

1. SET THE STAGE

| WHAT | WHY | HOW | YOUR TAKE |
|-------------------------------------|---------------------------|---|-----------|
| PREPARED | CONSISTENT AND PRODUCTIVE | HAVE A THOUGHT OUT GOAL FOR THE MONTH AND A DAILY PLAN ON ALL ACTIVITIES NEEDED TO BE SUCCESSFEUL | |
| APPEARANCE | PROFESSIONAL | NAME BADGE, UNIFORM IF APPROPRIATE - DRESS SLIGHTLY ABOVE YOUR MARKET, CLEAN POLISHED AND IRONED | |
| SALES YARD | FIRST IMPRESSION | CARS LINED UP, FUELED, SPACE BETWEEN, CLEAN, WINDOW CARDS FRESH AND UP TO DATE, D PLATES AVAILABLE AND LOOK OPEN FOR BUSINESS | |
| SHOW ROOM | SECOND IMPRESSION | CLEARLY SIGN POSTED, CLEAN DESKS, MARKETING AND PROMOTIONS CLEAR AND CURRENT, WARM WELCOME | |
| FACILITIES – TOILETS, COFFEE LOUNGE | SET UP THE HALO EFFECT | HAND TOWELS, SPRAY, CLEAN, TOILET PAPER, COFFEE, CUPS, MILK OPTIONS, PEOPLE TO PAY ATTENTION | |