

# Departmental Action Plan Template

Student Name: ALEX UTZ

Class & Student Number: Variable 2

Academy Week (Var II): Week 5

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

To increase the number of appointments set & shown from either phone call or internet lead. We currently have an offsite BDC that handles all inbound calls and internet leads. Keeping the lines of communication will be key to our success. Weekly meetings and goal setting will also play a role in achieving our goals. We use a variety of reports to measure our success.

Key reports to our success consist of:

- Outbound call activity
- Traffic Management
- Internet sales status
- Scheduled and completed tasks
- Customer touches
- Appointment stats

Overall Objective and Specific Desired Results:

- Increase overall closing % in both new & preowned department.
- Average at least 50 phone calls a day with a live connection rate of 18%
- Average 2 appointments a day for each sales person
- Confirmation rate of 70% on all appointments
- Scheduled & completed tasks above 90%

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## 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: All management & BDC
- b. What: Need to set the standard and make sure that it is being reviewed on a daily and weekly basis.
- c. By When: March 2018
- d. How: By communication between departments and review of data. We will also need to be consistent with our training.

## 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:

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**eLEAD101**  
**Traffic Management Report**  
**Crown Honda of Greensboro**

Report For: Feb 1, 2018 to Feb 26, 2018

**Dealership Performance Report**

	Total	Total Ups In Showroom	UnSold In Showroom	Be Backs	Appt. Due	Appt. Show	Appt. Closing %	Write Demo	Write Ups TO	Total Sold/ F&I	Sold Closing %		
New	810	347	223	64	321	124	36	29.0%	327	218	343	124	15.3%
Used	867	411	254	79	466	185	63	34.1%	269	283	264	157	18.1%
<b>Total</b>	<b>1,677</b>	<b>758</b>	<b>477</b>	<b>143</b>	<b>787</b>	<b>309</b>	<b>99</b>	<b>32.0%</b>	<b>596</b>	<b>501</b>	<b>607</b>	<b>281</b>	<b>16.8%</b>

**Walk In/Lot Ups Report**

	Total	Total Ups In Leads Showroom	Be Backs	Appt. Due	Appt. Show	Appt. Closing %	Write Demo	Write Ups TO	Total Sold/ F&I									
New	237	202	40	54	22.8%	21	38.9%	4	7.4%	19.0%	183	75.6%	113	46.7%	191	78.9%	57	24.1%
Used	244	236	43	91	37.3%	25	27.5%	9	9.9%	36.0%	132	47.3%	138	49.5%	129	46.2%	74	30.3%
<b>Total</b>	<b>481</b>	<b>438</b>	<b>83</b>	<b>145</b>	<b>30.1%</b>	<b>46</b>	<b>31.7%</b>	<b>13</b>	<b>9.0%</b>	<b>28.3%</b>	<b>315</b>	<b>60.5%</b>	<b>251</b>	<b>48.2%</b>	<b>320</b>	<b>61.4%</b>	<b>131</b>	<b>27.2%</b>

**Phone Ups Report**

	Total	Total Ups In Leads Showroom	Be Backs	Appt. Due	Appt. Show	Appt. Closing %	Write Demo	Write Ups TO	Total Sold/ F&I									
New	151	43	9	104	68.9%	35	33.7%	15	14.4%	42.9%	45	86.5%	35	67.3%	45	86.5%	25	16.6%
Used	157	61	17	136	86.6%	63	46.3%	17	12.5%	27.0%	44	56.4%	53	67.9%	43	55.1%	26	16.6%
<b>Total</b>	<b>308</b>	<b>104</b>	<b>26</b>	<b>240</b>	<b>77.9%</b>	<b>98</b>	<b>40.8%</b>	<b>32</b>	<b>13.3%</b>	<b>32.7%</b>	<b>89</b>	<b>68.5%</b>	<b>88</b>	<b>67.7%</b>	<b>88</b>	<b>67.7%</b>	<b>51</b>	<b>16.6%</b>

