

New Car Volumes

Feedback on Influencing Factors

Conversion Ratios - CRITICAL

Overall conversion ratio is calculated by combining the conversion ratios from enquiry to demonstration and from demonstration to sale. The recommended overall ratio is 42% and Milestone Motors have only been able to achieve 25% - selling only 63 cars from a total of 243 enquiries.

Marketing Channels - CRITICAL

By comparing the source of enquiries and the focus on marketing spend, there is obviously a problem. The channels that the previous Sales Manager was focussing on did not appear as significant sources of enquiry.

Sale Process - STABLE

There is a well defined sales process within this dealership – it identifies the correct stages of the sales funnel, provides target conversion rates and margins of tolerance. The explanatory notes are clear.

Sales Targets - STABLE

Targets have been calculated for each consultant that are in line with the business plan. The individual monthly target is 10 new cars per consultant, which, if achieved would generate annual new car sales of 360. Given that the original target for the year was 388 – based on 4 Sales consultants, these targets are achievable with the current team