	Used - HU	40	4	5	1	4	10.00%
Moran, Randy	Used - HU	47	6	1	1	4	8.50%
Burgess, Scott	Used - TU	50	7	6	4	4	8.00%
RODRIGUEZ, ELIZABETH	Used - TU	55	8	19	3	4	7.30%
Kessler, Jeffrey	Kia	51	7	13	5	4	6.90%
Shaff, Stephen	Used - TU	60	8	15	8	4	6.70%
Huntley, Jerry	Kia	71	12	14	4	4	5.60%
El, Harry	Used - HU	4	3	1	1	3	75.00%
Newman, Paul	CDJR	6	6	3	2	3	41.70%

Granville, Carl	CDJR	7	4	6	4	3	35.70%
Major, Vance	Kia	11	6	2	1	3	27.30%
Girken, Mike	Hyundai	13	9	2	1	3	23.10%
Carr, Danyelle	Toyota	15	7	3	2	3	20.00%
WRENCHER, CHARLES	Kia	14	12	5	3	3	17.90%
Graham, William	CDJR	19	13	5	2	3	15.80%
Region, Jay	Nissan	22	5	1	0	3	13.60%
Styron, Ed	Used - HU	23	2	2	1	3	13.00%
Ruff, Jacob	Subaru	28	14	4	2	3	10.70%
Pagotto, Jen	Hyundai	102	8	14	6	3	5.90%
Davis, Meredith	Used - HU	55	12	17	8	3	5.50%
KUREK, SYDNIE	Used - HU	55	8	9	4	3	5.50%
Mohr, Zack	Nissan	69	4	7	2	3	4.30%
Stiff, David	Toyota	4	1	1	1	2	50.00%
Gray, Matt	CDJR	4	4	1	1	2	37.50%
Lyons, James	Hyundai	6	4	0	0	2	33.30%
Swick, Greg	CDJR	5	6	3	2	2	30.00%
Clark, Collin	CDJR	8	5	3	2	2	25.00%
Losin, Alan	Nissan	8	1	1	0	2	25.00%
Hagy, Jim	Used - HU	8	2	2	1	2	25.00%
TORRES, JOSUE	Nissan	10	2	0	0	2	20.00%
Sidebottom, D.J.	Subaru	10	6	3	2	2	20.00%
Nievod, Jeffrey	Nissan	12	6	0	0	2	16.70%
Sierra, Ian	CDJR	14	10	8	5	2	10.70%
Smith, Josh	Used - HU	29	5	5	3	2	6.90%
Boarman, Ralph	Toyota	37	1	1	0	2	5.40%
Smith, Candace	Kia	57	7	9	5	2	3.50%
MOORE, JEFF	Used - HU	56	7	7	3	2	2.70%
Barnes, Barry	CDJR	13	8	5	1	1	7.70%
Potter, Thomas	Hyundai	2	2	1	1	1	50.00%
George, Binda	Used - HU	2	1	0	0	1	50.00%
Johnson, Ken	CDJR	3	1	1	1	1	33.30%
Stipsak, Jon	CDJR	4	4	1	1	1	25.00%
Mach, Heather	Subaru	8	6	6	6	1	12.50%

