LEIF JOHNSON FORD OF MANOR

Training week of 10/26

Thu 10/22, then Mon 10/26 to Sat 10/31. Class is 30 minutes at 1:00 PM, Monday to Thursday, on the floor. Friday and Saturday are floor coaching, no class.

THE WEEK AT A GLANCE

Thu 10/22 Pin the time
SKILL End every call with "Here's what's next," two times on :15 or :45, and a confirm text inside 5 minutes.
BY 5:30 Every appointment set today has a confirm text inside 5 minutes and a VinSolutions record. Each rep did one scored 2-minute call.
LEADER Matt. Eric scores a table. Oscar is off. 8 reps on.

Mon 10/26 Ask it, say it back
SKILL Ask the TPCC and Timing script (Trade, Payment, Credit, Timing) and say each answer back.
BY 5:30 Every rep asked Trade and Timing on three real conversations and wrote the answers in the VinSolutions note.
LEADER Oscar. Matt runs the live demo as the customer. Eric scores a pair. All 12 reps on.

Tue 10/27 Call with a plan
SKILL Run the whole call in order, six beats, ending in a time. Plus a 20-second voicemail on the clock.
BY 5:30 Every rep called their oldest customers first. Each call ended in a time or a written reason. Every voicemail has a text after it.
LEADER Matt. Oscar second. Eric is off. 10 reps on.

Wed 10/28 Answer the price once
SKILL Say it back, give the listed-price line once, ask one question about fit, offer two times.
BY 5:30 Every price question got the line and two times, and the note has a next step and a time.
LEADER Oscar. Eric second. Matt is off. 8 reps on.

Thu 10/29 Trade and payment, no number from us
SKILL Get the payoff and where the number came from. Say the payment range back. Bring the manager in with the 15-second handoff.
BY 5:30 Every rep did one scored call. Every trade conversation has KBB ICO done and the payoff captured.
LEADER Matt. Eric scores. Oscar is off. 8 reps on.

Fri 10/30 Ask before they leave
SKILL Ask for the decision before they leave. Bring the manager in early. Floor coaching card, no class.
BY 5:30 Every rep was watched on 2 or more live customers and the manager ticked the tally. Make-up calls done for the four reps off both Thursdays.
LEADER Will on the floor (proposed). Matt, Oscar and Eric each coach their own pod. 12 reps on.

Sat 10/31 Close every loop before 7:00
SKILL Every promise, reply, be-back and Monday appointment has a name and a time. Month end, calm and clean. Floor sweep card, no class.
BY 5:30 The sweep list is clean: no promise older than a day, no reply waiting past 3:00, Monday appointments confirmed, 5 named first calls per rep for Monday, no November program quoted.
LEADER Oscar (proposed). Will works the desk. Matt and Eric coach their pods. 12 reps on.

HOW TO RUN THIS WEEK (OSCAR AND MATT)

1. At 12:30 open the day's phone page and read box 1. Print the black and white page if you want paper at the table.
2. At 1:00: talk 10 minutes or less, practice 15 or more. Every rep speaks out loud. Start a phone recording and give it to Will.
3. Score pairs on the day's rubric. Say one keep and one change. Do not read scores out loud. Scores are for coaching.
4. Close by reading the three assignments (30 logged calls and 5 CoVideos, every waiting customer answered by 3:00, every new appointment confirmed in 5 minutes). Each rep says their first customer out loud.
5. At 5:30 open 3 notes per rep and check the day's field assignment. Next morning check the follow-up on the page. A rep who was off reads the page and does one scored call with the pod manager within two selling days. Write down who was in the room. Ask Will for the tracker sheet.

THE STANDARDS

- 30 logged calls a day. If it is not in VinSolutions, it did not happen.
- 5 relevant CoVideos a day. Say: "I'm going to send you a quick walk-around of the vehicle. Let me know if there's anything specific you'd like to see." Do not ask permission first.
- 10 appointments set a week (Will's working number).
- Every waiting customer answered by 3:00. Every new appointment gets a confirm text in 5 minutes and a VinSolutions record.
- Offer two times on :15 and :45. Not on the hour.

Never in training, never to a customer. No second price number. No "the price will move." No rates, payments, programs or dollar discounts. No holds or deposits. Never name Austin or Buda: say "one of our stores." Say "it's here" only if you checked today. November programs: ask your manager.

> An opened page is not proof of learning. Who was in the room, who could do it, and who did it on the job are three separate records.

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources. The seven day pages in this folder (each lists its own sources); activity standards of 10/20; Will's current rulings; floor schedule effective 10/3; training reminder plan.

Open items. (1) The second C in TPCC is not in any file, so the pages print TPCC and the headings only. (2) Fri and Sat leaders are proposed until Will confirms. (3) The schedule shows Eric on every day except Tue. If he is out, Will takes his table. (4) No new video was made this week. Recordings of each class are owed until the file exists. (5) There is no attendance record for Wed 10/21. It is unverified, not marked held. (6) Nothing on these pages goes to a customer.

LEIF JOHNSON FORD OF MANOR

Thursday 1:00. Pin the time.

Reinforce and evaluate. Each rep on duty does one scored 2-minute call. 8 reps, 30 minutes.
Leader: Matt Cavaness. Second scorer: Eric French (if Eric is out, Will takes table 2). Oscar is off. Will watches. Four reps are off today. Their make-up is Fri 10/23 on the floor.

1 THE SKILL AND THE OUTCOME

SKILL Pin the time. End the call with “Here's what's next,” two quarter-hour times, a confirm text inside 5 minutes, and the appointment set in VinSolutions.

IN CLASS Each of the 8 reps does one scored 2-minute call and says the confirm text out loud. Pass: a 2 on rows 2, 3 and 4, and 8 of 10 or better (section 5). Checked by Matt and Eric at the tables.

BY 5:30 TODAY every appointment a rep sets today has a confirm text inside 5 minutes and a VinSolutions record. Checked by the pod manager: 3 notes per rep (section 7). Pace line: 2 appointments set per rep by Fri 5:30 PM.

- A customer wrote “Yes I can try to do that tomorrow if that works for you.” The rep answered “sounds like a plan.” No time was set (10/19).
- Shown appointments close 69%. Customers with no appointment close 6% (store report, 10/20).
- 4 appointments are on the book for today (10/21, 7:52 PM). Confirm each one by call this morning.

2 RUN SHEET: 30 MINUTES, 1:00 PM

1:00	2 min	**Open. [Matt]** Say it in one breath: “Each of you does one two-minute call and ends it right.” Pass bar on the board. Two tables: Matt and Eric. Start a phone recording.
1:02	3 min	**Show it. [Matt (Eric plays the customer)]** Live: the end of a call in 45 seconds. The room says back the six pieces in section 6.
1:05	4 min	**Check. [All pairs, Matt times]** Each rep says the end of a call in 45 seconds. Partner ticks the six pieces (section 6).
1:09	7 min	**Scored round 1. [Matt table 1, Eric table 2]** One caller per pair. 2-minute call, 1-minute score. The other pair watches and writes one keep.
1:16	7 min	**Scored round 2. [Same]** Swap. The scorer hands a different card than round 1.
1:23	4 min	**Redo. [Scorers]** Under pass? Rerun the end of the call with your scorer. Everyone else writes their first two customers and the two times they will offer.
1:27	3 min	**Close. [Matt]** Read section 7. Each rep says their first customer out loud. No scores read aloud. Give the phone recording to Will.

3 WHAT TO SAY

1. The segue “Here's what's next.” Say it as a statement. Do not ask permission to move the deal.

2. Two times “I have today at 5:15 or tomorrow at 10:45. Which is better for you?” Both on :15 or :45. Inside store hours.

3. Say it back “So I have you tomorrow at 10:45 for the Bronco Sport. Who's coming with you? Bring your license and insurance card. I'll have it pulled up front. I'm texting you the details now.”

4. When they say “tomorrow” “Tomorrow works. I have 10:45 or 5:15. Which one?” Not “sounds like a plan.”

5. The confirm text (inside 5 minutes) “Renee, you're set for tomorrow at 10:45 to drive the Bronco Sport. I'll be at the front door. Bring your license and insurance card. If anything changes, text me here. Sam”

6. If they missed “We missed you at 10:45. No problem. When works better, today at 5:15 or tomorrow at 10:45?” No lecture.

Never: a rate, payment, program or dollar discount. A hold or deposit. A second price number, or “the price will move.” “Let me see what I can do.” “We'll beat it.” “Can we send you a CoVideo?” “It's here” without checking today. Austin or Buda by name (say “one of our stores”). “Just following up” or “checking in” as the reason. A trade value over the phone. Nothing on this page goes to a customer. If it is not in VinSolutions, it did not happen.

