

THE FIRST 30 DAYS ON THE SHOWROOM FLOOR

A survival system for new salespeople who deserve training instead of being used as assistants.

THE LEAK

The First 30 Days on the Showroom Floor

New salespeople fail slowly when nobody defines what good looks like. They shadow whoever is available, learn random habits, and become dependent on veterans who may benefit from keeping them weak.

What good looks like

- A named trainer owns the first thirty days.
- Daily skills are demonstrated, practiced, and observed.
- Product knowledge is tied to customer questions.
- CRM, phone, and floor standards are taught together.
- Deal participation rules are explicit.
- Progress is measured weekly.
- The new hire handles real customers with supervised feedback.

USE THIS LANGUAGE

Daily start: "What skill are you demonstrating today, and where will I watch you use it?"

Customer transition: "I am bringing in my manager to help us move faster. I will stay with you through the next step."

End of day: "Show me one conversation you advanced and one you lost. What changes tomorrow?"

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
☐	A named trainer owns the first thirty days.	_____
☐	Daily skills are demonstrated, practiced, and observed.	_____
☐	Product knowledge is tied to customer questions.	_____
☐	CRM, phone, and floor standards are taught together.	_____
☐	Deal participation rules are explicit.	_____
☐	Progress is measured weekly.	_____
☐	The new hire handles real customers with supervised feedback.	_____

Write the three examples you will inspect

1. _____

2. _____

3. _____

THE SCOREBOARD

- Training blocks completed
- Observed customer conversations
- CRM accuracy
- Appointments
- Shows
- Units and gross with participation clarity

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

Give every new salesperson one trainer, one checklist, and one observable skill for tomorrow.

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.