**Internet Ups Report**

	Total	Total Ups In Leads Showroom	Be Backs	Appt. Due	Appt. Show	Appt. Closing %	Write Demo	Write Ups TO	Total Sold/ F&I									
New	320	44	6	92	28.8%	41	44.6%	10	10.9%	24.4%	45	90.0%	28	56.0%	47	94.0%	23	7.2%
Used	445	104	15	231	51.9%	94	40.7%	36	15.6%	38.3%	81	68.1%	84	70.6%	81	68.1%	52	11.7%
<b>Sub-Total</b>	<b>765</b>	<b>148</b>	<b>21</b>	<b>323</b>	<b>42.2%</b>	<b>135</b>	<b>41.8%</b>	<b>46</b>	<b>14.2%</b>	<b>34.1%</b>	<b>126</b>	<b>74.6%</b>	<b>112</b>	<b>66.3%</b>	<b>128</b>	<b>75.7%</b>	<b>75</b>	<b>9.8%</b>
Tier New	0	0	0	0	0.0%	0	0.0%	0	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tier Used	0	0	0	0	0.0%	0	0.0%	0	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Sub-Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Total</b>	<b>765</b>	<b>148</b>	<b>21</b>	<b>323</b>	<b>42.2%</b>	<b>135</b>	<b>41.8%</b>	<b>46</b>	<b>14.2%</b>	<b>34.1%</b>	<b>126</b>	<b>74.6%</b>	<b>112</b>	<b>66.3%</b>	<b>128</b>	<b>75.7%</b>	<b>75</b>	<b>9.8%</b>

**Campaign Ups Report**

	Total	Total Ups In Leads Showroom	Be Backs	Appt. Due	Appt. Show	Appt. Closing %	Write Demo	Write Ups TO	Total Sold/ F&I									
New	102	58	9	71	69.6%	27	38.0%	7	9.9%	25.9%	54	80.6%	42	62.7%	60	89.6%	19	18.6%
Used	21	10	4	8	38.1%	3	37.5%	1	12.5%	33.3%	12	85.7%	8	57.1%	11	78.6%	5	23.8%
<b>Total</b>	<b>123</b>	<b>68</b>	<b>13</b>	<b>79</b>	<b>64.2%</b>	<b>30</b>	<b>38.0%</b>	<b>8</b>	<b>10.1%</b>	<b>26.7%</b>	<b>66</b>	<b>81.5%</b>	<b>50</b>	<b>61.7%</b>	<b>71</b>	<b>87.7%</b>	<b>24</b>	<b>19.5%</b>

eLEAD Opportunities (Total Surveys)	0	0	0	0	0	0	0.0%
Oppty's Set	0	0	0	0	0	0	0.0%
Appt. Show	0	0	0	0	0	0	0.0%
SOLD %	0	0	0	0	0	0	0.0%
Closing %	0	0	0	0	0	0	0.0%

Activity for 2/26/2018	Appointments Due	33
	Calls to be Made	0

Not Included:  
 - Birthdays  
 - Anniversary  
 - LTF

**BDC Report**

	Phone Ups	Internet Ups Tier1	Tier2	Campaign Ups	Total Ups	Appointments Set Due	Appointments Show	Sold	Lead %	Appt %	Show/ Appt %	Sold/ Lead %
New	71	285	0	1	357	5	12	4	0	3.4%	33.3%	0.0%
Used	95	391	0	0	486	26	34	7	0	7.0%	20.6%	0.0%
<b>Total</b>	<b>166</b>	<b>676</b>	<b>0</b>	<b>1</b>	<b>843</b>	<b>31</b>	<b>46</b>	<b>11</b>	<b>0</b>	<b>5.5%</b>	<b>23.9%</b>	<b>0.0%</b>

