

Gameplan

❑ Pre-Sale Prep

- ❑ Advise the staff about schedules, late call nights, and expectations.
- ❑ *Clear ALL deliveries* off the 3 days of Event.
- ❑ Order your Event supplies (*food, confetti poppers, music, tables*).
- ❑ Prep your inventory.
- ❑ Outline your price plan.
- ❑ Identify and record your 20+ hot and warm leads.
- ❑ Print your call sheets from the dealer portal.

❑ Day One: Training and Phone Blitz

- ❑ Manager's meeting at 8:00 to 9:00 AM, travel permitting.
- ❑ Training session(s) begin no later than 11:00 AM.
- ❑ Get right on the phones no later than 1:00 PM.
- ❑ Perform **health checks** a minimum of 3 times today.
- ❑ Food should arrive no later than 4:30 PM.
- ❑ Final uninterrupted call blitz begins no later than 5:00 PM (*full staff*).
- ❑ Day one call blitz ends no later than 8:00 PM.
- ❑ Lock up lot and normal closing procedures.

❑ Day Two: Phone Blitz

- ❑ Sales huddle to discuss current status and daily goals before 9:00 AM.
- ❑ Get on phones no later than 10:00 AM.
- ❑ Perform **health checks** a minimum of 3 times today.
- ❑ Food should arrive no later than 4:30 PM.
- ❑ Final uninterrupted call blitz begins no later than 5:00 PM (*full staff*).
- ❑ Trainer and Manager make all confirmation calls.
- ❑ Day two call blitz ends no later than 8:00 PM.
- ❑ Lock up lot and normal closing procedures.

❑ Day Three: Sale Day!

- ❑ Sales meeting no later than 8:00 AM to review the Highway to the Sale.
- ❑ SMS confirmations completed no later than 9:00 AM.
- ❑ Receive appointments throughout the day.
- ❑ **SELL CARS!!!**
- ❑ Review 'be back' list with Trainer no later than 4:00 PM.
- ❑ Close and review the sale with Trainer.
- ❑ Lock up lot and normal closing procedures.

*“Catch someone a fish, & they eat for a day.
Teach that person to fish, & they eat for a lifetime.” ~Chinese Proverb*

6 Steps to a Successful Private Sale

1. Staffing

- All participating staff **MUST NOT** be on RDO's, holidays, or off site events.
- All participating staff will be expected to work all **extended hours** for all 3 days.
- Two Business Managers, a dedicated Valuer, a dedicated Pricer, and two Aftercare Specialists are an ideal minimum.
- Consider adding a lot attendant, a test driver, a hostess, and BBQ personnel.

2. Distractions

Deliveries MUST NOT interrupt training or calling.

- **ALL** administrative tasks must be complete *prior* to 10 AM each day.
- Give your salespeople **uninterrupted time on the phone** to allow them to practice their phone training and get appointments to sell cars on sale day.
- Remove them from their desks, computers, and the showroom distractions.
- Managers should handle customers during phone blitz and training days.

3. Leadership

- We work **with you** to help your salespeople find success.
- We will **lead by example** and encourage your leaders to do the same.
- Ultimately, you hold the authority in your dealership, not the Trainer.
- We encourage **positive reinforcement** and avoid punishment.
- Be generous, grateful, and inspiring to your team.
- Lead your team by being present, available, observant, and **manage by walking around** to check in on their wellbeing and **celebrate their wins**.
- **Hold your staff accountable** by tracking their progress and coaching from the training provided.
- If you expect your team to work outside their **comfort zone**, consider putting an **incentive** in place that will motivate them and drive the specific **desired behaviours** they need to succeed.
- Popular incentives include appointment show rate, total sales volume, and impromptu positive activity.

“You’ll know when your team is active on the phones.

*You’ll **feel the buzz** of phone calls being made.*

*Look and listen for this **constantly** during the first two phone blitz days.”*

4. Leads

- Have your **list printed** from the dealer portal *prior* to the arrival of your Trainer.
- You will have received two (2) emails from our iMEC team, one includes the **link**, the other, the **password**. ONLY print the two (2) PDF files found inside the portal.
- Your sales staff should have a robust list of leads that can be called for the sale.
- Have them go back into their traffic logs and pull out **20 hot and warm leads**.
- Recent **service RO's**, upcoming **finance renewals**, and **carsales.com.au** are great sources for prospects we can engage with your unique Event story.
- **SMS** and **EDM leads** will be handled by your Trainer upon arrival.

