

Internal Memo:

To: All Sales Consultants

Milestone Motors Sales Process – the Sales Planner

### **Customer prospects**

*Walk-ins are customer prospects who enter the dealership without prior contact. Incoming Contacts are customer prospects who have been referred to the dealership e.g. by the National Sales Company. Prospecting activity may target new or existing customers e.g. calls made to customers who purchased a new vehicle in the past.*

*Target walk-in and incoming contacts are set equal to the figures achieved last year adjusted upward or downward in proportion to other expected change in national vehicle sales. For example if vehicle sales are up 10% year on year the number of walk-ins should also be up to 10%.*

*You may enter your own values for planned customer prospects using the yellow input boxes. This will automatically change the number of planned qualifications in step 2.*

### **Qualifications**

*The target numbers for walk-ins and incoming calls are calculated by applying the target level of qualifications per prospect to the target customer prospects. The target prospecting activity is a balancing figure to ensure there are sufficient qualifications to yield the sales agreement at the target sales per qualification.*

*The planned number of qualifications is calculated from the planned number of customer prospects by applying the planned level (%) of qualifications per prospect.*

### **Test drives**

*The target number of test drives is calculated from the total qualifications target by applying the specified target test drives per qualification percentage.*

*The planned number of test drives is calculated from the total planned qualifications by applying the planned test drives per qualification percentage. This should normally be inside the indicated benchmark range.*

### **Offers**

*The target number of offers is calculated from the total qualifications target by applying the specified target offers per qualification percentage.*

*The planned number of offers is calculated from the total planned qualifications by applying the planned offers per qualification percentage. This should normally be inside the individual benchmark range.*

### **Sales**

*The planned sales value is calculated from the planned number of qualifications by applying the planned sales per qualification (%). This should normally be inside the individual benchmark range.*