4 ROLE-PLAY: THREE CARDS FROM THE LAST 48 HOURS (MADE-UP FIRST NAMES)

A. Tomorrow

REAL A customer asked a rep for the best numbers on a truck. The rep asked for pictures of the trade and said the numbers would be lined up. The customer wrote “Yes I can try to do that tomorrow if that works for you.” Nobody set a time, and it was not clear what “that” meant (10/19).

CUSTOMER CARD Walt, 41. Wants numbers on a new truck and wants his old one looked at. Works until 5. Says “tomorrow” and goes quiet unless he hears two times. Picks the later one. Asks what to bring.

TARGET Say what you need in one sentence (the pictures now, or the truck tomorrow). “Here's what's next.” Two quarter-hour times. Say it back. Read the confirm text. No number or rate given.

B. Missed appointment

REAL 23 of the 111 appointments set this month were no-shows (10/21). Same-day rebook is the standard.

CUSTOMER CARD Curtis, 29. Had Saturday 3:15 to drive a Ranger. Opens with “Sorry, this week is crazy.” Gets short if lectured. Comes Thursday evening or Saturday morning if he is given a time.

TARGET No guilt, no lecture. “Here's what's next.” Two new times. Say it back. Read the confirm text. Say the old appointment is marked missed in VinSolutions and the new one is set.

C. The video that never went out

REAL A customer said “Yes” to a video of a Mustang for a family member. That afternoon the next text said “just following up.” No video was in the thread at the 10/20 check.

CUSTOMER CARD Nora, 52. Said yes to the video Monday and never got it. Polite and cooling. “I never saw anything.” Will come Saturday morning if she gets the video now and a time.

TARGET Own the miss once: “That's on us.” Say the approved line: “I'm going to send you a quick walk-around of the vehicle. Let me know if there's anything specific you'd like to see.” Then what's next, two times, confirm. Send it inside the hour and log it.

5 SCORING: 0, 1 OR 2 ON EACH ROW

BEHAVIOR YOU CAN SEE	0 / 1 / 2	SCORE
1. Here's what's next States the next step, then asks for the visit.	**0** no ask, or “when can you come in?” **1** asks, but as a maybe **2** says it plainly, then asks	__ / 2
2. Two quarter-hour times Two options inside store hours. Scorecard line 6.	**0** none, or “tomorrow” accepted **1** one time, or one is on the hour **2** two times, both :15 or :45	__ / 2
3. Said it back Who, what, when, what to bring. Scorecard line 7.	**0** no say-back **1** two of the three **2** all three, plus what to bring	__ / 2
4. Confirm text out loud Names the day, time, vehicle and where to find the rep.	**0** not mentioned **1** mentioned, not read **2** read out loud with all four	__ / 2
5. Rules and VinSolutions No rate, payment, hold, second number, or unchecked “it's here.” Says what gets set.	**0** any rule broken **1** clean, no VinSolutions step said **2** clean, and says the appointment is set (date, time, vehicle)	__ / 2

Pass: a 2 on rows 2, 3 and 4, and 8 of 10 or better. Rows 2 and 3 at 2 mean 4 or more on scorecard lines 6 and 7. A 2 is a 4 or 5 on the card, a 1 is a 3, a 0 is a 1 or 2. A rule break sets row 5 to 0 and the pod manager talks to the rep today. One keep, one change. No scores read aloud.

6 CHECK

Demonstration, 1:05. Each rep says the full end of a call in 45 seconds. Partner ticks the six pieces. Five of six, with both times on :15 or :45, is a yes. Record yes or no per rep.

Answer key.

1. “Here's what's next.”
2. The ask, with a reason in their words.
3. Two times, both :15 or :45.
4. Say it back: who, what, when, what to bring.
5. “I'm texting you the details now.”
6. “I'll have it pulled up front.” (Only if you checked the car today.)

7 FIELD ASSIGNMENT

TODAY Before 5:00, open My List on the /me page. Take your two oldest cards that need a visit (Missed: Rebook, Missed: Be-back call tonight, Reply now, Numbers owed). Call both. End each call with “Here's what's next” and two times. Each appointment you set: confirm text inside 5 minutes, a VinSolutions appointment (date, time, vehicle), a note with the next step. The usual three still count: 30 logged calls, 5 CoVideos, every reply answered by 3:00.

Manager check at 5:30. Open 3 notes per rep. Look for:

- The note reads like: set, day, time, vehicle, text sent. Times are :15 or :45.
- The confirm text is in the thread inside 5 minutes of the note.
- The appointment shows in VinSolutions (date, time, vehicle). The Appt button on My List only snoozes the card. It is not an appointment.
- “Tomorrow,” “this weekend” or “call me” with no clock time means not done. Catch the rep before they leave.

5:45 line to Will: Pod ___ · Passed Thursday call: __ of __ reps · Appointments set today with confirm text and VinSolutions record: __ of __ · Notes with a clock time (3 per rep): __ of __ reps

8 FOLLOW-UP CHECK: FRI 10/23

- **8:30 AM.** Open the appointment book for Fri and Sat. Count new appointments set since Thu 1:00 PM by the 8 reps scored. Every time is :15 or :45. Every one for today has a confirm text in the thread and a logged call from the afternoon before.
- **Limits.** The feed keeps one appointment per customer and statuses lag. A text sent outside VinSolutions will not show.
- **10:00 AM ride-along.** Sit with the lowest-scoring rep for one live call. Listen for: Here's what's next, two times, the say-back.
- **On the floor.** Make-up scored call for the four reps who were off, same rubric. **5:30 PM:** spot-check 3 notes per rep for a next step with a date and time.

Tracker, after class: who was in the room, the row scores, and the numbers with source and time. Never write "improved because of the class."

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources. Scorecard lines 6 and 7; role-play cards 1, 4, 5; Tuesday 10/20 run sheet; short page; facilitator slides 16 and 17; phone training Q&A of 10/19; SP-06; Trade Acquisition Call Guide; Doc 13; Will's rulings; evening recap 10/21; performance snapshot 10/20; training tracker.

Open items. (1) The short page and two videos show 4:30, 5:30 and 6:00. The rule is :15 and :45, so this page uses :15 and :45. (2) The schedule file shows Eric working Thursday. The brief says he may be covered. Fallback: Will at table 2. (3) Whether the Wed 10/21 class was held is unverified. Nothing here builds on it. (4) Numbers are frozen at the times shown. (5) The pace line is read as 2 per rep. The spec does not say.

LEIF JOHNSON FORD OF MANOR

Monday 1:00. Ask it. Say it back.

Lesson. The TPCC and Timing script: Trade, Payment, Credit, Timing. A live demo, no deck. All 12 reps, 30 minutes.
Leader: Oscar Pulido. Matt keeps time and plays the customer in the demo. Eric scores a pair. Will may take the first 2 minutes to say why. Talk is 10 minutes or less. If you want slides, 8 at most.

1 THE SKILL AND THE OUTCOME

SKILL Ask the TPCC and Timing script and say it back. The four headings: Trade, Payment, Credit, Timing. Ask the question, then say their answer back to them.

IN CLASS In a 3-minute role-play each rep asks Trade (miles, owe, how they know, exact figure said back), Payment range (said back), Credit 1 to 10 with the right follow-up, and Timing. One "So basically... is that what I understand?" Then reads the VinSolutions note out loud. Pass: a 2 on 4 of the 5 rows (section 5).

BY 5:30 TODAY every rep has asked Trade and Timing on three real conversations and put the answers in the VinSolutions note. Checked by the pod manager: 3 notes per rep (section 7).

- A customer wrote "I need a Good offer, please." The rep answered "Got it." Nothing after that (10/19).
- A customer came in to get a truck appraised and left without it (10/20).
- The credit question is the one part of the script nobody has taught. The 10/19 set has no credit question.

2 RUN SHEET: 30 MINUTES, 1:00 PM

1:00	2 min	**Open. [Oscar (Will, optional)]** Say the skill and the pass bar. Start a phone recording. If Will is on the floor, he takes these 2 minutes to say why it matters.
1:02	4 min	**Live demo. [Oscar asks, Matt is the customer]** One full run: Trade, Payment, Credit, Timing. No slides. The room counts the say-backs. There are three.
1:06	6 min	**Teach. [Oscar]** Three passes of 2 minutes, the room repeats each line out loud: Trade and the exact figure back. Payment and Credit. Timing and the four to memorize. Read the Never line as you go.
1:12	4 min	**Drill. [Matt calls on reps cold]** Oscar says the customer's line, the rep answers. "I owe about [a number]" gets the how-did-you-get-that question and the exact figure back. "I want to stay around [a number] a month" gets the payment say-back. "I'd say a 6" gets "Why a 6 and not a 10?" and then quiet.
1:16	10 min	**Pairs. [Oscar, Matt, Eric each sit with one pair (if Eric is out, Will takes it)]** 3 minutes per caller. The partner plays the card straight and ticks the 5 rows. Managers score for real. Round 1 uses cards A and B. Round 2 uses B and C.
1:26	4 min	**Close. [Oscar]** The check (2 min, section 6). Read section 7 (1 min). Each rep says their first customer out loud (1 min). Give the phone recording to Will.

