

Sales Professional'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. Telephone Enquiry
4. Internet Enquiry
5. Sales Manager – meeting, briefing, special requests, etc.
6. Entry of all enquiries onto Sales Tracker system (if not already done)
7. Follow-up today's and yesterday's enquiries
8. Follow-up previous as-yet-unsold enquiries
9. Follow-up of recently delivered customers to ensure satisfaction
10. Daily follow-up of 'old' owners from Sales Tracker
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 – 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 - role playing with Sales Manager or colleagues
19. Evidence Manual preparation: research articles for evidence manual, fuel consumption, resale value, etc.
20. **Last thing:** Review and prioritise list of activities for tomorrow.

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