Goggins, Nate	Toyota	8	6	1	1	1	12.50%
DAVIS, MICHAEL	Kia	10	5	1	1	1	10.00%
Burton, Scott	CDJR	11	7	4	3	1	9.10%
Dua, Mohan	Used - TU	11	6	1	0	1	9.10%
Cofield, Josh	Subaru	6	3	1	0	1	8.30%
Carr, Adula	Toyota	16	9	3	3	1	6.30%
Kim, Bong	Nissan	9	2	0	0	1	5.60%
Spooner, Alex	Toyota	11	1	1	1	1	4.50%
DONA, MARK	Toyota	24	3	2	2	1	4.20%
Zito, Nick	Used - HU	24	1	4	1	1	4.20%
Horsey, Marquis	Nissan	27	5	0	0	1	3.70%
Johnson, Robert	Kia	35	8	2	1	1	2.90%
Jones, Rob	Used - HU	37	6	6	5	1	2.70%
Koutek, Michael	Hyundai	2	1	0	0	0	1.00%
Bauer, Drew	CDJR	1	0	1	0	0	0.00%
Strzegowski, Aidan	Hyundai	1	0	0	0	0	0.00%
Bahena, Hoai	Kia	4	2	4	2	0	0.00%
Dennis, Markesha	Kia	66	10	21	10	0	0.00%
SAUNDERS, CIVONNA	Kia	51	7	11	6	0	0.00%
WALKER, TAKASHI	Kia	19	3	7	2	0	0.00%
Cabrera, Galo	Nissan	3	3	1	1	0	0.00%
Johnson, Jason	Nissan	28	1	1	1	0	0.00%
Kluttz, Michael	Nissan	2	1	0	0	0	0.00%
Moazzami, Fred	Nissan	1	0	0	0	0	0.00%
Oliver, Eric	Nissan	1	1	0	0	0	0.00%
Worthy, Walter	Nissan	4	1	2	0	0	0.00%
Boyd, William	Subaru	1	0	0	0	0	0.00%
Marcello, Jerry	Subaru	2	1	0	0	0	0.00%
Russo, Mike	Subaru	6	6	1	0	0	0.00%
Bohannon, Wayne	Toyota	1	1	1	0	0	0.00%
Gallo, John	Toyota	16	1	1	0	0	0.00%
Meyers, Amy	Toyota	1	0	0	0	0	0.00%
Christy, Bryan	Used - TU	8	0	0	0	0	0.00%
Wills, Rob	USED	16	1	3	0	0	0.00%

## Sales Department Stats

### Appointments Today

Subaru	6
CDJ	6
Kia	5
Toyota	4
Superstore	4
Hyundai	4
Toyota Used	2
Nissan	2
<b>Totals</b>	<b>33</b>

### Leads Yesterday

Superstore	38
Subaru	19
<b>KBB</b>	<b>18</b>
Hyundai	18
Toyota	18
Nissan	11
CDJ	9
Kia New	6
Kia Used	7
<b>Totals</b>	<b>144</b>

### Leads MTD

Superstore	489
<b>KBB</b>	<b>209</b>
Hyundai	208
Toyota	175
Subaru	151
Nissan	122
CDJ	111
Kia New	101
Kia Used	185
<b>Totals</b>	<b>1751</b>

### Email Capture Rate MTD

Hyundai	100.00%
Toyota	95.92%
Superstore	89.00%
Nissan	87.50%
CDJ	82.93%
Subaru	82.81%
Kia	68.52%
<b>Totals</b>	<b>87.55%</b>

Shown Appointments Yesterday				
STORE	APPTS	CONFIRMED	SHOWN	SHOWN%
Hyundai	3	0	0	0%
Nissan	6	1	4	67%
Subaru	4	1	2	50%
CDJR	9	2	6	67%
Superstore	21	5	15	72%
Kia	11	5	5	45%
Toyota	5	1	3	60%
<b>TOTAL</b>	<b>59</b>	<b>15</b>	<b>35</b>	<b>59%</b>

Service Appts With Equity	
Hyundai	2
Nissan	28
CDJR	20
Kia	15
Subaru	0
Toyota	20
<b>Total</b>	<b>85</b>

Aftermarket	
Nissan	\$11,773.00
CDJ	\$10,886.00
Toyota	\$10,526.00
Hyundai	\$7,141.00
Subaru	\$6,492.00
Kia	\$385.00
Superstore	\$0.00
Toyota Used	\$0.00
<b>Total</b>	<b>\$47,203.00</b>

UPS Yesterday	
Superstore	33
Toyota	17
Kia	14
Nissan	13
CDJ	9
Subaru	7
Hyundai	5
<b>Totals</b>	<b>98</b>

UPS Logged MTD	
Superstore	200
Toyota	137
Kia	122
CDJ	104
Subaru	100
Nissan	84
Hyundai	62
<b>Totals</b>	<b>809</b>