# Scheduled and Completed Tasks

## Crown Honda of Greensboro

Generated: 2/26/2018 12:58:33 PM

Report Period: 2/1/2018 - 2/26/2018

Department -All Departments-

TaskType -All Types-

User -All Users-

Workflow -All Workflows-

Salesperson	Scheduled	Completed	Due	% Complete
Allred, Dustin	5	1	4	20%
Almurqaten, Motasem	213	175	38	82%
Anderson, Brad	1	0	1	0%
Ashworth, Gavin	1794	1503	291	84%
Baker, Ion	1	1	0	100%
Batista Garcia, Jelly	218	153	65	70%
board2, Appt	7	0	7	0%
Bohn, Kevin	6	6	0	100%
Brown, Joel	92	38	54	41%
Bryant, Shaniqua	1241	1004	237	81%
Bufford, Caynan	1079	926	153	86%
Burris, Briana	327	0	327	0%
Canada, Amir	546	511	35	94%
Carr, Cameron	1471	1343	128	91%
Chapman, Keavie	228	165	63	72%
Clayton, Mark	10	0	10	0%
Colvin, Matthew	659	584	75	89%
Courtney, Chad	42	32	10	76%
Cunningham, Shani	6	0	6	0%
Davis, Michael	325	268	57	82%
Davis, Mike	60	41	19	68%
Gaines, Lamar	2	1	1	50%
Garcia, Elvin	411	304	107	74%
Golias, Paul	1	0	1	0%
Goodwin, Arianna	4	1	3	25%
Gunter, Timothy	27	22	5	81%
Hairston, Adam	36	17	19	47%
Harvell, Lindsey	43	25	18	58%
Harvey, Justin	79	43	36	54%
Hayat, Faizan	4	0	4	0%
Hayes, Eileen	1	0	1	0%
Hayward, Asiaonna	41	14	27	34%
Hurley, Ryan	4	0	4	0%
Ingle, Nicholas	1	1	0	100%
Jeffries, Kevin	79	79	0	100%
Johnson, Travis	48	42	6	88%
King, Demetrice	163	137	26	84%
Lee, Yazmin	65	60	5	92%
Marketing, G Force	1	0	1	0%
Martin, Bradley	37	13	24	35%

Reassign	2/1/2018 to 2/27/2018				2/1/2018 to 2/27				
	Appts Scheduled	Appts Show	% Show	Appts Sold	% Sched Sold	Rolling Appts Sold	% Show Sold	Appts Confirmed	% Confirmed Show
Salesperson									
Chapman, Keavie	14	6	42.86%	4	28.57%	66.67%	4	8	57.14%
Summary	14	6	42.86%	4	28.57%	66.67%	4	8	57.14%

Sales	2/1/2018 to 2/27/2018				2/1/2018 to 2/27				
	Appts Scheduled	Appts Show	% Show	Appts Sold	% Sched Sold	Rolling Appts Sold	% Show Sold	Appts Confirmed	% Confirmed Show
Salesperson									
Almurqaten, Motasem	7	7	100.00%	2	28.57%	28.57%	2	2	28.57%
Batista Garcia, Jelly	23	6	26.09%	2	8.70%	33.33%	2	4	17.39%
Bufford, Caynan	15	6	40.00%	0	0.00%	0.00%	0	9	60.00%
Canada, Amir	16	6	37.50%	4	25.00%	66.67%	4	8	50.00%
Chapman, Keavie	14	6	42.86%	4	28.57%	66.67%	4	8	57.14%
Colvin, Matthew	12	5	41.67%	1	8.33%	20.00%	1	8	66.67%
Courtney, Chad	5	1	20.00%	0	0.00%	0.00%	0	4	80.00%
Davis, Michael	11	4	36.36%	1	9.09%	25.00%	1	6	54.55%
Davis, Mike	8	5	62.50%	1	12.50%	20.00%	1	2	25.00%
Gunter, Timothy	1	0	0.00%	0	0.00%	0.00%	0	0	0.00%
Hairston, Adam	6	1	16.67%	0	0.00%	0.00%	0	5	83.33%
Harvey, Justin	12	2	16.67%	0	0.00%	0.00%	0	7	58.33%
Hayward, Asiaonna	12	2	16.67%	0	0.00%	0.00%	0	3	25.00%
Johnson, Travis	1	1	100.00%	1	100.00%	100.00%	1	0	0.00%
King, Demetrice	6	4	66.67%	3	50.00%	75.00%	3	2	33.33%
Martin, Bradley	2	1	50.00%	0	0.00%	0.00%	0	1	50.00%
Posey, Sharee	8	2	25.00%	0	0.00%	0.00%	0	4	50.00%
Roque, Christopher	11	5	45.45%	2	18.18%	40.00%	2	5	45.45%
Sanchez-Rosa, Adrian	57	20	35.09%	2	3.51%	10.00%	2	28	49.12%
Sheridan, Joseph	11	4	36.36%	2	18.18%	50.00%	2	3	27.27%
Strasburg, Shawn	24	9	37.50%	1	4.17%	11.11%	1	12	50.00%
Thornton, Christopher	24	8	33.33%	2	8.33%	25.00%	2	10	41.67%
Vasilik, Christopher	6	3	50.00%	3	50.00%	100.00%	3	0	0.00%
Wilson, DeVon	23	9	39.13%	4	17.39%	44.44%	4	8	34.78%
Summary	315	117	37.14%	35	11.11%	29.91%	35	139	44.13%

