



## **Dealership Interview Questionnaire**

*The following questions will take approximately 10 minutes to answer. Please answer completely and to the best of your abilities. We will use the information you provide as a tool to determine how Plan B Consulting, Inc. can best be used to achieve results in the area(s) you need most.*

*These questions are designed to reflect the culture and status of a particular sales team. If you need additional copies for another location or dealership please call my cell at (612) 387-7776 or email me at [planb@helloworld.com](mailto:planb@helloworld.com).*

*The information gathered will be used for the purpose of creating a customized training program for your team, and will not be shared with anyone outside of Plan B Consulting, Inc.*

***Thank you again for your interest. Our goal is to be a valuable resource and build a profitable relationship for both parties.***

***Jonathan W. Dawson, President***

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Eagan, MN 55121***

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Fax            – (866) 769 – 8083  
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## Dealership Questionnaire

Name: _____	Title: _____
Dealership: _____	
City: _____	State: _____
Phone: (____) _____	Fax: (____) _____
Email: _____	

## Sales Department-

**A.** How many Sales Managers? \_\_\_\_\_, Closers? (if designated) \_\_\_\_\_,  
F&I? \_\_\_\_\_, Trainers? (if designated) \_\_\_\_\_.

**B.** How many salespeople (total)? \_\_\_\_\_ New? \_\_\_\_\_ Used? \_\_\_\_\_

Is this your desired number of people? Yes / No If not, what number would you like? \_\_\_\_\_

Why? \_\_\_\_\_

What is your turnover like? How many under 2 years? \_\_\_\_\_ 2 – 5? \_\_\_\_\_ 6 plus? \_\_\_\_\_

Example: 65 units / \$ 456 113 units / \$ 1673

**C.** Average [Units / Gross] per month (12 months)? New [\_\_\_\_\_/\_\_\_\_\_] Used [\_\_\_\_\_/\_\_\_\_\_]

Previous year? New [\_\_\_\_\_/\_\_\_\_\_] Used [\_\_\_\_\_/\_\_\_\_\_]

Dealership record? New [\_\_\_\_\_/\_\_\_\_\_] Used [\_\_\_\_\_/\_\_\_\_\_]

With the same staff and the same traffic.....

Current potential? New [\_\_\_\_\_/\_\_\_\_\_] Used [\_\_\_\_\_/\_\_\_\_\_]

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**What changes in performance have you seen from last year to this year?**

**Increase / Decrease / Neutral**

**Why has it changed, if at all?**

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**D. What are your major problem areas?**

Please indicate which areas are more important by ranking them in order. The #1 being the highest priority and #7 being the least concern right now. Place the numbers in the available slot to the left of the topics.

\_\_\_ **Turnover** (recruiting) / (hiring) / (training)

\_\_\_ **Time** (organization) / (productivity)

\_\_\_ **Telephone** (incoming) / (outgoing)

\_\_\_ **Cust. Service** (during the sale) / (after the sale)

\_\_\_ **Traffic** (prospecting) / (marketing) / (advertising)

\_\_\_ **Negotiating** (commitment) / (closing) / (gross)

\_\_\_ **Team** (motivation) / (teamwork) / (consistency)

The words in parenthesis are specific areas of potential improvement. Please circle **ALL** the words on the right which describe the specific focus of your need.

**Additional Comments**

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**E. Where will you be in two or three years if nothing changes the pace you are on? Increase / Decrease**

**Why do you believe this?**

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Would that be acceptable to you? Yes / No Why?

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**F. If Plan B Consulting, Inc. could help, what would the success of the training look like to you?**

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**G. Where would you want to begin? Please number in order from 1 – 10.**  
(#1 being the 1<sup>st</sup> training class)

\_\_\_\_\_ **Alternative Sales**  
(A-Z class covering the Road to the Sale)

\_\_\_\_\_ **Alternative Sales 101**  
(Goal setting, attitude, focus, motivation)

\_\_\_\_\_ **Alternative Marketing 101**  
(Creating traffic, exposure without spending \$)

\_\_\_\_\_ **Alternative Sales 201**  
(Greeting, "On the lot questions", Profiling)

\_\_\_\_\_ **Negotiating/Closing 301**  
(Reducing the back and forth, increase gross)

\_\_\_\_\_ **Phone 401**  
(Incoming & Outgoing, Setting Appointments)

\_\_\_\_\_ **Leasing 501**  
(Converting buyers, database turning)

\_\_\_\_\_ **Customer Care**  
(Communication, anticipatory service)

\_\_\_\_\_ **Management and Deskling**  
(Coaching, communication, presentation)

\_\_\_\_\_ **Internet Buyers**  
(Consumer reports, Invoice, "One shot only")

**H. Are you interested in an on-site Sales Staff Recruiting Program for hiring & training a team of new salespeople? Yes / No**

**I. Are you interested in sending staff to F&I Training (Product knowledge, feature benefit selling, needs analysis and deal structuring, handling objections, legal compliance and administrative aspects, management skills and actions, lender relations)? Yes / No**

*Thank you for taking the time to fill out this questionnaire. It has been designed to assess how Plan B Consulting, Inc. can assist you in accomplishing the goals of you and your team. This information will not be shared with anyone outside of Plan B Consulting, Inc. After completing this form, please fax it to 866-769-8083. If you have any questions, comments, or concerns please call me on my cell phone (612) 387-7776. I look forward to working with you!*

*"Because you demand more."*

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