Calls Answered Yesterday		
	Amount Of Calls	Answer %
CDJ	24	95.80%
Toyota	25	92.00%
Nissan	27	100.00%
Hyundai	20	100.00%
Subaru	10	90.00%
Kia	21	76.20%
Toyota Used	19	94.70%
Superstore	44	97.70%
<b>Totals</b>	<b>190</b>	<b>94.20%</b>

Ally Deals MTD	
Nissan	
CDJ	
Subaru	
Kia	
Toyota	
Hyundai	
<b>Totals</b>	<b>0</b>

Podium Reviews - Ranked By Overall Score				
	Invites MTD	Reviews MTD	Overall Score	
Body Shop	0	0	4.5	
Hyundai	8	7	4.4	
Nissan	25	3	4.4	
Toyota	51	6	4.3	
Subaru	70	4	4.2	
Kia	0	6	4.0	
<b>Jones Junction</b>	<b>0</b>	<b>50</b>	<b>4.0</b>	
CDJ	0	18	3.9	
Jones Used	0	36	3.9	
Superstore	1	1	3.7	
<b>Totals</b>	<b>155</b>	<b>131</b>	<b>0.0</b>	

Google Reviews			Facebook Reviews		
	Score	Reviews		Score	Reviews
Superstore	4.8	51			
Body Shop	4.6	41	Subaru	4.6	25
Toyota	4.6	302	Toyota	4.1	79
Nissan	4.4	240	Nissan	4.0	45
Jones Used	4.3	78	<b>Jones Junction</b>	<b>3.7</b>	<b>398</b>
Subaru	4.2	132	Kia	3.6	84
CDJ	4.2	183	Hyundai	3.5	77
Kia	4.2	259	CDJ	2.5	24
Hyundai	4.1	175			
<b>Jones Junction</b>	<b>4.1</b>	<b>456</b>			
<b>Totals</b>	<b>0.0</b>	<b>1917</b>	<b>Totals</b>	<b>0.0</b>	<b>732</b>

## Service Department Stats

Service Dept Appts Today	
Toyota	113
Nissan	90
Hyundai	65
CDJ	60
Subaru	22
Kia	17
<b>Total</b>	<b>367</b>

Service Department RO's		
	Yesterday	MTD
Toyota	217	2046
Nissan	87	1170
Hyundai	119	1093
CDJ	160	1030
Subaru	98	801
Kia	56	622
<b>Totals</b>	<b>737</b>	<b>6762</b>

Lead\_Close      1st week      Jan 18      EOD 1/11/18      Jan 18

Company	Leads	Appts Set	%Appt	ApptShown	%Shown	Sold	Closing %	Leads	Appts Set	%Appt	ApptShown	%Shown	Sold	Closing %
JONES GROUP	1198	194	16.19%	99	51.03%	150	12.52%	2113	386	18.27%	177	45.85%	264	12.49%
Hyundai	118	8	6.78%	5	62.50%	18	15.25%	198	23	11.62%	12	52.17%	27	13.64%
Nissan	196	19	9.69%	10	52.63%	17	8.67%	333	33	9.91%	16	48.48%	23	6.91%
Subaru	97	18	18.56%	12	66.67%	12	12.37%	173	37	21.39%	21	56.76%	20	11.56%
CDJR	108	31	28.70%	13	41.94%	12	11.11%	164	45	27.44%	21	46.67%	20	12.20%
KIA	148	28	18.92%	14	50.00%	11	7.43%	297	64	21.55%	26	40.63%	24	8.08%
Toyota	140	31	22.14%	17	54.84%	23	16.43%	240	49	20.42%	25	51.02%	36	15.00%
Superstore	391	59	15.09%	28	47.46%	57	14.58%	708	135	19.07%	56	41.48%	114	16.10%

