

## SALES MANAGEMENT

4 Month Program Outline

2 Days per Visit

- PROFIT CENTERED SALE TEAM
  - Understand profit potential
  - Measure profit correctly
  - Profit tracing
  - Profit mindset
  
- DEFINING MANAGEMENT RESPONSIBILITIES
  - Daily, weekly & monthly routine
  - Manage expectations
  - Consequences of failed responsibilities
  
- REDUCING T.O. EXPENSE
  - Hidden expense on the financial statement
  - Effects of turnover
  - Why employees leave
  - Manage a revolving door
  
- #1 RESPONSIBILITY
  - Consequences of failure
  - Manage responsibility
  
- PERSONAL MISSION STATEMENT
  - Defined
  - Expectation
  - Fulfillment

- MANAGING KPIS
  - Understand KPIS
  - Key factors
  - Warning signs
  - What to measure
  - Consequences of not measuring
  - Rewarding KPIS
  - Smart goals
  
- EFFECTIVE COMMUNICATION
  - Statistics and their meaning
  - Value & importance of trust
  - Corporate vs organizational communication
  - Monologue vs dialogue
  - Arms-length theory
  - Specificity vs ambiguity
  - Traits of a great communicator
  - Open mind
  - 10 communication skills
  
- MAKING A SUCCESSFUL SALES TEAM
  - Be results oriented
  - Hire coachable individuals
  - Set high, but realistic goals
  - Incentivize your team
  - Make learning a priority
  - Volume vs gross
  - Avoid a “one size fits all” approach
  - Hire for the long term
  - Art of transparency
  - Priority planning

- MOTIVATION
  - Defined
  - Build trust
  - Consequences of losing the basics
  - Understand what motivates
  - Discern roadblocks
  - When and how to reward
  - Non-motivated staff
  - Motivation and leadership
  
- DELEGATION
  - Defined
  - Types of delegation
  - Managers vs employees
  - Responsibilities
  - Success vs failure
  - Permanent vs temporary
  - Golden rule
  - Barriers
  - Success
  
- HIRING
  - 3 things that make a dealership successful
  - Turnover
  - Hiring mistakes
  - DISC profile
  
- ESTABLISHING THE CULTURE
  - Defined
  - Healthy vs unhealthy
  - 3 signs change is necessary
  - Elite sales force defined
  - Sales Talent
  - Focus on culture
  - 5 common challenges

- MANAGING PERFORMANCE
  - #1 reason for missed their goals
  - Define goals
  - Measure performance
  - What If analysis
  - Shape behaviors
  - End game vs measured goals
  - Accomplish a sales-driven culture
  - Behavioral changing consequences
  - Way forward checklist
  - CRM management
  - Judgmental language
  - Final thoughts