

The Desk Manager's Bible

A practical operating manual for desk, floor and sales leadership

JERSEY STRONG DEAL ONLY

A practical field manual built to be studied, practiced and used on the dealership floor.

This is original dealership-management education. Actual authority, pay plans, policies and compliance requirements vary by dealership and jurisdiction.

Chapter 1: The Manager Standard

Core Lesson

A manager creates outcomes through people, process, pace and accountability. The job is not simply to “save deals”; it is to build a store that produces consistently.

Manager Drill

Review one real or simulated deal. Write the obstacle, evidence, options, chosen action and result.

Coach the salesperson with one correction and one reinforcement.

Scorecard

Process

Pace

Gross discipline

Customer trust

Coaching quality

Documentation

Chapter 2: Morning Meeting

Core Lesson

Review traffic, appointments, aged leads, inventory priorities, staffing, service opportunities and goals. Keep the meeting short and actionable.

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Chapter 3: TO Strategy

Core Lesson

A good TO is a fresh set of eyes. Get facts from the salesperson, ask the customer what matters, then solve the real obstacle.

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Chapter 4: Desk Fundamentals

Core Lesson

Understand customer, vehicle, trade, lender/credit context as permitted, market position and dealership objectives before changing structure.

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Chapter 5: First Pencil

Core Lesson

Present a clean structure. Explain figures. Do not manufacture scarcity or misrepresent another buyer or offer.

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Chapter 6: Gross Protection

Core Lesson

Protect gross with value and process. Track where concessions originate and coach the behavior that causes unnecessary discounting.

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Chapter 7: Deal Flow

Core Lesson

Manage bottlenecks: appraisal, lender response, inventory swap, F&I; queue, detail and delivery.

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Chapter 8: Coaching

Core Lesson

Coach one behavior at a time. Use observation, feedback, role-play and follow-up instead of vague criticism.

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Chapter 9: KPIs & Forecasting

Core Lesson

Track traffic, write-ups, demo drives, closes, appointments, shows, gross, inventory turn and follow-up completion.

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Chapter 10: Problem Deals

Core Lesson

Classify the problem: vehicle, value, structure, trust, timing, decision maker, credit/lender or process. Then choose the appropriate fix.

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Chapter 11: Culture

Core Lesson

High standards and respect can coexist. Publicly recognize process excellence; privately correct behavior.

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Chapter 12: Hiring & Onboarding

Core Lesson

Build a 30-day ramp with product, process, CRM, compliance, role-play and supervised deals.

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Chapter 13: Career Ladder

Core Lesson

Give people clear standards for salesperson, manager and director readiness.

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Chapter 14: 90-Day Manager Plan

Core Lesson

Stabilize process, improve conversion, coach the team, then scale what works.

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Chapter 15: Manager Checklists

Core Lesson

Open, desk, TO, closeout, end-of-day and weekly one-on-one checklists.

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