

THE 15 MINUTE SALES MANAGER OPERATING SYSTEM

A daily meeting that changes the next hour instead of explaining last week.

THE LEAK

The 15 Minute Sales Manager Operating System

Long meetings do not create accountability. A manager needs a short daily loop: see the board, inspect the behavior, assign the correction, and check the commitment.

What good looks like

- Start on time with one visible scoreboard.
- Review exceptions, not every number.
- Inspect one real call, lead, or deal per person.
- Name one behavior to correct.
- Assign one owner and one due time.
- Record commitments where the next manager can see them.
- End before the meeting becomes a speech.

USE THIS LANGUAGE

Minute 0-3: Yesterday's result and today's target.

Minute 3-8: The two biggest process exceptions.

Minute 8-13: One coaching example and commitment per owner.

Minute 13-15: Repeat owners, finish lines, and check times.

Language is a tool, not a costume

Do not memorize these words until they sound dead. Understand the job each line performs. Keep the intent, use your natural voice, and listen to the answer. A script that prevents listening is not a script. It is a hiding place.

FIELD INSPECTION

OK	STANDARD	OWNER
☐	Start on time with one visible scoreboard.	_____
☐	Review exceptions, not every number.	_____
☐	Inspect one real call, lead, or deal per person.	_____
☐	Name one behavior to correct.	_____
☐	Assign one owner and one due time.	_____
☐	Record commitments where the next manager can see them.	_____
☐	End before the meeting becomes a speech.	_____

Write the three examples you will inspect

1. _____

2. _____

3. _____

THE SCOREBOARD

- Commitments completed on time
- Calls/leads inspected
- Appointment and show pace
- Deals needing manager action
- Repeated defects

The numbers do not coach the team by themselves. They tell the manager where to inspect. Pull the work behind the number, identify the repeatable behavior, and coach that behavior while the example is still fresh.

Your twenty-four-hour move

Run it tomorrow with a timer. If a topic needs more than fifteen minutes, assign a separate working session.

FOUND ONE LEAK

Now find the rest of them

This guide isolates one breakdown. Your CRM, calls, lead handling, handoffs, and manager behavior operate as one system. Fixing the loudest symptom while the next leak stays hidden is how dealerships stay busy without getting better.

Request a free CRM audit at ingraminteractive.com/request-a-diagnostic. We will look at the real workflow, identify where sold units are escaping, and tell you what deserves action first.

Ingram Interactive installs dealership process for internet leads, inbound phone opportunities, floor traffic, manager turn-overs, follow-up discipline, and staff accountability.