Used Car Dept	2/1/2018 to 2/27/2018				2/1/2018 to 2/27				
	Appts Scheduled	Appts Show	% Show	Appts Sold	% Sched Sold	Rolling Appts Sold	% Show Sold	Appts Confirmed	% Confirmed Show
Salesperson									
Brown, Joel	24	5	20.83%	1	4.17%	20.00%	1	13	54.17%
Summary	24	5	20.83%	1	4.17%	20.00%	1	13	54.17%

All Salespeople	2/1/2018 to 2/27/2018				2/1/2018 to 2/27				
	Appts Scheduled	Appts Show	% Show	Appts Sold	% Sched Sold	Rolling Appts Sold	% Show Sold	Appts Confirmed	% Confirmed Show
Salesperson									
Almurqaten, Motasem	7	7	100.00%	2	28.57%	28.57%	2	2	28.57%
Ashworth, Gavin	1	1	100.00%	0	0.00%	0.00%	0	0	0.00%
Batista Garcia, Jelly	23	6	26.09%	2	8.70%	33.33%	2	4	17.39%
Brown, Joel	24	5	20.83%	1	4.17%	20.00%	1	13	54.17%
Bryant, Shaniqua	2	0	0.00%	0	0.00%	0.00%	0	0	0.00%
Bufford, Caynan	15	6	40.00%	0	0.00%	0.00%	0	9	60.00%
Canada, Amir	16	6	37.50%	4	25.00%	66.67%	4	8	50.00%

Carr, Cameron	3	1	33.33%	0	0.00%	0.00%	0	0	2	66.67%	1	50.00%
Chapman, Keavie	14	6	42.86%	4	28.57%	66.67%	4	4	8	57.14%	2	25.00%
Colvin, Matthew	12	5	41.67%	1	8.33%	20.00%	1	1	8	66.67%	3	37.50%
Courtney, Chad	5	1	20.00%	0	0.00%	0.00%	0	0	4	80.00%	1	25.00%
Davis, Michael	11	4	36.36%	1	9.09%	25.00%	1	6	6	54.55%	3	50.00%
Davis, Mike	8	5	62.50%	1	12.50%	20.00%	1	2	2	25.00%	1	50.00%
Gaines, Lamar	2	2	100.00%	0	0.00%	0.00%	0	1	1	50.00%	1	100.00%
Garcia, Elvin	2	1	50.00%	0	0.00%	0.00%	0	0	0	0.00%	0	0.00%
Gunter, Timothy	1	0	0.00%	0	0.00%	0.00%	0	0	0	0.00%	0	0.00%
Hairston, Adam	6	1	16.67%	0	0.00%	0.00%	0	5	5	83.33%	1	20.00%
Harvell, Lindsey	1	0	0.00%	0	0.00%	0.00%	0	0	1	100.00%	0	0.00%
Harvey, Justin	12	2	16.67%	0	0.00%	0.00%	0	7	7	58.33%	2	28.57%
Hayward, Asiaonna	12	2	16.67%	0	0.00%	0.00%	0	3	3	25.00%	0	0.00%
Johnson, Travis	1	1	100.00%	1	100.00%	100.00%	1	0	0	0.00%	0	0.00%
King, Demetrice	6	4	66.67%	3	50.00%	75.00%	3	2	2	33.33%	0	0.00%
Martin, Bradley	2	1	50.00%	0	0.00%	0.00%	0	1	1	50.00%	0	0.00%
Millroy, Todd	2	2	100.00%	1	50.00%	50.00%	1	1	1	50.00%	1	100.00%
Posey, Sharee	8	2	25.00%	0	0.00%	0.00%	0	4	4	50.00%	0	0.00%
Roque, Christopher	11	5	45.45%	2	18.18%	40.00%	2	5	5	45.45%	1	20.00%
Sanchez-Rosa, Adrian	57	20	35.09%	2	3.51%	10.00%	2	28	28	49.12%	11	39.29%
Sheridan, Joseph	11	4	36.36%	2	18.18%	50.00%	2	3	3	27.27%	1	33.33%
Strasburg, Shawn	24	9	37.50%	1	4.17%	11.11%	1	12	12	50.00%	5	41.67%
Thornton, Christopher	24	8	33.33%	2	8.33%	25.00%	2	10	10	41.67%	2	20.00%
Vasilik, Christopher	6	3	50.00%	3	50.00%	100.00%	3	0	0	0.00%	0	0.00%
Williams, Octavia	3	0	0.00%	0	0.00%	0.00%	0	1	1	33.33%	0	0.00%
Wilson, DeVon	23	9	39.13%	4	17.39%	44.44%	4	8	8	34.78%	2	25.00%
Summary	355	129	36.34%	37	10.42%	28.68%	37	158	158	44.51%	52	32.91%

