

DEALERSHIP SALES MEETING AGENDA

Run the daily huddle standing, at the same time every day, in fifteen minutes. Run the weekly meeting in the same order every week and send the agenda the day before. Put the numbers on screen from the CRM instead of reading them from memory, give every action a name and a time, and open each weekly meeting by checking last week's action log.

DAILY HUDDLE

Minutes	Item	What to cover	Owner
2	Scoreboard	Yesterday's units, appointments set and shown, against the month's pace.	Sales manager
4	Today's appointments	Every appointment on the calendar, who owns it, and whether it is confirmed.	Sales manager, BDC
3	Deals in progress	Every open deal waiting on the customer, the desk, finance or a trade, with its next step.	Desk
3	Follow-up owed	New leads without a call, unanswered texts and missed calls, each with an owner.	BDC manager
2	Inventory	Fresh arrivals to show, units to push, anything that just sold.	Used car manager
1	One thing	One skill, word track or process point for today.	Sales manager

WEEKLY MEETING

Minutes	Item	What to cover	Owner
5	Results against goal	Units, appointments, show rate and closing rate against the monthly goal.	General sales manager
10	Lead sources	Leads by source, response time, appointments and sales, and any source that went quiet.	Internet or BDC manager
10	Lost deals	The week's lost reasons and one customer follow-up call worth hearing.	Sales manager
10	Call review	Two recorded calls: one to copy and one to learn from.	Sales manager
5	Inventory	Units that have sat too long, fresh arrivals, units in transit.	Used car manager
10	Training block	One skill, practiced in pairs.	Trainer or manager

Minutes	Item	What to cover	Owner
5	Wins and commitments	One win named, one commitment per person, last week's commitments checked.	General sales manager

MONTHLY REVIEW

Item	What to cover	Owner	Notes
Month by lead source	Leads, appointments, shows and sales for each source.		
Lost reasons	The month's top three lost reasons, each with an owner and a fix.		
Follow-up and templates	Retire anything that no longer sounds like your store.		
One on ones	Each salesperson's numbers, one recorded call they choose, and what is in their way.		
Training plan	Pick next month's four training blocks.		

ACTION LOG

Action	Owner	By when	Done

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