3 WHAT TO SAY

1. Trade "Are you thinking about trading in your current vehicle?" (phone wording) "About how many miles are on it? Do you owe anything on it? How much do you owe?"

2. Say the figure back "How did you arrive at that number? Was that your last statement, your app, or a payoff quote?" Then: "So exactly [the number]?"

3. Payment "What kind of price range or payment range are you trying to achieve?" Then: "So basically, you're trying to stay at [their number] a month, no more than [their number plus $100], is that what I understand?" Their number. Never ours.

4. Credit "On a scale of 1 to 10, with 10 being the best, how would you rate your credit?" 7 or below: "Why a 7 and not a 10?" Then listen. 8 to 10: "Perfect, thank you for making my job easier."

5. Timing "When are you trying to make your buying decision? What are your time constraints?" Then: "So basically, when you find the right vehicle at the right price, is that what I understand?"

6. The four to memorize What exactly are you looking for? What would you like to accomplish today? What are your time constraints? What would you like to do before you leave today? (On the phone: "What would you like to do first?")

Never: a payment, rate or program of ours. Never tie a credit number to a rate or an approval. No Social Security number, license image, insurance card or card number by text or email. A trade value over the phone: "We don't appraise a trade without seeing it." "Got it" as the answer to a request for an offer. Never say the price depends on the trade. Asking for their range is fine in discovery. It is not the answer to "What's the actual price?" Also: a hold or deposit, a second price number or "the price will move," "let me see what I can do," Austin or Buda by name, an unchecked "it's here." Nothing on this page goes to a customer.

4 ROLE-PLAY: THREE CARDS FROM THE LAST 48 HOURS (MADE-UP FIRST NAMES)

A. A good offer

REAL A customer wrote "I need a Good offer, please." The rep answered "Got it." Nothing after that (10/19).

CUSTOMER CARD Gil, 47. Opens: "I asked for a good offer and nobody called." Has a trade, a 2019 truck with about 88 thousand miles, and the bank holds the title. Gives a payment range only when asked. Rates his credit a 6. Pushes once on price.

TARGET Own the wait once. If he pushes: "The price on it is the listed price. We put our best number on it up front." Then all four: Trade with the figure said back, Payment said back, "Why a 6 and not a 10?" and listen, Timing with one "So basically..." No rate talk, no second number.

B. The trade is the hook

REAL A customer came in to get a truck appraised and left without it (10/20).

CUSTOMER CARD Opal, 55. Calling about her truck. "What's it worth?" Thinks she owes about thirty, "it's on my app." Not sure. Rates her credit an 8.

TARGET Ask how she got the number: statement, app or payoff quote. Say the exact figure back. No trade value: "We don't appraise a trade without seeing it." Credit 8: "Perfect, thank you for making my job easier." Timing. Then two times to bring the truck in.

C. Just looking

REAL 66 of 93 open phone-ups, walk-ins, referrals and repeat customers had no person touch in 2 or more days (10/20, 6:30 PM).

CUSTOMER CARD Lena, 36. Called Saturday about an SUV and nobody called back. Says “just looking” three times. Gives a monthly number only on the third question. Rates her credit a 9. Her lease ends in a few months.

TARGET “That's a good place to start. What are you looking at so far?” Do not jump to price. Say her range back in her number. Credit 8 to 10 follow-up. Decision date and time constraints. One “So basically...”

5 SCORING: 0, 1 OR 2 ON EACH ROW

BEHAVIOR YOU CAN SEE	0 / 1 / 2	SCORE
1. Trade Miles, owe, how they know (statement, app, payoff quote).	**0** skipped **1** asked some, no say-back **2** asked all, exact figure said back	__ / 2
2. Payment Asked their range. Said it back in their number.	**0** skipped, or offered a number of ours **1** asked, no say-back **2** asked and said back	__ / 2
3. Credit Asked 1 to 10. Used the follow-up. Listened.	**0** skipped, or talked rates or approval **1** asked, wrong or no follow-up **2** asked, right follow-up, listened	__ / 2
4. Timing Decision date and time constraints. One “So basically... is that what I understand?”	**0** skipped **1** asked, no say-back **2** asked and said back	__ / 2
5. The note Read the VinSolutions note out loud: trade, timeline, next step with a date and time.	**0** no note **1** missing trade or timeline **2** complete	__ / 2

Pass: a 2 on at least 4 of the 5 rows. A 2 is a 4 or 5 on the scorecard, a 1 is a 3, a 0 is a 1 or 2. If you sit with a pair, also score scorecard line 3 (fact-finding) and line 8 (the note). A rule break from the Never line sets that row to 0. Tell the rep one keep and one change. Do not read scores out loud.

6 CHECK

Three questions, out loud, 1:26. Pairs ask each other for 45 seconds. Then Oscar reads the key and the room says got it or missed it. Note who missed. Ask the same three again to three reps on Tuesday.

Answer key.

1. Name the script's four headings in order. **Trade, Payment, Credit, Timing.**
2. A customer rates their credit a 6. What do you say? **“Why a 6 and not a 10?” Then listen.** No rate talk, no approval talk. For 8 to 10: “Perfect, thank you for making my job easier.”
3. A customer gives you a payment range. What do you never do with it? **Offer or quote a payment, rate or program of ours.** Say their number back. The desk builds the numbers.

7 FIELD ASSIGNMENT

TODAY On your next three real conversations, phone or floor, ask Trade and Timing and write the answers in the VinSolutions note: why shopping, vehicle, trade (keep or sell, miles, owe), timeline, what you agreed, next step with a date and time. Ask Payment and Credit in the same conversations. At least one of the three comes from your own list: a customer with no person touch in 2 days (My List: Reply now, Missed, or a Cold card with a past visit). Payment range and credit rating in the note are not required yet. Will decides.

Manager check at 5:30. Open 3 notes per rep. Look for:

- A trade line with keep or sell, miles and owe, and where the figure came from.
- A timeline with a date or a month, not “soon.”
- A next step with a date and time.
- Goal is 3 of 3 notes per rep. A payment or rate typed by the rep is a rule break. Pull the rep aside.

5:45 line to Will: Pod ___ · Reps with 3 of 3 notes (trade and timeline): __ of __ · Passed Monday role-play (4 of 5 rows at 2): __ of __ reps

8 FOLLOW-UP CHECK: TUE 10/27

- **8:30 AM.** Reopen the same reps' notes. Count new notes written since Monday 5:30 PM that have a trade line and a timeline. Hand check. The 8:30 pod lists show who has no touch. They do not show note quality.
- **10:00 AM ride-along.** Sit with one rep on a live call. Listen for one say-back of an exact figure or a range.
- **1:02 PM.** Tuesday's review block asks three reps the check questions cold.

Tracker, after class: who was in the room, the row scores, and the numbers with source and time. Never write "improved because of the class."

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources. TPCC and Timing Vehicle Sales Script (knowledge pack, imported 10/17); Updated Salesperson Onboarding Checklist (4 Required Customer Questions); SP-09, SP-04, SP-02; onboarding Docs 8 and 5; Sales Bible Trade Discussion (lines 421 to 445); phone training Q&A of 10/19 (fact-finding questions, build interest); facilitator guide slides 9 to 12; call examples (call 1); scorecard lines 3 and 8; role-play cards 1 and 2; showroom how-to step 3; Credit Compliance Policy Manual; Will's current rulings.

Open items. (1) The script's title says TPCC but it has three headings plus Timing. This page does not spell out the second C. Will to confirm. (2) The source does not say if the four questions come before or after Trade, Payment and Credit. The card follows the file. The leader may open the demo with questions 1 and 2. That is a facilitation choice, not doctrine. (3) The reason for “add $100” is not stated. It is printed as written: their number plus a ceiling they confirm, never our offer. (4) The trade opener and “do first” are phone adaptations. Everything else is verbatim. (5) Payment range and credit rating in the VinSolutions note is a proposal for Will. (6) The Sales Bible's sight-unseen trade range and its likely-rates-by-credit-tier lines are not taught.

LEIF JOHNSON FORD OF MANOR

Tuesday 1:00. The call with a plan.

Role-play in pairs. Six beats, one call. 10 reps, 30 minutes.
Leader: Matt Cavaness. Second: Oscar Pulido. Eric is off. Two reps are off today. Make-up: the rep page plus one scored call within two selling days.

1 THE SKILL AND THE OUTCOME

SKILL Run the whole call in order: **reason**, **one TPCC question** (said back), **fit check** ("Does that sound like the right fit?"), **"Here's what's next," two times**, **confirm**. Thursday's pin plus Monday's discovery in one call.

