



## 3 Brilliant Strategies to Drive Traffic to Your Showroom

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### Be Proactive:

- Do the Customer Base Math  
How many repeat customers should you sell every month?

### The Formula:

Sold Customers (or Orphan Owners) x 2 = \_\_\_\_\_ ÷ by 4 (trade cycle) = \_\_\_\_\_  
Potential opportunities every year!

Determine what you can retain: 50% is ÷ 2 = \_\_\_\_\_ a year or \_\_\_\_\_ every month.

- Operation Customer Base. Note in CRM: How many drivers, listed by name, who's next to purchase.

### Get More Social:

- Social Evaluation  
Does your social media presence have more human posts or is it littered with car spam?
- Identify areas of opportunity, new products that could be great social posts.

### Dominate on the Phone

- Evaluate your training. Are all elements present: Education, Simulation, and Accountability?
- Train consistently on inbound, outbound, unsold follow-up, referral asks, etc and remember:

**The difference between making a deal and missing a deal is knowing what to say.**

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