

Rebuild the road to the sale as seven inspectable control points

Deals reaching the desk without value built means every negotiation starts on price. Nothing downstream — desk, F&I, follow-up — recovers a deal that skipped the demonstration.

THE STANDARD

- A written guest information sheet is completed before vehicle selection — names, needs, contact, and the 4x4: finance, trade, service, local.
- The Million Dollar Walkaround and a full demonstration happen before numbers. No shortened version because the guest “already knows the car.”
- An interactive trade evaluation happens before appraisal: the guest sells you their car, the trade is walked openly, and the \$500 reconditioning question surfaces condition.
- Touch the Desk is mandatory — check availability and introduce management without opening a numbers conversation.

INSPECT TODAY

1. Pull three deal jackets from yesterday. Is the guest information sheet complete, or completed after the fact?
2. Walk the lot at 10am and 4pm. Count demonstrations in progress against ups logged.
3. Ask one salesperson to describe their last trade walk. Did the \$500 question get asked out loud?
4. Check whether management was introduced before numbers on every deal, sold and unsold.

SAY IT LIKE THIS

“Show me the information sheet before you show me the deal.”

“What did the guest tell you about the 4x4? Read it to me.”

“Walk me through the trade the way you walked it with them.”

INSTALL THIS WEEK

- 1 Post the seven control points at the desk and require the guest information sheet before vehicle selection.
- 2 Make Touch the Desk mandatory on every deal.
- 3 Run the interactive trade evaluation on every trade this week, including the \$500 reconditioning question.
- 4 Spot-check three deals a day against the control points and write down what was missing.

DAILY RECORD – NO NEXT ACTION WITHOUT AN OWNER

DATE	WHAT WAS INSPECTED	WHO WAS COACHED	NEXT ACTION	OWNER