IN CLASS Pairs run all six beats in order. Pass: a 2 on rows 1 to 4 (that is 4 or more on scorecard lines 1, 3, 6 and 7). A voicemail on the clock: 20 seconds or less, a real reason, the number said twice, a text after.

BY 5:30 TODAY every rep called the oldest customers on their own list first, each call ending in a time or a written reason, and every voicemail has a text after it. Checked by the pod manager: 3 notes per rep (section 7).

- Mon 10/19 the team logged 163 calls against a standard of 330 (30 each). One of 11 reps with a login hit 30 (report of 10/20).
- 66 of 93 open phone-ups, walk-ins, referrals and repeat customers had no person touch in 2 or more days (10/20, 6:30 PM).
- Will's point from 10/20: "just following up" is low status. The call with a plan is high status. This is a high-dollar purchase.

2 RUN SHEET: 30 MINUTES, 1:00 PM

1:00	2 min	**Open. [Matt]** "Today you run the whole call in order. Six beats. It ends with a time." Pass bar on the board. Start a phone recording.
1:02	3 min	**Review Monday. [Oscar]** Ask three reps cold: the script's four headings in order. The credit follow-up for a 6. What a rep never does with the payment answer.
1:05	4 min	**Drill 1: the reason. [Matt]** Each rep writes a real reason for their first customer today and says it to a partner in 10 seconds: "You asked about the [vehicle] [when], so I wanted to call you myself."
1:09	4 min	**Drill 2: the voicemail. [Oscar]** The check (section 6). Partner runs a timer. Read the power voicemail cold, 20 seconds or less, number twice. Then type the text.
1:13	4 min	**Drill 3: beats 3 to 6. [Matt]** Fit check, Here's what's next, two times, confirm. One breath, to a partner. Swap.
1:17	10 min	**Pairs. [Matt and Oscar, one pair each per round]** Cards A to C. 2-minute call, 1-minute feedback, swap. Managers score for real. Partners tick the beats strip in section 5.
1:27	3 min	**Close. [Matt]** Read section 7. Each rep says their first customer out loud. Give the phone recording to Will.

3 WHAT TO SAY

1. The reason, first 10 seconds "Hi Renee, this is Sam at Leif Johnson Ford of Manor. You asked about the Bronco Sport on Saturday, so I wanted to call you myself."

2. One TPCC question, then say it back Pick one: trade, payment range, credit or timing. "What are your time constraints?" Then: "So you need it before the end of the month, is that what I understand?"

3. Fit check "Does that sound like the right fit?"

4. Here's what's next "Here's what's next. I have today at 5:15 or tomorrow at 10:45. Which is better for you?"

5. Confirm "So I have you tomorrow at 10:45 for the Bronco Sport. I'm texting you the details now, and I'll have it pulled up front."

6. The power voicemail (20 seconds) "Hi Renee, this is Sam at Leif Johnson Ford of Manor. I've got some fantastic news and two quick questions for you. Call me at [number], that's [number]." Then the text. The news has to be real: a unit you checked today, a better match, a video you made.

Never: a rate, payment, program or dollar discount. A hold or deposit. A second price number, or "the price will move." "Let me see what I can do." "We'll beat it." "Can we send you a CoVideo?" "It's here" without checking today. Austin or Buda by name (say "one of our stores"). "Just following up" or "checking in" as the reason. A trade value over the phone. Nothing on this page goes to a customer. If it is not in VinSolutions, it did not happen. Also: "Did you get my email?" "So what do you want to do?" A 45-second voicemail with the number said once, fast.

4 ROLE-PLAY: THREE CARDS FROM THE LAST 48 HOURS (MADE-UP FIRST NAMES)

A. Walked out Saturday

REAL 66 of 93 open phone-ups, walk-ins, referrals and repeat customers had no person touch in 2 or more days (10/20, 6:30 PM).

CUSTOMER CARD Dale, 46. Came in Saturday with his wife, drove the Bronco Sport, left to think. Nobody has called in 3 days. Round 1: no answer. Round 2, on the redial, he picks up: "Who's this?" He liked the car. His wife wants to see the Escape too. Weeknights after 6.

TARGET Round 1: voicemail on the clock, then type the text. Round 2: all six beats in order, one TPCC question said back, two quarter-hour times after 6.

B. Went quiet

REAL 128 active leads had no staff touch in 48 hours after the 5:30 recap on 10/21. One logged call said "interested to purchase within 2 weeks," then the thread went quiet.

CUSTOMER CARD Ines, 38. Had a strong call last Wednesday, then went quiet. Not a no, just busy at work. Hears a real reason and engages. Hears "just checking in" and says "I'll call you."

TARGET A reason that is real: a unit that fits what she said, or a video you made (say the approved line: "I'm going to send you a quick walk-around of the vehicle. Let me know if there's anything specific you'd like to see."). One TPCC question said back. Fit check. What's next. Two times.

C. Doesn't want to come in

REAL Of 34 open repeat and previous customers, 27 had no person touch in 2 or more days. 23 of those had waited 7 days or more (10/20).

CUSTOMER CARD Roy, 57. Bought here years ago and liked it. "I hate the dealership. I don't want to come in." Open to a video. Wonders what his truck is worth.

TARGET Start with the relationship and a real reason. Video as a statement, using the approved line. Ask for the visit a second time before the call ends. No trade value over the phone. Log the video promise and send it inside the hour.

5 SCORING: 0, 1 OR 2 ON EACH ROW

BEHAVIOR YOU CAN SEE	0 / 1 / 2	SCORE
1. Reason A real reason in the first 10 seconds, in the customer's words. Scorecard line 1.	**0** none, or "just following up" **1** a reason, but late or vague **2** real reason in 10 seconds	__ / 2
2. One TPCC question, said back Asked one of Trade, Payment, Credit, Timing and said the answer back. Scorecard line 3.	**0** no question **1** asked, no say-back **2** asked and said back	__ / 2
3. Fit check, then the ask Fit check first, then Here's what's next, then two :15 or :45 times. Scorecard line 6.	**0** no ask **1** ask, but out of order or one time **2** in order, two quarter-hour times	__ / 2
4. Closed it Said back who, what, when. Promised the confirm text and said it goes in VinSolutions. Scorecard line 7.	**0** no say-back **1** two of the three **2** all three, text and VinSolutions said	__ / 2
5. Voicemail on the clock 20 seconds or less, real reason, number twice, text after.	**0** over 20 seconds, or number once **1** 20 seconds, but vague reason **2** clean, and says the text goes after	__ / 2

Pass: a 2 on rows 1 to 4, and row 5 at 1 or 2 (a 0 reruns the voicemail on the clock). A 2 is a 4 or 5 on the scorecard line, a 1 is a 3, a 0 is a 1 or 2. Beats strip, partner ticks in order: □ reason □ question □ fit check □ what's next □ two times □ confirm. A rule break from the Never line sets the nearest row to 0. One keep, one change. No scores read aloud.

6 CHECK

Demonstration, 1:09. Each rep reads the power voicemail cold into a partner's timer. Pass is 20 seconds or less with all five pieces. Record yes or no per rep.

Answer key.

1. Name and the store.
2. One real reason.
3. "I've got some fantastic news and two quick questions for you."
4. The number, twice, slowly.
5. 20 seconds or less. The text goes out right after. Log it as Left message.

7 FIELD ASSIGNMENT

TODAY 30 logged calls, a note on each. 5 relevant CoVideos with the approved line. Your first calls go to the oldest customers on your list: no person touch in 2 or more days, phone-ups, walk-ins, referrals, repeat customers (My List: Missed, Reply now, Cold with a past visit). Every no-answer gets a 20-second voicemail and a text. Log it as Left message.

Manager check at 5:30. Open 3 notes per rep. Look for:

- The reason is in the note, in the customer's words ("following up" does not count), with a next step that has a date and time.
- Left message is logged, with a text after it in the thread.
- The first calls of the day went to the oldest customers on the 8:30 list.
- The 5:30 recap shows who worked their list, not calls made outside VinSolutions. The CoVideo snapshot comes at 7:35 PM, after your check. No source counts calls per rep cleanly, so the notes decide.

5:45 line to Will: Pod ___ · Passed Tuesday call (rows 1 to 4): __ of __ reps · Voicemail on the clock: __ of __ · Notes with a real reason and a dated next step (3 per rep): __ of __ reps · Oldest customers called first: __ of __

8 FOLLOW-UP CHECK: WED 10/28

- **8:30 AM.** Compare the pod lists with Tuesday 8:30. Count the customers who had no touch in 2 or more days and got a person touch yesterday.
- **CoVideos.** Last night's 7:35 PM snapshot: how many reps reached 5.
- **10:00 AM ride-along.** Oscar or Eric sits with one rep for three calls and ticks the beats strip. Notes cannot show how long a voicemail ran. Only a ride-along or a call recording can.
- **Make-up.** The two reps who were off get the rep page and one scored call by Thursday.

