

## DAILY SUCCESS TIPS

**1. LEAVE ANY PROBLEMS AT THE CURB.** Stuff happens, to everyone, but you have to leave it at the curb or you won't be effective and then everything gets worse.

**2. Do YOUR "GOOD MORNING" WALK THROUGH THE DEALERSHIP.** Get to work 15 or 20 minutes before your shift and say "hello" to everyone in **every** department.

**3. WALK THE LOT IMMEDIATELY.** Your inventory changes every day (or at least it moves around a lot) and you have to know what you have and where it's parked.

**4. CHECK YOUR APPOINTMENTS.** Check your appointments for the day and any other "To Do's" or priorities you needed to get done today.

**5. Review YOUR GOALS, ALL OF THEM.** The quickest way to get what you want is to maintain your focus and work your plan. Goals get you there quick!

**6. Next, GO THROUGH YOUR PROSPECT FILE.** Look through every opportunity you have on file and call every one of them.

**7. Practice Drill and Rehearse** Role Play with your Manager, Peers, Every day. Practice in the mirror at home. And don't forget to smile!

**8. CALL YOUR SOLD CUSTOMERS.** (Call each one every 90 days.) Do some math to find out how many you need to call each day. If you call 5 a day x 25 working days, you'll contact 125 a month, or 375 every quarter. If you only have 375 sold customers, that's fine, but if you have 750, you'll need to contact 10 a day instead.

**9. PROSPECT - CALL OR SEE PERSONALLY AT LEAST 5 NEW WARM PROSPECTS.**

Orphan owners, **service customers**, lists, etc. If you keep the pipeline full of contacts, you'll always have sales working and you'll always be busy selling cars.

**10. MAKE SURE THAT YOU TRACK EVERYTHING YOU DO EACH DAY.** How many phone calls, how many actual contacts from those calls, how many appointments, how many show up, how many walk in customers, etc. (check your planner).

**11. MAKE SURE THAT YOU'RE DOING SOMETHING EVERY MINUTE** of your selling day that has to do with selling a car NOW or at some point in the future. You aren't at work to make friends with the other salespeople; you're at work to earn a living.

**12. STAY AWAY FROM ALL THOSE AVERAGE SALESPEOPLE BEFORE IT RUBS OFF ON YOU!**

**13. LEVERAGE SOCIAL MEDIA** check with your managers and your company policy, first. Post consistently daily, use video, new vehicle arrival, One or two Feature/Benefit items, Deal of the Day, Fresh Trades, etc..

**13. WRITE THIS QUESTION ON A CARD, CARRY IT IN YOUR POCKET AND READ IT OFTEN .....**

***"WHAT AM I DOING RIGHT NOW, TO CREATE BUSINESS?"***