

# Salesperson's Standard Operating Procedures

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# Salesperson's Standard Operating Procedures

To be performed, in order of priority, each work day.

1. Customer Appointments
2. Showroom Traffic ( customers in the showroom right now )
3. Incoming Telephone Enquiry
4. Replying to fresh Internet Enquiry
5. Sales Manager's requests – meeting, briefing, special requests, etc.
6. Entry of all enquiries onto prospect system ( if not already done )
7. Follow-up today's and yesterday's enquiries ( from all sources )
8. Follow-up previous as-yet-unsold enquiries ( from all sources )
9. Follow-up of recently delivered customers to ensure satisfaction
10. Daily follow-up of 'old' owners from prospect system ( should be at least every 4 months )
11. Preparation for appointments ( prepare evidence, brief manager, check/book demo, etc. )
12. Delivery Preparations for tomorrow's deliveries
13. Delivery Preparations for future deliveries
14. Tidy work area – desk tidy, clean and uncluttered
15. Tidy showroom and yard – ensure cars on display ( including demonstrators ) are clean, seats up, head restraints level, fingerprints wiped off, glass clean, litter picked up, clear coffee cups, store brochures neatly, etc.
16. Preparation for presentations ( e.g. review product knowledge, prepare evidence, etc. )
17. Prospecting – Owners, orphan owners, service department, spotters, etc.
18. Practise – skills practise with Sales Manager or colleagues
19. Evidence Manual preparation: research articles for evidence manual, fuel consumption, resale value, etc. ( see guide to evidence manuals at: [www.autoconsultants.com.au](http://www.autoconsultants.com.au) )
20. **Last thing each day:** Review and prioritise list of activities for tomorrow in your diary.

NB. Reviewing training notes and business reading material ( outside official training ) should be done after hours, or on quiet time during weekends.