

Monthly Checklist for Owners and General Managers

"He who fails to plan, plans to fail."



Week 1:

- Review sales monthly goals with sales managers/salespeople
- Review parts sales goals with managers
- Review service sales goals with manager
- Review AR with accounting and warranty AR, retail repair orders
- Outstanding warranty claimed/not claimed – no unclaimed over 10 days
- Leads distribution and follow-up
- Cash report – anticipated cash flow, current cash, upcoming major expenses, contracts in transit and floorplan payments



Week 2:

- Biweekly manager meeting
- Outstanding warranty claimed/not claimed – no unclaimed over 10 days
- Obsolete parts review Monthly/quarterly financial review
- Dealership owned service tools inspection
- Leads distribution and follow-up
- Cash report – anticipated cash flow, current cash, upcoming major expenses, contracts in transit and floorplan payments
- Marketing plan update and follow-through



Week 3:

- Outstanding warranty claimed/not claimed – no unclaimed over 10 days
- Contracts in transit
- Sales inventory review
- Set sales monthly goals with sales managers/salespeople
- Set parts sales goals with managers
- Set service sales goals with managers
- Leads distribution and follow-up
- Cash report – anticipated cash flow, current cash, upcoming major expenses, contracts in transit and floorplan payments



Week 4:

- Biweekly manager meeting
- Outstanding warranty claimed/not claimed – no unclaimed over 10 days
- Contracts in transit
- Strategic market planning
- Strategic business operation planning
- Leads distribution and follow-up
- Lost sales – sales department
- Lost sales – service department
- Cash report – anticipated cash flow, current cash, upcoming major expenses, contracts in transit and floorplan payments
- Company vehicle inspection





Daily:

- Recent customer delivery follow-up call
- Recent service customer follow-up call
- Daily walkaround – sales lot, service bays, warehouse, showroom, offices, washrooms, break area, closets and utility rooms – choose 2 daily
- Check Facebook, LinkedIn, website and other social marketing accounts
- Daily service meeting – 10 minutes; be sure to review goal progress
- Daily sales meeting– 10 minutes; be sure to review goal progress
- Daily office meeting– 10 minutes; be sure to review goal progress
- Find someone in the dealership that has gone above and beyond and recognize them – pat on the back, thank you, etc.
- 10 minutes of contemplation – no interruptions

Manage your entire dealership's operations in one fully integrated dealer management system



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