



Creative Sales Solutions

Performance Evaluation and Sales Training

Process

Step	Process	Intent	Time Frame
I	Review with dealer performance evaluation forms and scripts.	To allow dealer to customize the tgeqtf gf 'r gt hqt o cpeg'gxcnwvklpp script and evaluation instrument specifically for their dealership.	2 days
II	Conduct evaluation of employees before training	To identify area where employees can improve customer service.	2 weeks
III	Provide management with employee evaluation recordings, detailed reports and a secure link to schedule webinar training	This allows management to review and analyze employee performance before CSS training begins. Distribute CSS training announcement letter and evaluations to employees	1 week
IV	Company schedules webinar training program	Depending on the number of employees enrolled, multiple webinars may need to be scheduled. CSS requires a minimum of five employees per webinar.	1 to 2 weeks
V	Present webinar training program for employees	Discuss and offer examples of the skills used by the top employees tgeqtf gf 'r gt hqt o cpeg'gxcnwvklpp by CSS to increase customer service and sales performance.	2 Hours
VI	Provide follow-up e-mail newsletter to employees	The newsletter reinforces the concepts presented during CSS training and reminds employees they will be tested on the training concepts with an unannounced role-play test.	3 weeks
VII	Conduct unannounced role-play test of employees	This will help CSS evaluate whether employees have adopted the concepts presented during training and whether they're applying the concepts when speaking with customers.	2 weeks
VIII	Schedule and perform individual coaching sessions with each employee.	One-on-one training allows CSS to offer personal coaching and additional training to employees on their unannounced role-play test evaluations. CSS provides to employee after the coaching session, notes on the coaching session and their evaluation by e-mail.	3 weeks
IX	Review and provide management detailed reports and recordings of unannounced role-play test.	Management receives measurable metrics about the success of the recorded performance evaluation and sales training program and the commitment of employees to 1) customer service, 2) the mission of the dealership, and 3) increased sales and profit.	1 week

Note: Times are approximate and may vary depending on the number of employees enrolled in the program.