



Dealership Development's TEN COMMANDMENTS OF A GOOD DESK MANAGER

1. Understand that if your dealership does not sell this customer a vehicle, someone else will.
2. Always be positive and supportive of all sales people.
3. Always completes sales person interview.
4. Never make a proposal unless the salesperson has the required information from the customer.
5. Understand that the first payment and price offer is just a temperature check.
6. Load the sales person's lips on every offer.
7. Do not continue negotiations without a customer commitment after first pencil.
8. T.O. deal latest at third pencil.
9. Do not let a customer leave ever, without a T.O.
10. Always involve F&I and second manager in deal before allowing customer to leave.

**For more training on desk
deals or sales management
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