Tracker, after class: who was in the room, the row scores, and the numbers with source and time. Never write "improved because of the class."

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources. The short page (Will's three points of 10/20); Tuesday 10/20 run sheet; voicemails, texts and examples pages; course lessons 1 and 2 and two videos; role-play cards 1, 2, 6; phone training Q&A of 10/19; SP-05, SP-06; Sales Bible Phone Standard (price-range line skipped); first-hour pages keep-in-touch and phone-up; activity standards 10/20; phone-ups untouched report 10/20 (counts only).

Open items. (1) The short page example says "Today at 4:30." The rule is :15 and :45, so this page uses :15 and :45. (2) Automated texts under a rep's name still ask the old video question. Reps should not copy them. (3) How Today's 25 fits with the 30 logged calls is unruled. This page says 30 and leaves the 25 out.

LEIF JOHNSON FORD OF MANOR

Wednesday 1:00.
Answer the price once. Move on.

Objections. Role-play in pairs. Work each rep's weak spot. Three real situations from the last week.

READ THIS FIRST (MANAGERS)

In the room say **a customer** and **a rep**. Before 1:00, pull three real price-question threads from your pod in VinSolutions to use as keep-doing and change-this examples. Numbers here are frozen at the date shown. Matt is off today, and so are three of his four reps.

1. THE SKILL AND THE OUTCOME

Answer the price question once, then move on.

Say it back. Say the listed-price line one time. Ask one question about fit. Give two quarter-hour times.

BY 5:30 Every rep on duty has handled a real price question that way, and the note has a next step and a time.

CHECKED BY Oscar and Eric score every rep in class (pass: a 2 on at least 4 of the 5 rows). Pod managers read 3 price-question threads per rep at 5:30.

WHO **OSCAR LEADS** Eric second scorer. Matt off. 8 reps on. The 4 reps off today read lessons 3 and 4 and do the scored call Thursday.

WHY NOW Two real price questions this week got a question back or a bare "Got it" (scenarios 1 and 2).

2. RUN SHEET: 30 MINUTES

1:00
Open, 2 min. **OSCAR** Say the skill and the 5:30 check. Read the Never box once.

1:02
Review Tuesday, 3 min. **ERIC** Three reps cold: the two times you offer (quarter-hour). What "Here's what's next" sounds like. What goes in the note.

1:05
Drill 1, 5 min. **OSCAR** The actual price (scenario 1). One pair in front, room scores.

1:10
Drill 2, 5 min. **ERIC** A good offer (scenario 2). One pair. Ask the room what the rep did first.

1:15
Drill 3, 5 min. **OSCAR** Cheaper elsewhere, then I'll call you back (scenario 3).

1:20
Pairs, 6 min. **ERIC** Each rep takes the card they missed most. 2 min call, 1 min feedback, swap. Oscar and Eric score. One keep, one change.

1:26
Check, 2 min. **OSCAR** The three questions in section 6, one to each of three reps cold. Read the key. Note who missed.

1:28
Close, 2 min. **OSCAR** Read section 7. Each rep says the first customer they will call, out loud.

3. PRACTICAL LANGUAGE (SAY THESE)

1. Say it back first Their words, one sentence: "You saw different miles on two sites. Fair thing to ask about." Check the unit and what they were shown first.

2. The line, then the visit "The price on it is the listed price. We put our best number on it up front and we price it against the market, so there's no second number behind it." Then: "The best way to see that is to drive it. Can you come by today at 5:15 or tomorrow at 10:45?"

3. Cheaper somewhere else "Show me what they wrote up. Is it the same vehicle, same year, trim and miles?" A photo of the quote is fine.

4. I need to think about it "Of course. Which part are you still thinking about? The vehicle, the timing, or someone else you need to talk to?" Answer that one thing.

5. I'll call you back "Sounds good. So I'm not chasing you, when's a good time for me to call? Thursday at 4:15?"

6. Hold it for me "We don't hold used vehicles. When you're ready, we'll write it up." Then two times.

Pushed a second time: say the line once more, then walk it to your pod manager the same hour and log it. Never say no to the deal. Never say the price will move.

Never: a second price number. "Let me see what I can do." A rate, payment or dollar discount. A hold or deposit. Naming Austin or Buda: say "one of our stores". "It's here" without checking today. Not in VinSolutions means it did not happen.

4. ROLE-PLAY: THREE SCENARIOS

1. The actual price

Real, 10/20: a customer saw different miles online and asked "What's the actual price?" The rep asked what price the customer would feel comfortable at.

CUSTOMER CARD (READ ONLY BY THE CUSTOMER) Raymond, 41. Saw one truck with different miles on two sites. Texts: "What's the actual price?" Wants a straight answer. Asked to name a number, he says "I'm asking you." Given the line once and two times: "Fine, tomorrow morning."

TARGET BEHAVIOR Check the unit and what he was shown. Say back the miles question. Listed-price line once. One fit question ("Is this the one, or are you comparing a couple?"). Two times. Listing looks wrong? Walk it to the pod manager before saying any price.

MANAGER WATCHES FOR No question about his price. No second number. Times end in :15 or :45. Note read aloud.

2. A good offer

Real, 10/19: a customer wrote "I need a Good offer, please". The rep's last reply was "Got it". No question, no price line, no next step after.

CUSTOMER CARD (READ ONLY BY THE CUSTOMER) Marvin, 36. Wants a gray or white 4x4 crew cab, buying within two weeks, owes on his current truck. Says "I texted you for a good offer yesterday." If asked what number he wants: "A good one." Opens up if the rep owns the wait, gives the line and asks about the trade.

TARGET BEHAVIOR Own the wait in one sentence. Line once. One question about the trade ("Are you keeping the truck or selling it?"). Promise the out-the-door numbers in writing by a clock time (the manager builds them). Two times for the visit.

MANAGER WATCHES FOR No rate, payment or range. Never "the price depends on your trade". The promise has a clock time. Visit still asked.

3. Cheaper elsewhere, then "I'll call you back"

Standing objection (cards 3 and 5), not one record this week. Same call as the be-back list.

CUSTOMER CARD (READ ONLY BY THE CUSTOMER) Bev, 48. Drove an Explorer Saturday with her husband and left. Says another

dealer has one "a little less". Asked for the quote, she says she'll look for it. He makes the call. Pushed for a visit: "I'll call you back."

TARGET BEHAVIOR Ask for the quote (a photo is fine) and if it is the same vehicle. Line once. Ask if her husband is part of the decision. Do not chase her number. Get a time: a visit for both, or a callback time.

MANAGER WATCHES FOR No "we'll beat it" or "how much lower". One fit question. A day and time before she hangs up. Text inside 5 minutes.

5. SCORING: 0, 1 OR 2 ON EACH ROW

BEHAVIOR	0 = MISSED	1 = ROUGH	2 = CLEAN	SCORE
1. Said it back	Skipped, or only "I understand".	Said back, not in their words.	Their words, one sentence.	__ / 2
2. Listed-price line, once	No line, a second number, or "let me see what I can do".	Said it, but twice, with an apology, or too long.	Plain, once, no apology.	__ / 2
3. One question, about fit	Asked about price, or nothing.	Two or more questions, or a vague one.	One: same vehicle? what pulls you to it? who else decides?	__ / 2
4. Two times	No time. "Call me."	One time, a :00 time, or "tomorrow".	Two quarter-hour times, said back as who, what, when.	__ / 2
5. Rules and the note	Any auto-stop.	No stop, but the note has no next step or no time.	No stop. Note read aloud: the line used, next step with date and time.	__ / 2

Pass: a 2 on at least 4 of the 5 rows. An auto-stop sets the nearest row to 0: the rep says it again with the fix before the pair swaps. Sitting with a pair? Also score scorecard lines 5 and 8. Pass is a 4 or better on both.

Auto-stop (sets the nearest row to 0): a second price number. "What price would you feel comfortable at?" as the answer. "Let me see what I can do." A hold or deposit. A rate, payment or program. Naming Austin or Buda. "It's here" without checking. "Just following up" as the reason.

6. CHECK: THREE QUESTIONS OUT LOUD

SAY THIS OUT LOUD	ANSWER KEY
A customer asks "What's your best price?" What do you say first?	Say it back in their words, then the line once. Then two times.
Name three things you never say.	Any three: a second number. "Let me see what I can do." "The price depends on your trade or financing." "What price would you feel comfortable at?" "We'll beat it." A hold or deposit. A rate or payment.
They push a second time. Who gets it and when?	Line once more. Then your pod manager, the same hour, logged. You never refuse the deal and never move the number.

Yes or no per rep goes on your 5:45 line to Will, not out loud. It is typed into the tracker's Competence cell from there.

