

CHECKLIST

# How *Managed* Is Your Floor?

It's not always about who sells the most but who spills the least.  
Use this checklist to see how you can get the most from your team everyday.

- Perform Manager Introductions Early and Often
- Measure Appointment to Walk-in Ratio (Set a Benchmark for 30% or Higher)
- Monitor Sales Calls Live
- Referral Process at Time of Delivery
- Implement Top Unit Spiff for the most Repeat, Referral, and Appointment Deals
- Set a Benchmark to Test Drive 75% of all Opportunities
- Run Missing Opportunities Formula to Identify Dealerships Sales Potential ([Calculate HERE](#))
- Count/Log every Opportunity to Make Every Opportunity Count
- Distribute Internet and Phone Leads to the Floor
- Have a Sales Process for Service Drive
- Have a Sales Process for Orphan Leads
- Document your Retail Sales Process/Guidelines and Make Every Employee Sign off
- Create a Rewarding/Winning Culture
- Have the Proper Number of Staff Onsite and Only Necessary Coverage On the Point
- Implement Nextup Managed Floor Process