LEGEND



PROJ EOM LEADS

6550

1/1/2017 Results

Leads	Sold	New	Used
4859	820	N-501	U-319

Lead\_Close

1st week

Jan 18

EOD 1/11/18

Jan 18

Company	Leads	Appts Set	%Appt	ApptShown	%Shown	Sold	Closing %	Leads	Appts Set	%Appt	ApptShown	%Shown	Sold	Closing %
<b>JONES GROUP</b>	<b>1198</b>	<b>194</b>	<b>16.19%</b>	<b>99</b>	<b>51.03%</b>	<b>150</b>	<b>12.52%</b>	<b>2113</b>	<b>386</b>	<b>18.27%</b>	<b>177</b>	<b>45.85%</b>	<b>264</b>	<b>12.49%</b>
Campaign	131	7		2		2	1.53%	449	39		19		31	6.90%
Internet Up	713	100		43		23	3.23%	1284	208		75		40	3.12%
Phone Up	119	60		33		20	16.81%	210	116		65		36	17.14%
Showroom Up	235	27		21		105	44.68%	368	46		30		184	50.00%
<b>Hyundai</b>	<b>118</b>	<b>8</b>	<b>6.78%</b>	<b>5</b>	<b>62.50%</b>	<b>18</b>	<b>15.25%</b>	<b>198</b>	<b>23</b>	<b>11.62%</b>	<b>12</b>	<b>52.17%</b>	<b>27</b>	<b>13.64%</b>
Campaign	0	0		0		0	0.00%	0	0		0		0	0.00%
Internet Up	89	3		2		4	4.49%	155	11		4		6	3.87%
Phone Up	7	3		2		1	14.29%	14	10		7		5	35.71%
Showroom Up	22	2		1		13	59.09%	29	2		1		16	55.17%
<b>Nissan</b>	<b>196</b>	<b>19</b>	<b>9.69%</b>	<b>10</b>	<b>52.63%</b>	<b>17</b>	<b>8.67%</b>	<b>333</b>	<b>33</b>	<b>9.91%</b>	<b>16</b>	<b>48.48%</b>	<b>23</b>	<b>6.91%</b>
Campaign	102	3		1		1	0.98%	193	4		2		1	0.52%
Internet Up	53	11		7		3	5.66%	88	17		9		3	3.41%
Phone Up	11	4		1		2	18.18%	17	8		4		4	23.53%
Showroom Up	30	1		1		11	36.67%	35	4		1		15	42.86%
<b>Subaru</b>	<b>97</b>	<b>18</b>	<b>18.56%</b>	<b>12</b>	<b>66.67%</b>	<b>12</b>	<b>12.37%</b>	<b>173</b>	<b>37</b>	<b>21.39%</b>	<b>21</b>	<b>56.76%</b>	<b>20</b>	<b>11.56%</b>
Campaign	4	0		0		1	25.00%	6	0		0		2	33.33%
Internet Up	66	15		9		4	6.06%	115	24		14		7	6.09%
Phone Up	3	1		0		1	33.33%	10	2		0		1	10.00%
Showroom Up	24	2		3		6	25.00%	42	11		7		10	23.81%
<b>CDJR</b>	<b>108</b>	<b>31</b>	<b>28.70%</b>	<b>13</b>	<b>41.94%</b>	<b>12</b>	<b>11.11%</b>	<b>164</b>	<b>45</b>	<b>27.44%</b>	<b>21</b>	<b>46.67%</b>	<b>20</b>	<b>12.20%</b>
Campaign	3	1		0		0	0.00%	8	1		0		0	0.00%
Internet Up	55	16		7		4	7.27%	86	23		11		7	8.14%
Phone Up	20	10		4		2	10.00%	28	15		5		2	7.14%
Showroom Up	30	4		2		6	20.00%	42	6		5		11	26.19%
<b>KIA</b>	<b>148</b>	<b>28</b>	<b>18.92%</b>	<b>14</b>	<b>50.00%</b>	<b>11</b>	<b>7.45%</b>	<b>297</b>	<b>64</b>	<b>21.55%</b>	<b>26</b>	<b>40.63%</b>	<b>24</b>	<b>8.08%</b>
Campaign	7	1		0		0	0.00%	14	6		1		0	0.00%
Internet Up	103	15		4		0	0.00%	214	39		11		2	0.93%
Phone Up	12	9		7		1	8.33%	19	15		10		1	5.26%
Showroom Up	26	3		3		10	38.46%	50	4		4		21	42.00%
<b>Toyota</b>	<b>140</b>	<b>31</b>	<b>22.14%</b>	<b>17</b>	<b>54.84%</b>	<b>23</b>	<b>16.43%</b>	<b>240</b>	<b>49</b>	<b>20.42%</b>	<b>25</b>	<b>51.02%</b>	<b>36</b>	<b>15.00%</b>
Campaign	15	2		1		0	0.00%	29	5		4		1	3.45%
Internet Up	80	13		5		4	5.00%	137	19		7		6	4.38%
Phone Up	16	8		6		6	37.50%	30	14		8		10	33.33%
Showroom Up	29	8		5		13	44.83%	44	11		6		19	43.18%
<b>Superstore</b>	<b>391</b>	<b>59</b>	<b>15.09%</b>	<b>28</b>	<b>47.46%</b>	<b>57</b>	<b>14.58%</b>	<b>708</b>	<b>135</b>	<b>19.07%</b>	<b>56</b>	<b>41.48%</b>	<b>114</b>	<b>16.10%</b>
Campaign	0	0		0		0	0.00%	1	0		0		0	0.00%
Internet Up	267	27		9		4	1.50%	489	75		19		9	1.84%
Phone Up	50	25		13		7	14.00%	92	52		31		13	14.13%
Showroom Up	74	7		6		46	62.16%	126	8		6		92	73.02%