7. FIELD ASSIGNMENT, CHECKED AT 5:30

Today's line

1. **Every price question today gets the line, two times and a note.** Find yours on My List: the Numbers owed, Deal quiet and Answer-them cards. Work those first.
2. Any pushed request goes to your pod manager the same hour. Log it.

Plus the standing three

1. 30 calls logged in VinSolutions, a note on each.
2. 5 relevant CoVideos sent with the approved line. Managers review each rep's top 5.
3. Every customer waiting on you answered by 3:00. Every new appointment: two times, a confirm text in 5 minutes, set in VinSolutions.

How the manager checks at 5:30

- Open 3 price-question threads per rep (notes and the text thread). Look for the line used once, one fit question, two times, and a note with a next step and a time.
- Red flags: a second number, "let me see what I can do", "what price would you feel comfortable at", hold language, a rate or payment in a text.
- Pushed requests: each shows a manager touch inside the hour. For 30 calls and 5 CoVideos use the 5:30 pod recap. Calls by rep are checked by hand from the notes.

5:45 line to Will

Pod ___ · Passed Wednesday role-play (a 2 on 4 of 5 rows): __ of __ reps · Check questions right: __ of __ · Price-question threads with the line and a dated next step (3 per rep): __ of __ reps · Pushed requests with a manager touch inside the hour: __ of __

8. FOLLOW-UP CHECK: THURSDAY 8:30 AM

- On the 8:30 pod list, find the customers who got the line yesterday. Each should have a visit time or a callback time on the record.
- Every pushed request reached a manager inside the hour. Look for the manager note.
- Ride-along: listen to one rep on one live price question. One keep, one change. In the tracker record the number, the source and the time. Never write "improved because of class".

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources: course.html lessons 3 and 4, examples.html, roleplay.html cards 2, 3 and 5, scorecard.html, phone-training-2026-10-19, how-to-answer-a-price-question, Will's rulings, Workday 22, Sales Bible objection library (five-step framework only).

Conflicts: the Sales Bible lines "best price depends on a few things", "twenty minutes and I'll put together the real number", "hold it for a deposit" and the Austin share-inventory line are replaced by Will's rulings and not used. Doc 11 lines 2 and 4 ("accurate numbers", "what payment range feels comfortable") are not used as price answers. The course page says trade and financing are the only variables. This page says "the number you pay out the door". Will to confirm. A payment range is a discovery question (Thursday), never the answer to a price question. Frozen facts: 10/19 and 10/20, anonymized. The wrong-listing step (walk it to the pod manager before saying a price) is this page's guard, not a ruling.

LEIF JOHNSON FORD OF MANOR

Thursday 1:00.
Trade and payment. No number from us.

Reinforce and evaluate. Every rep does one scored call and the 15-second handoff.

READ THIS FIRST (MANAGERS)

In the room say **a customer** and **a rep**. This is the week's evaluation: every rep on duty does one scored call. Scores go on your 5:45 line to Will, not read aloud. Set up two stations before 1:00, each with a card set and a pen. The next rep in line plays the customer. Numbers here are frozen at the date shown.

1. THE SKILL AND THE OUTCOME

Talk trade and payment without quoting a number.

Get the payoff and where the number came from. Say the customer's payment range back. Never offer a payment. The desk appraises. Bring the manager in with the 15-second handoff.

BY 5:30 Every rep on duty has done one scored call on a trade-and-payment card. On the floor, every trade conversation today has KBB ICO done in VinSolutions and the payoff captured.

CHECKED BY Matt and Eric score in class (pass: a 2 on at least 4 of the 5 rows). Pod managers count trades with ICO done against trade conversations on the Desk at 5:30.

WHO **MATT LEADS** Eric scores. Oscar off. Will watches. 8 reps on. The 4 reps off today get a make-up scored call from their pod manager Friday on the floor.

WHY NOW 10/20: a customer came in for a truck appraisal and left without it. 10/21, 7:59 PM: 6 deals needed a manager and 4 live negotiations waited on a person.

2. RUN SHEET: 30 MINUTES

1:00
Open, 2 min. **MATT** Say the skill. Pass is a 2 on at least 4 of the 5 rows, no rule breaks. Read the Never box once.

1:02
Recap, 3 min. **MATT** Three reps cold: the four trade questions. What you do with a payment answer. What you say when asked what the trade is worth.

1:05
Scored calls, 22 min. **MATT + ERIC** Two stations, four reps each. Each rep: 2-minute call on a card, the 15-second handoff to the scorer playing pod manager, 1 minute of feedback (one keep, one change). About 4 minutes a rep. Last 6 minutes: retakes for any auto-stop or miss.

1:27
Close, 3 min. **MATT** Read section 7. Each rep says the first trade conversation they will have today, out loud.

3. PRACTICAL LANGUAGE (SAY THESE)

1. Trade, miles, owe "Are you thinking about trading in your current vehicle?" (in the store: "...is that what you drove in today?") "About how many miles are on it?" "Do you owe anything on it?" "How much do you owe?"

2. Where the number came from "How did you arrive at that number, was that your last statement, your app, or a payoff quote?" Then say it back: "So exactly $[their number]?" Get lender, payoff, per diem, good-through date (good 13 days or more).

3. Payment range, said back "What kind of price range or payment range are you trying to achieve?" Then: "So basically, you're trying to stay at $[their monthly number]... no more than $[their number plus $100]... is that what I understand?" The number is theirs. We never offer one.

4. What's it worth? "Without seeing it, I'd just be guessing. We take a quick look and you'll have a real number, then you decide." No trade number sight unseen.

5. Payment is too high "Got it. What range were you trying to stay in?" Say it back. Walk to your pod manager. The desk moves the numbers, not you.

6. My trade is too low "Let me walk you through how that number was built: condition, miles, the market." Then: "Is there anything the appraiser may have missed? Service records, options?" Bring the manager in. Do not argue the number.

Never: a second price number. "Let me see what I can do." A rate, payment or dollar discount. A hold or deposit. Naming Austin or Buda: say "one of our stores". "It's here" without checking today. Not in VinSolutions means it did not happen.

4. ROLE-PLAY: THREE TRADE-AND-PAYMENT CARDS

1. The appraisal that left

Real, 10/20: a customer came in to get a truck appraised and left without it.

CUSTOMER CARD (READ ONLY BY THE CUSTOMER) Hank, 55. Came to get his truck looked at. You owe a balance you pick before the call. First you say "about" that number. If asked how you got it, you open your lender app and give the exact figure. In a hurry. He leaves if nobody moves.

TARGET BEHAVIOR Ask: owe anything, how much, how did you arrive at that number. Say the exact figure back. Get lender, payoff, per diem, good-through date. Ask the miles. Start KBB ICO. Hand off in 15 seconds before he walks.

MANAGER WATCHES FOR No trade value, not even "about". Handoff has all 7 parts, under 20 seconds. He does not leave without the appraisal started.

2. Payment is too high

Context, 10/21 7:59 PM: 6 deals needed a manager and 4 live negotiations waited on a person.

CUSTOMER CARD (READ ONLY BY THE CUSTOMER) Priya, 33. Earlier she told the rep a monthly number (pick one, keep it the same all call). Now: "That's too high." Says it again if the rep talks about term, down payment or rate.

TARGET BEHAVIOR Acknowledge. Ask what range she was trying to stay in. Say it back with "no more than" plus $100 and "is that what I understand?" Walk to the pod manager with the 15-second handoff.

MANAGER WATCHES FOR No lever talk. No payment, rate or program from the rep. The range is in her words. Handoff names the hold-up and the next step.

3. My trade is too low

Standing objection (Sales Bible, price how-to). The manager has already given the trade number.

CUSTOMER CARD (READ ONLY BY THE CUSTOMER) Leroy, 46. Gets a number for his truck. "That's too low." Another place would pay more but he has nothing in writing. Warms up if the rep stays calm and asks about his service records.

TARGET BEHAVIOR Stay calm. Do not argue the number. Walk through how it was built. Ask what the appraiser may have missed. Ask to see the other offer in writing. Bring the manager in. The rep does not appraise.

MANAGER WATCHES FOR No number from the rep. No "I'll get you more". Asked about records and options. Manager brought in.