5. Logistics

- Supplies should be pre-ordered and available prior to sale day.
 - Large confetti poppers tell your customers that people are buying cars.
 - Music system, red carpet, helium, string, and extra balloons.
 - A 6 ft table and 3 chairs should be available as a registration desk.
 - A window paint marker can assist with temporary pricing.
 - Round closing table and chairs (*match the number of sales staff + one*)
- Food and drinks for the customers and staff should be planned ahead of time.
 - On sales day, have some lollies and easy food to nibble on.
 - Stock up on coffee, tea, cold drinks, sugar, milk, cups and stir sticks.
 - Have food arrive **prior** to 5 PM on call nights.
 - When having a BBQ, have the appropriate staffing and food available.
- Tell your receptionist, service, and parts department that calls are about to start.
- Return calls **must go immediately** to the sales department without qualification.
- Be sure to tell them your Trainer's name incase someone asks for him or her.

6. Inventory & Pricing (*optional best practices*)

- Load the showroom with demos, old-stock, damaged, and pre-registered units.
- Place anything that doesn't fit just outside the main entrance.
- Identify your most popular models and be sure that all variations are fueled up, cleaned up, and easily accessible for test drives.
- Identify and review any inventory **shortfalls** or **opportunities** *with your team*.
- Pricing should include your full RRP's (*including on roads*), the current driveaway campaign, any blowout pricing, and Aftercare packages and bundle pricing.
- If you opt to price your inventory, post the **FULL RRP** (*including on roads*) and a Private Offer teaser (*include an expiry date*).
- Discuss with your Trainer how you wish to turn clients over to Aftercare and Business Office to help increase finance and aftercare penetration on Sale day.

Expectations

- **40/50 Rule:** 40% of pre-qualified, confirmed appointments with appointment times will show up, and 50% of those are prepared to purchase today under the right Private Sale conditions.
- **Average Two Sales/Salesperson:** Two sold/active salesperson making appointments.
 - Absolute Results Trainers strive to help each salesperson *achieve 3 to 5+ sales each* for the Private Sale to be **above average!**
- **Thirds Rule of Participation:** A third are keen to participate, a third will participate, and a third are forced to participate. *We must help them all find success.*
- **Appointment Effort Ranking System:**
 - **A+:** 15+ pre-qualified appointments with proper appointment times.
 - **B+:** 10 to 14 pre-qualified appointments with proper appointment times.
 - **C:** 5 to 9 pre-qualified appointments with proper appointment times.
 - **D:** 4 or less appointments or only appointments with no appointment times.
- **20/60/20 Rule:** 20% of leads won't listen to any offer, 60% of leads will entertain a compelling offer, and 20% of leads have no capacity to purchase.
- **Which sales count** toward dealer participation?
 - All sales **written** on sales day regardless of source, new and used.
 - All qualifying sales **written** pre-sale.
 - Customers that purchased as a result of Private Sale marketing efforts.
 - Any walk-in or be back customers engaged in the Private Sale messaging.
 - All post-sale **written** sales directly related to Private Sale efforts.
 - All written sales as a result of Private Sale marketing efforts.
 - Any written sales from be back customers of the Private Sale.
- **Which sales do not count** toward dealer participation?
 - Any sales that **cancel** or **fail to get finance** approval within 72 hours following the Private Sale Day.
 - Previously written factory orders that arrive during the Private Sale dates.
 - Deliveries of purchases not related to the sale and written prior to the event.
 - Customers that did not engage in the Private Sale offer during the two call blitz days, nor receive a Private Sale offer to close the sale.
 - Non-participating departments including other brands or a used car department that is not leveraging the Private Sale efforts in any fashion.
 - Fleet sales.

*“For three days, we need to be **dealing or dialling.**
If we're not dealing a customer, we're dialling a phone.
If we're not dialling a phone, we're dealing a customer.”*

Manager Assignments

- Who is the goto Private Sale Manager? _____
- Who will be Managing By Walking Around during the phone blitz?
Day One: _____ Day Two: _____
- Who will be assisting the Trainer in calling all confirmations? _____
- Which Managers will be participating in training? _____
- Who will be preparing inventory and pricing? _____
- Who will be sorting all necessary supplies? _____
- Who will ensure the entire staff is prepared for the sale? _____

Incentive Plan

- Appointment Show: _____ Minimum to quality: _____
- Total Team Target: _____ Incentive: _____
- Impromptu Cash: _____ Actions: _____
- Other Incentives: _____

One Week's Business in a Day

How many cars did you sell last year, excluding fleet: _____

Divide by 52 weeks to get your *weekly volume*:

Activate | Elevate | Engage

Private Sale Event SUCCESS GUIDE

Dealership: _____ Event Dates: _____

Your Target

How many cars did you sell per week last year: _____

At a 50% close rate you will need _____ prospects to show up.

At a 40% show rate, you need to make _____ appointments.

_____ salespeople would have to make _____ appointments each.

Your Stretch Target

How many cars do you believe you can realistically sell: _____

At a 50% close rate you will need _____ prospects to show up.

At a 40% show rate, you need to have _____ appointments.

_____ salespeople would have to make _____ appointments each.

Authorized Signature: _____ Date: _____

Trainer Signature: _____ Date: _____

“Extraordinary results require extraordinary effort.”