

ABC DEALERSHIP ADVERTISEMENT COST

	20 Sales Associates		Per Sales Associate	
MONTH	Total Customers	1000	Total Customers	50
	Ad Cost per Customer	\$150.00	Ad Cost per Customer	\$150.00
	Total Ad Cost	\$150,000.00	Total Ad Cost	\$7,500.00
YEAR	Total Customers	12000	Total Customers	600
	Ad Cost per Customer	\$150.00	Ad Cost per Customer	\$150.00
	Total Ad Cost	\$1,800,000.00	Total Ad Cost	\$90,000.00

30% CLOSED SALES

	20 Sales Associates		Per Sales Associate	
MONTH	Total Customers	1000		50
	30% Closed Sales	300		15
	Average Profit (per unit)	\$2,000.00		\$2,000.00
	Gross Profit	\$600,000.00		\$30,000.00
	Total Ad Cost	\$150,000		\$7,500.00
	Net Profit	\$450,000.00		\$22,500.00
YEAR	Total Customers	12000		600
	30% Closed Sales	3600		180
	Average Profit (per unit)	\$2,000.00		\$2,000.00
	Gross Profit	\$7,200,000.00		\$360,000.00
	Total Ad Cost	\$1,800,000.00		\$90,000.00
	Net Profit	\$5,400,000.00		\$270,000.00

35% CLOSED SALES

	20 Sales Associates		Per Sales Associate	
MONTH	Total Customers	1000		50
	35% Closed Sales	350		17.5
	Average Profit (per unit)	\$2,000.00		\$2,000.00
	Gross Profit	\$700,000.00		\$35,000.00
	Total Ad Cost	\$150,000.00		\$7,500.00
	Net Profit	\$550,000.00		\$27,500.00
YEAR	Total Customers	12000		600
	35% Closed Sales	4200		210
	Average Profit (per unit)	\$2,000.00		\$2,000.00
	Gross Profit	\$8,400,000.00		\$420,000.00
	Total Ad Cost	\$1,800,000.00		\$90,000.00
	Net Profit	\$6,600,000.00		\$330,000.00

40% CLOSED SALES

	20 Sales Associates	Per Sales Associate
MONTH	Total Customers	1000
	40% Closed Sales	400
	Average Profit (per unit)	\$2,000.00
	Gross Profit	\$800,000.00
	Total Ad Cost	\$150,000.00
	Net Profit	\$650,000.00
YEAR	Total Customers	12000
	40% Closed Sales	4800
	Average Profit (per unit)	\$2,000.00
	Gross Profit/YEAR	\$9,600,000.00
	Total Ad Cost / YEAR	\$1,800,000.00
	Net Profit/YEAR	\$7,800,000.00

When you have unqualified sales associates in your staff, the huge sum of money spent on advertisement becomes wasted.

Do you know how many potential buyers who visit your showroom daily are being logged?
 How many of them are being introduced to a Sales Manager?
 What kind of follow up is your sales staff performing?

The main reasons to invest in sales education for your team: improve your number of units sold, your profit and your CSI and to keep your staff working for you. See below how a 5% increase in sales units can make a difference:

TOTAL DEALERSHIP NET PROFIT (20 SALES ASSOCIATES)

	30% SALES CLOSED	35% SALES CLOSED	40% SALES CLOSED
MONTH	\$450,000.00	\$550,000.00	\$650,000.00
YEAR	\$5,400,000.00	\$6,600,000.00	\$7,800,000.00

NET PROFIT PER SALES ASSOCIATE

	30% SALES CLOSED	35% SALES CLOSED	40% SALES CLOSED
MONTH	\$22,500.00	\$27,500.00	\$32,500.00
YEAR	\$270,000.00	\$330,000.00	\$390,000.00