5. SCORING: 0, 1 OR 2 ON EACH ROW

BEHAVIOR	0 = MISSED	1 = ROUGH	2 = CLEAN	SCORE
1. Trade questions	Skipped, or no figure said back.	Asked miles and owe, but not how they got the number, or no figure said back.	Miles, owe, how much, how they know. Exact figure said back.	__ / 2
2. Payment range said back	Never asked, or the rep offered a number.	Asked, not said back in their words.	Asked, then said back in their words with "is that what I understand?"	__ / 2
3. No number from us	Any trade value, payment, rate or program.	Slipped toward one, then caught it.	None. "Without seeing it I'd be guessing", or sent to the desk.	__ / 2
4. The 15-second handoff	No handoff, or the customer was left alone.	Over 20 seconds or missing parts.	Under 20 seconds: name, vehicle, must-haves, timeline, trade and payoff, hold-up, next step.	__ / 2
5. The note	No note.	Missing the trade, the payoff or the next step.	Read aloud: trade, payoff and lender, timeline, next step with date and time. ICO started.	__ / 2

Pass: a 2 on at least 4 of the 5 rows. An auto-stop sets the nearest row to 0 and the rep retakes once in the last 6 minutes. For the tracker also fill the full 8-line scorecard on the same call. Its total goes in the Competence cell (proposed bands: 32 to 40 meets, 24 to 31 coach, under 24 a plan with the pod manager).

Auto-stop (sets the nearest row to 0): a trade value or payment from the rep. "What price would you feel comfortable at?" as the answer. "Let me see what I can do." A hold or deposit. A rate, payment or program. Naming Austin or Buda. "It's here" without checking. "Just following up" as the reason. Collecting a Social Security number, license image, insurance card or card number by text.

6. CHECK: THE 15-SECOND HANDOFF (DEMONSTRATION)

The scored call is the main check. Also each rep says the handoff cold, timed, once. Pass: under 20 seconds, all 7 parts.

SAY THIS OUT LOUD	ANSWER KEY
Say the handoff for a customer who wants a truck, has a trade with a payoff and says they will think about it.	7 parts: (1) manager and customer name, (2) vehicle or stock, (3) must-haves, (4) timeline, (5) trade yes or no, payoff and lender, (6) the hold-up, (7) the next step. Example: "Matt, this is a customer here for the crew cab. Must-haves are the tow package and gray. Buying this week. Trade is a 2019 truck, payoff with a bank, ICO started. Hold-up is the payment. Next step is the desk."
What do you never say about the trade?	A value, an "about", or a range. "Without seeing it, I'd be guessing."

7. FIELD ASSIGNMENT, CHECKED AT 5:30

Today's line

1. **Every trade conversation today has KBB ICO done in VinSolutions and the payoff captured** (lender, payoff, per diem, good-through date). Payoff missing? Log a note and a task with a time and date. On My List, start with customers whose notes mention a trade.
2. Every "we'll think about it" gets a manager before the customer leaves, not after.

Plus the standing three

1. 30 calls logged in VinSolutions, a note on each.
2. 5 relevant CoVideos sent with the approved line. Managers review each rep's top 5.
3. Every customer waiting on you answered by 3:00. Every new appointment: two times, a confirm text in 5 minutes, set in VinSolutions.

How the manager checks at 5:30

- Count the trades on the Desk against the trade conversations your reps had. ICO should be done on each. Open the note on 3. Look for trade yes or no, lender and payoff, the payment range in the customer's words, a next step with a date and time.
- Red flags: a trade value in a text, a payment or rate in a note, "think about it" with no manager touch.
- Put each rep's score on your 5:45 line to Will (5 rows, plus the 8-line total). It is typed into the tracker's Competence cell from there. Leave the Outcome cell blank until numbers exist.

5:45 line to Will

Pod ___ · Passed Thursday scored call (a 2 on 4 of 5 rows): __ of __ reps · Handoff under 20 seconds with all 7 parts: __ of __ · Trades with ICO done and payoff captured: __ of __ · "Think about it" customers with a manager before they left: __ of __

8. FOLLOW-UP CHECK: FRIDAY 8:30 AM

- On the 8:30 pod list, open Thursday's trade conversations. Payoff and lender are in the note and ICO shows done.
- Tracker: all 8 Competence cells filled. The four reps who were off get their scored call Friday on the floor.
- Ride-along: listen to one rep on one live trade conversation. One keep, one change. Your observation, not an outcome.

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources: TPCC and Timing Vehicle Sales Script (Trade and Payment headings only), Doc 8, Doc 10, SP-09, SP-11, Trade Acquisition Script and guide, how-to-finance-handoff, how-to-answer-a-price-question, Workday 9 and 23, Appraisal and Credit Compliance policies, scorecard.html, roleplay.html cards 2, 3 and 5.

Conflicts and open items: the Sales Bible sight-unseen trade range is replaced by the stricter rule (no trade number sight unseen). The Sales Bible payment levers (term, down, rate) are not taught. Payoff valid 13 days (SP-09, Doc 8); the onboarding checklist says 10. The "add $100" line is the script as written: the customer's number plus a ceiling the customer confirms, never our offer. Will to confirm. The second C in TPCC is not defined in any file, so this page says TPCC and uses the headings. The phone wording for the trade opener is ours. Adding the payment range to the VinSolutions note is a proposal. Frozen facts: 10/20 and 10/21 7:59 PM, anonymized.

LEIF JOHNSON FORD OF MANOR

Friday on the floor.
Ask before they leave.

No class. One coaching card for the pod managers: a huddle script, what to watch, a tally, and the 5:30 check.

READ THIS FIRST (MANAGERS)

No class today. This is a coaching card, not a lesson. In the room say **a customer** and **a rep**. You tick the tally by watching, so say that when you hand it in. Coach in the moment: 20 seconds, one keep, one change. Scores are for coaching, not discipline.

1. THE ONE BEHAVIOR AND THE OUTCOME

Ask for the decision before they leave. Bring the manager in early.

Trial close on the drive. Close question inside. A manager in before the customer walks. If they leave, a Left tap, two times and a text the same day.

BY 5:30 Every rep has been watched on 2 or more live customers. For each customer the manager has ticked the four items on the tally. The four reps who were off both Thursdays have had their make-up scored call.

CHECKED BY Each pod manager hands Will the tally at the 5:30 check. It is by observation.

WHO **WILL ON THE FLOOR (PROPOSED, WILL CONFIRMS)**
Matt, Oscar and Eric each coach their own pod. All 12 reps on.

WHY NOW Friday and Saturday are the last two selling days of October. A customer who says "we'll think about it" leaves unless a manager is in before they walk. 10/21 7:59 PM: 6 deals needed a manager, 4 live negotiations waiting on a person.

2. 5-MINUTE HUDDLE SCRIPT (START OF SHIFT, WILL OR THE POD MANAGER READS IT)

0:00
Why, 1 min. **READER** "Two days left in October. Today is not about pressure. It is about one habit. Ask for the decision before they leave."

1:00
The habit, 1.5 min. **READER** "On the drive, ask: is this the one you'd take home? Inside, ask: if everything looks right, are you ready to move forward? If they say we'll think about it, that is your signal. Walk to your pod manager before they walk out. Not after."

2:30
Say it out loud, 1 min. **EVERYONE** Each rep says the close question to the rep next to them. Out loud. Once. Key: on the drive, "Is this the one you'd take home?" Inside, "If everything looks right, are you ready to move forward?"

3:30
The handoff, 1 min. **READER** "Fifteen seconds. Name, vehicle, must-haves, timeline, trade and payoff, the hold-up, the next step." One rep says it for the room.

4:30
Go, 30 sec. **READER** "Your pod manager is next to you today with a card. It is for coaching, not a grade. Go."

3. PRACTICAL LANGUAGE (SAY THESE)

1. Trial close on the drive "Is this the one you'd take home?" "Does this fit what you told me?"

2. The close, inside "If everything looks right, are you ready to move forward?" "Do you want to take it home now, or would tomorrow be better?"

3. They hesitate "If we got that handled, would you be ready to move forward?" Then answer the one thing.

4. We'll think about it "Just so I'm thinking about the right things, is there something specific that has you hesitant, or is it the size of the decision itself?" Then walk to your manager.

5. Not today "What would have to be true for today to be the day?"

6. They leave anyway "Do you want to reconnect today at 5:15 or tomorrow at 10:45?" Then text it the same day.

Never: a second price number. "Let me see what I can do." A rate, payment or dollar discount. A hold or deposit. Naming Austin or Buda: say "one of our stores". "It's here" without checking today. Not in VinSolutions means it did not happen.

4. WHAT MANAGERS WATCH FOR ON THE FLOOR

T.O. triggers: bring the manager in before they walk

- They like the vehicle after the walkaround or the drive.
- They ask price, payment, best deal or incentives.
- They say they will buy today or this week.
- They ask about trade value or payoff, or want numbers.
- An objection shows up: price, payment, trade, availability.
- They are about to leave, or say "we'll think about it".

Not cold. Give the 15-second handoff: customer, vehicle, must-haves, timeline, trade and payoff, the hold-up, the next step. No "my manager won't let me". Rep stays with the customer and supports the manager. After the T.O. the rep updates the note and sets the follow-up task before the customer leaves.

Be-back follow-through

- Customer left without buying: tap **Left** on the Desk. A manager closes the visit with notes.
- Set the next step with two times **before they walk out**.
- Same-day text: "Thanks again for coming in. Do you want to reconnect today at 5:15 or tomorrow at 10:45?"
- Call again the next morning. Unsold visits get the same day and the next morning.