Total	355	129	36.34%	37	10.42%	28.68%	37	158	158	44.51%	52	32.91%
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# Customer Touches - Latest Activit

## Crown Honda of Greensboro

Generated: 2/26/2018 12:56:59 PM

Report Period: 2/1/2018 - 2/26/2018

Status -All

Salesperson -All

Up Type -All

Department -All

Customer	Status	Salesperson	Date In	1st Touch	2nd touch	3rd Touch	4th Touch
Sramka, Peter	Active - Manager Review	Milburn-Whitaker, Brianna - Crown Honda of Greensboro	2/1/2018 1:02:00 AM	02/20/2018 Send Email - Milburn-Whitaker, Brianna	02/20/2018 Phone Call - 31 sec(s) Milburn-Whitaker, Brianna	02/20/2018 Send Email - 31 sec(s) Milburn-Whitaker, Brianna	02/16/2018 Send Email of Greensboro, Crown Honda
ROWLAND, KIMBERLY	Active - No Contact	Milburn-Whitaker, Brianna - Crown Honda of Greensboro	2/1/2018 4:38:00 AM	02/17/2018 Send Email - Milburn-Whitaker, Brianna	02/14/2018 Phone Call - 1 min(s) 10 sec(s) Milburn-Whitaker, Brianna	02/14/2018 Attempted Call - 18 sec(s) Milburn-Whitaker, Brianna	02/09/2018 Phone Call - 1 min(s) 10 sec(s) Milburn-Whitaker, Brianna
McCombs, Jackie	Active - No Contact	Ashworth, Gavin - Crown Honda of Greensboro	2/1/2018 4:59:00 AM	02/16/2018 Send Email of Greensboro, Crown Honda	02/15/2018 Phone Call - 24 sec(s) Ashworth, Gavin	02/14/2018 Phone Call - 26 sec(s) Ashworth, Gavin	02/13/2018 Send Email Ashworth, Gavin
Grant, Tia	Active - Working	Milburn-Whitaker, Brianna - Crown Honda of Greensboro	2/1/2018 5:08:00 AM	02/22/2018 Send Email - Milburn-Whitaker, Brianna	02/16/2018 Send Email of Greensboro, Crown Honda	02/16/2018 Attempted Call - 26 sec(s) Batista Garcia, Jelly	02/14/2018 Phone Call - 48 sec(s) Milburn-Whitaker, Brianna
Johnson, Michael	Active - Appointment Set	Ashworth, Gavin - Crown Honda of Greensboro	2/1/2018 8:24:00 AM	02/16/2018 Send Email of Greensboro, Crown Honda	02/14/2018 Text Message - Ashworth, Gavin	02/13/2018 Phone Call - 10 sec(s) Ashworth, Gavin	02/09/2018 Send Email of Greensboro, Crown Honda
MCCREARY III, WILLIAM	Sold - DMS Sold	Bousso, AC - Crown Honda of Greensboro	2/1/2018 8:46:00 AM	02/02/2018 Showroom Visit - Bousso, AC	02/02/2018 Inbound Call - Milburn-Whitaker, Brianna	02/02/2018 Inbound Call - 1 min(s) 18 sec(s) Milburn-Whitaker, Brianna	02/02/2018 Inbound Call - 1 min(s)
Brown, Vincent	Active - Manager Review	Williams, Octavia - Crown Honda of Greensboro	2/1/2018 9:17:00 AM	02/21/2018 Phone Call - 41 sec(s) Williams, Octavia	02/16/2018 Send Email of Greensboro, Crown Honda	02/16/2018 Phone Call - 31 sec(s) Batista Garcia, Jelly	02/14/2018 Send Email Williams, Octavia
Cunningham, Terrail	Active - Shown / Unsold	Vasilik, Christopher - Crown Honda of Greensboro	2/1/2018 9:36:00 AM	02/09/2018 Phone Call - 43 sec(s) Vasilik, Christopher	02/03/2018 Phone Call - 1 min(s) 14 sec(s) Vasilik, Christopher		