LEGEND

0-14 %  
15%-25%  
25% above

0-35%  
40%-54%  
55% - above

0-8%  
9%-14%  
15% above

PROJ EOM LEADS

5955

1/1/2017 Results

Leads	Sold	New	Used
4859	820	N-501	U-319



# Front End Lead Management

## JONES TOYOTA

1/1/2018 - 1/15/2018

### Contact Center Results

Call Group	Leads	Attempts	Surveys	Hots	Appts	Total Opps
INTERNET	131	456	38	11	7	18
SHOWROOM	47	105	24	5	0	5
PHONE	27	43	18	1	1	2
<b>Total</b>	<b>205</b>	<b>604</b>	<b>80</b>	<b>17</b>	<b>8</b>	<b>25</b>

\* All Statistics Are Based On Entry Date

Front End Lead Management Report Card  
JONES TOYOTA

1/1/2018 - 1/15/2018

Unsold Showroom	Surveys	Avg Courtesy	Avg PK	Called %	Demo %	Figures	TO %
Consultant	1	8.0	8.0	0.0%	100.0%	0.0%	100.0%
AOLIA CARR	2	9.5	9.5	100.0%	100.0%	100.0%	100.0%
JASON HONKORSIKY	3	3.7	2.0	0.0%	0.0%	50.0%	50.0%
JERRY FLORES	1	0	0	0.0%	100.0%	50.0%	100.0%
JOHN GALLO	1	10.0	10.0	50.0%	100.0%	100.0%	50.0%
KARL STUBER	2	9.0	8.0	50.0%	100.0%	100.0%	50.0%
MATE GOGGINS	1	10.0	8.0	0.0%	100.0%	100.0%	0.0%
RALPH BOARMAN	2	9.5	9.5	0.0%	100.0%	100.0%	100.0%
RAMIRO RAMOS	1	10.0	10.0	100.0%	0.0%	0.0%	100.0%
SHAWN MONROE	16	7	7	41.87%	90.91%	81.82%	70.0%
<b>Dealer Totals</b>							

LOST LEAD

Email Harvest	Rec'd With Email	Rec'd w/o Email	New Email	New PCL
Total Records	174	31	0	0.0%

Internet	Completed Surveys	% Customers Called By SP
Consultant	1	100.0%
ALEX SPOONER	1	0.0%
DANIELLE CARR	1	50.0%
JERRY FLORES	1	0.0%
JOHN GALLO	1	0.0%
KARL STUBER	1	0.0%
MATE GOGGINS	1	20.0%
RALPH BOARMAN	1	50.0%
RAMIRO RAMOS	1	0.0%
SHAWN MONROE	9	25.8%
<b>Consultant Totals</b>		