

# Cherry Hill Imports

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## A U T O G R O U P

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PORSCHE

Volkswagen

ABOVE & BEYOND

## Save-A-Deal Meetings

### Meeting Structure:

- **GM and/or GSM should review month-to-date forecast against sales and sales rate. The discussion should be centered on either sustaining sales pace or improving the sales pace and the specific steps needed to obtain the goals.**
- **Attendees should discuss the previous day's traffic log and what transpired. Careful review will improve follow up and more often than not, make a sale that might have been missed the prior day.**
- **Previous day appointments should be discussed in detail. Was there a deal made on the appointment? If not, why? If so, is there a scheduled "thank you" call or email?**
- **Missed appointments require someone other than the salesperson to follow up. BDC manager should be prepared to discuss whether or not the appointment was confirmed and their plan to re-schedule another appointment**
- **All pending deals and declined deals still residing in finance should be discussed and re-hashed with the management staff. Finance should be prepared to discuss the prior day's deliveries, pending deals and any deals that have been declined by banks.**
- **Daily appointment log should be planned out by on duty sales manager. Preparation is paramount to making the appointment a success. The vehicle should be ready for viewing and staged 20 minutes prior to the customer's arrival.**
- **All appraisals should be reviewed by the GM and/or the GSM. The appraisal log will provide details of the specifics of the vehicle. If the vehicle was traded in the determination should be made immediately on whether or not the**

vehicle is going to be retail or wholesale. If the vehicle is for retail, the reconditioning clock starts immediately. A vehicle determined for wholesale should trigger the dealerships process.

- Review of the appraisal log will assist the team in deciding if the value needs to be raised in an effort to make a deal or, if the value was on target. A different outlet (auction, another dealer or wholesaler) for that vehicle can be decided at that time as well.

**Below are a list of items needed for every meeting:**

- Daily DOC report and forecast
- Daily Delivery Report (Sold Units Pending Delivery)
- Traffic Log Previous Day
- All pending and declined deals still in F&I (Deal packet and pertinent information)
- Today's Appointments (Customer Name & Vehicle Info)
- Previous Day Appointments Made and Missed Log
- Prior day appraisal log (vAuto Report)