Salesperson	Appt Due	Appt Shown	Show Ratio	Appts Sold	Phone Calls	Emails Sent	Front Gross	Back Gross
Williams, Octavia	30	2	6.67 %	1	102	19	(\$172.01)	\$0.00
Wilson, DeVon	1	0	0.00 %	0	19	1	\$0.00	\$0.00
<b>Total</b>	<b>323</b>	<b>135</b>	<b>41.80 %</b>	<b>44</b>	<b>953</b>	<b>203</b>	<b>\$33,531.62</b>	<b>\$59,984.84</b>

Provider	Leads In	Bad Leads	Total Leads	Sold New	Sold Used	Total Sold	Closing Ratio	Total Cost	Cost/Sold	Total Front	Total Back
AutoTrader - New	1	0	1	0	0	0	0.00 %	\$1,500.00	\$0.00	\$0.00	\$0.00
Autotrader.com	36	0	36	0	6	6	16.67 %	\$7,050.00	\$1,175.00	\$7,355.77	\$3,555.48
CARFAX.com	11	0	11	0	4	4	36.36 %	\$699.00	\$174.75	(\$2,063.23)	\$1,952.08
CarGurus	70	0	70	0	5	5	7.14 %	\$0.00	\$0.00	\$9,825.11	\$1,750.46
Cars.com	47	0	47	0	6	6	12.77 %	\$2,625.00	\$437.50	(\$935.17)	\$3,998.97
Dealer.com	200	1	201	5	13	18	8.96 %	\$0.00	\$0.00	\$4,195.73	\$25,808.91
Edmunds.com	54	0	54	2	2	4	7.41 %	\$1,250.00	\$312.50	(\$1,857.37)	\$4,555.14
Gubagoo	121	0	121	4	7	11	9.09 %	\$0.00	\$0.00	\$6,782.69	\$20,319.77
Gubagoo	1	0	1	1	0	1	100.00 %	\$0.00	\$0.00	(\$1,606.09)	\$1.00
Honda.com	23	0	23	3	0	3	13.04 %	\$483.00	\$161.00	\$60,551.27	\$6,315.26
Other	4	0	4	0	0	0	0.00 %	\$0.00	\$0.00	\$0.00	\$0.00
PureCars	4	0	4	0	0	0	0.00 %	\$0.00	\$0.00	\$0.00	\$0.00
PureCars	1	0	1	1	0	1	100.00 %	\$0.00	\$0.00	(\$2,425.55)	\$2,539.57
Trade-In	60	0	60	1	3	4	6.67 %	\$0.00	\$0.00	(\$4,276.42)	\$8,029.75
TradePending	82	0	82	3	0	3	3.66 %	\$0.00	\$0.00	(\$3,390.51)	\$6,949.34
TrueCar											
TrueCar - American Express	3	0	3	1	0	1	33.33 %	\$0.00	\$0.00	\$1,047.00	\$2,581.00
TrueCar - USAA	19	0	19	2	2	4	21.05 %	\$0.00	\$0.00	(\$1,805.56)	\$2,209.53
Website Dealer - Credit Application	27	0	27	0	4	4	14.81 %	\$0.00	\$0.00	\$3,031.07	\$5,910.00
<b>Total</b>	<b>764</b>	<b>1</b>	<b>765</b>	<b>23</b>	<b>52</b>	<b>75</b>	<b>9.80 %</b>	<b>\$13,607.00</b>	<b>\$2,260.75</b>	<b>\$52,571.90</b>	<b>\$96,576.26</b>

