



DEALER PRINCIPAL TIPS AND STRATEGIES #1

IF YOUR ACTIONS INSPIRE OTHERS TO DREAM
MORE, LEARN MORE, DO MORE AND BECOME
MORE, YOU ARE A LEADER!

WWW.IPMG.NET.AU



TIPS AND STRATEGIES FOR A DEALER PRINCIPAL

If you have been a DP for a long time or about to move into the chair here are some Tip's you may find useful. We are never too old to learn and if you get one or two ideas out of this it was worth the read!

- When you hire a Sales Manager hire a LEADER not a BOSS
- A good manager COACHES their team
- Don't blend with the crowd, STAND OUT from the crowd
- Display high emotional intelligence
- A top performing Salesperson doesn't always make a good Sales Manager
- Promote on ability not on length of service
- Have a clear way you manage and measure your Managers
- Have clear benchmarks and KPI's in place
- Set your managers up for Success not Failure
- Have good strength assessment skills
- Work with your Managers strengths and manage their weaknesses
- Empower your Managers to be successful in turn they will empower their staff to reach the next level and beyond.
- Practice positive self-talk
- Be Human & Fair in your interactions with your staff
- Always be looking to improve your Managers skills set
- Motivated managers deliver the best results. You have to come up with the how to!!
- Set your managers Daily, Weekly and Monthly goals
- Manage your business daily with the right KPI's and always be wanting to improve
- Manage your cash flow
- Walk your business minimum daily
- Walk the yard daily
- Have Monthly BBQ's for your team
- Have an employee of the month award
- Have an open door policy with ALL staff
- Regularly review your suppliers don't become complacent
- Have weekly Managers meetings
- Strive for consistency
- Have good problem solving skills

Ian Parker Management Group

© Copyright Ian Parker Management Group - All Rights Reserved www.ipmg.net.au



- Your most valuable asset is your time! Use it wisely
- Rules need to be a guide, don't set them in concrete
- Your people are your most valuable asset
- You will accomplish more working as a team
- Create a workplace of choice
- Invest in Management Training
- Make Professional Development a must
- Reinforce and Reiterate your companies goals
- Celebrate and monitor the small wins
- Don't cap commissions
- Be able to communicate effectively
- Appreciate your whole TEAM
- Have good Time Management skills
- Be a self-starter
- Don't be interrupted easily
- Believe in your own ability
- Manage your stress easier by keeping the body and the mind healthy
- Be good at task planning
- Make your managers accountable
- Have a "touch it once" attitude to emails
- Plan your days
- Have video testimonials on your website
- Don't micromanage your team
- Treat your team like your customers
- Being consistent gives you credibility

www.ipmg.net.au

Your onsite and online Dealership Mentor & Professional Sales Coach

Ian Parker Management Group

© Copyright Ian Parker Management Group - All Rights Reserved www.ipmg.net.au