Salesperson	Total Leads In	Total Bad Leads	Total Leads	Total Reassigned	Total	Phone Calls	Total Active	Lost/Inactive	Sold (New)	Sold (Used)
VanNostrand, Jordan	2	0	2	2	0	0	2	0	1	1
Williams, Octavia	110	0	110	18	92	107	3	0	1	1
Wilson, DeVon	5	0	5	5	0	5	0	0	4	4
<b>Total</b>	<b>764</b>	<b>1</b>	<b>765</b>	<b>208</b>	<b>557</b>	<b>731</b>	<b>34</b>	<b>23</b>	<b>52</b>	<b>75</b>

Salesperson	Appt Due	Appt Shown	Show Ratio	Appts Sold	Phone Calls	Emails Sent	Front Gross	Back Gross
Ashworth, Gavin	75	38	50.67 %	13	151	21	\$34.95	\$17,999.59
Batista Garcia, Jelly	2	1	50.00 %	0	9	3	\$0.00	\$0.00
Brown, Joel	6	1	16.67 %	1	64	71	\$32,813.00	\$0.00
Bryant, Shaniqua	35	16	45.71 %	6	99	8	\$1,063.46	\$10,118.69
Canada, Amir	1	0	0.00 %	0	12	0	\$0.00	\$0.00
Carr, Cameron	62	29	46.77 %	8	191	6	(\$1,244.22)	\$8,592.10
Chapman, Keavie	3	2	66.67 %	1	21	16	(\$1,265.51)	\$1,265.00
Colvin, Matthew	2	0	0.00 %	0	11	2	\$0.00	\$0.00
Cunningham, Shani	1	0	0.00 %	0	0	0	\$0.00	\$0.00
Davis, Mike	1	1	100.00 %	0	6	12	\$0.00	\$0.00
Gaines, Lamar	2	2	100.00 %	0	0	0	\$0.00	\$0.00
Garcia, Elvin	11	5	45.45 %	3	57	0	\$1,875.92	\$5,249.18
Gunter, Timothy	1	0	0.00 %	0	3	4	\$0.00	\$0.00
Harvell, Lindsey	3	0	0.00 %	0	0	0	\$0.00	\$0.00
Hayward, Asiaonna	2	1	50.00 %	0	14	1	\$0.00	\$0.00
Inactive User [s]	6	2	33.33 %	1	0	0	(\$227.00)	\$1,804.00
Jeffries, Kevin	1	0	0.00 %	0	8	1	\$0.00	\$0.00
King, Demetrice	2	2	100.00 %	2	32	5	(\$618.31)	\$450.00
Lee, Yazmin	1	0	0.00 %	0	9	8	\$0.00	\$0.00
Martin, Bradley	1	1	100.00 %	0	9	0	\$0.00	\$0.00
Milburn-Whitaker, Brianna	25	13	52.00 %	4	29	5	\$629.33	\$7,716.46
Millroy, Todd	1	1	100.00 %	0	0	0	\$0.00	\$0.00
ONeil, Austin	38	15	39.47 %	4	36	6	\$642.01	\$6,789.82
Salaam, Khadijah	4	2	50.00 %	0	0	0	\$0.00	\$0.00
Sanchez-Rosa, Adrian	1	0	0.00 %	0	18	7	\$0.00	\$0.00
Strasburg, Shawn	3	1	33.33 %	0	28	5	\$0.00	\$0.00
Thornton, Christopher	2	0	0.00 %	0	25	2	\$0.00	\$0.00
<b>Total</b>	<b>323</b>	<b>135</b>	<b>41.80 %</b>	<b>44</b>	<b>953</b>	<b>203</b>	<b>\$33,531.62</b>	<b>\$59,984.84</b>