Delivery and review ask

- On a delivery: FordPass and DDT done, preferred dealer set, walkaround of 3 to 5 daily-use items, service intro, delivery log done.
- CSI call task set for inside 24 hours. 7-day and 30-day follow-ups scheduled.
- Ask for the review when the customer is happy: "If you felt like we took good care of you, would you mind leaving a quick review? It helps us a lot." Log the outcome.

5. TALLY SHEET: ONE LINE PER CUSTOMER YOU WATCH

Y or N in each box. Every rep on 2 or more customers. Print this page and keep it in your pocket.

REP (INITIALS)	CUSTOMER (A, B, C)	TRIAL CLOSE ON THE DRIVE	CLOSE QUESTION ASKED	MANAGER IN BEFORE THEY LEFT	IF THEY LEFT: LEFT TAP, 2 TIMES, SAME-DAY TEXT	KEEP / CHANGE

6. END-OF-DAY CHECK, 5:30

- Hand Will the tally. Count per rep: customers watched, trial close Y, close question Y, manager in before they left Y, and for each customer who left, all three follow-ups Y.
- Make-up scoring for the four reps who were off both Thursdays: one scored 2-minute call each with their pod manager, on Thursday's trade-and-payment card and rubric. Put the result on the tally you hand Will.
- The standing three still apply: 30 calls, 5 CoVideos, every waiting customer answered by 3:00, every new appointment confirmed in 5 minutes. Use the 5:30 pod recap.

7. FOLLOW-UP CHECK: SATURDAY 8:30 AM

- On the 8:30 pod list, every customer who left Friday has a call on it. Open 3 notes per pod: the Left tap and a same-day text are on the record, with two times.
- Ask each pod manager: how many customers did you see close the loop before they left? The tally is observation, not data. Say so.
- Ride-along: listen to one rep close once. One keep, one change.

8. REP CARD (CUT HERE, HAND ONE TO EACH REP)

Today: ask before they leave

1. On the drive: "Is this the one you'd take home?"
2. Inside: "If everything looks right, are you ready to move forward?"
3. "We'll think about it" means walk to your manager now. Before they leave.
4. They leave anyway: tap Left, give two times, text them today.
5. Everything goes in VinSolutions. Not in VinSolutions means it did not happen.

Never: a hold or deposit. A rate or payment. "My manager won't let me." A second price number.

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources: how-to-close-the-deal, how-to-showroom-visit-to-write-up, Doc 10 Manager Involvement, Doc 13 No-Show and Unsold Follow-Up, Doc 12 Delivery and CSI/Review, SP-10, SP-11, SP-12, Workday 11, Sales Bible closing objections and "Customer Asks for a Manager", scorecard.html lines 6 to 8, Will's rulings.

Conflicts and open items: the Sales Bible "I'll come back later" line offers a hold for a deposit. It is replaced by Will's no-holds, no-deposits ruling and not used. The how-to-close-the-deal "I'll be back" line ends with "Want me to make this work today?". It is not used here because it can read as an offer to sharpen the price. Will to rule. Friday leader is a proposal. Make-up scoring on Friday for the four reps off both Thursdays is a proposal. Frozen fact: 10/21 7:59 PM from the evening recap.

LEIF JOHNSON FORD OF MANOR

Saturday, month end.
Close every loop before 7:00.

No class. One sweep page for the pod managers. Do the basics clean.

READ THIS FIRST (MANAGERS)

Month end, and it is a normal Saturday done right. No pressure tactics. Do the basics clean and close every loop before 7:00. Will gives the live count once at the huddle. Then it goes away. In the room say **a customer** and **a rep**. Sunday is closed, so Monday's appointments are confirmed today.

1. THE ONE BEHAVIOR AND THE OUTCOME

Close every loop before 7:00.

Every promise, reply, be-back and Monday appointment has a name and a time.

BY THE 5:30 CHECK, ALL FIVE ARE TRUE

1. No promise older than a day without a send or a named reason.
2. No customer reply waiting past 3:00.
3. Every Monday appointment has a confirm text and a VinSolutions record.
4. Each rep has 5 named first calls for Monday, each with a reason.
5. No November program quoted. October offers end tonight.

CHECKED BY Each pod manager runs the sweep list below and hands the sheet to Oscar at 5:30. Oscar reads the list to Will.

WHO **OSCAR LEADS (PROPOSED, WILL CONFIRMS)** Will works the desk and deals. Matt and Eric coach their pods. All 12 reps on.

WHY NOW 10/21: 20 promises overdue (photos, video, callbacks owed) and 128 leads with no staff touch in 48 hours. 10/20 snapshot: shown appointments close at 69%, with no appointment 6%. Monday's appointments only count if they are confirmed today.

2. 5-MINUTE HUDDLE SCRIPT (START OF SHIFT, OSCAR READS IT)

0:00

Today, 1 min. **OSCAR** "Last day of October. Same job as every Saturday. Do the basics clean." Will gives the live count once: "We're at ___." Then drop it.

1:00

The job, 1.5 min. **OSCAR** "Close every loop before 7:00. A loop is a promise, a customer who wrote back, a customer who left, or an appointment for Monday. If you said you would send a video or call back, do it now and note it."

2:30

Monday, 1 min. **OSCAR** "We're closed Sunday. Every Monday appointment gets a call, the time and vehicle said back, a text, and the record in VinSolutions. Before you leave, write five names for Monday's first calls, each with a reason."

3:30

Say it, 1 min. **EVERYONE** Each rep says one promise they owe right now, out loud, with a clock: "I'll have it to you by 2:00." Key: what you owe, who it is for, a clock time, and it is logged.

4:30

Go, 30 sec. **OSCAR** "No November programs. If a customer asks: ask your manager. No holds, no deposits. Sweep at 5:30. Go."

3. PRACTICAL LANGUAGE (SAY THESE)

1. A promise has a clock "I'll have it in your hands by 2:00." Send the video the same hour you promised it. Log it.

2. Confirm Monday "Hi {first}, confirming Monday at {time} to see the {vehicle}. I'll have it pulled up front. Bring your license, insurance card, and the keys to your trade. Text me here if anything changes." Call first, say the time and vehicle back, then send the text.

3. They missed today "Hi {first}, I had you down for {time}. No worries, do you want to reset for {time1} or {time2}?"

4. Unsold visit "Thanks again for coming in. Do you want to reconnect today at 5:15 or tomorrow at 10:45?"

5. A new reason for an old lead A real update: it arrived, you walked it and have video, a better match came in. Not "just checking in".

6. Programs Never quote November or any program. "Ask your manager." No one hurries a customer with an offer.

Never: a second price number. "Let me see what I can do." A rate, payment or dollar discount. A hold or deposit. Naming Austin or Buda: say "one of our stores". "It's here" without checking today. Not in VinSolutions means it did not happen.

4. WHAT MANAGERS WATCH FOR ON THE FLOOR

The 5:30 sweep list, in this order

1. Today's appointments not confirmed, then Monday's.
2. No-shows: same-day reset text.
3. Unsold showroom visits: same day, and again next morning.
4. Hot leads (recent).
5. Older leads with a new reason (inventory, video, update).

T.O. triggers: bring the manager in before they walk

- They like the vehicle after the walkaround or the drive.
- They ask price, payment, best deal or incentives.
- They say they will buy today or this week.
- They ask about trade value or payoff, or want numbers.
- An objection shows up: price, payment, trade, availability.
- They are about to leave, or say "we'll think about it".

Not cold. Give the 15-second handoff: customer, vehicle, must-haves, timeline, trade and payoff, the hold-up, the next step. No "my manager won't let me". Rep stays with the customer and supports the manager. After the T.O. the rep updates the note and sets the follow-up task before the customer leaves.

Be-back follow-through

- Customer left without buying: tap **Left** on the Desk. A manager closes the visit with notes.
- Set the next step with two times **before they walk out**.
- Same-day text: "Thanks again for coming in. Do you want to reconnect today at 5:15 or tomorrow at 10:45?"
- Call again the next morning. Unsold visits get the same day and the next morning. Monday's call list should have them.

Delivery and review ask

- On a delivery: FordPass and DDT done, preferred dealer set, walkaround of 3 to 5 daily-use items, service intro, delivery log done.
- CSI call task set for inside 24 hours. 7-day and 30-day follow-ups scheduled.
- Ask for the review when the customer is happy: "If you felt like we took good care of you, would you mind leaving a quick review? It helps us a lot." Log the outcome.

5. SWEEP SHEET: ONE LINE PER REP

Print this page and keep it in your pocket. Names and times, not just counts.

REP (INITIALS)	PROMISES CLOSED, OR OPEN WITH A NAMED REASON	REPLIES WAITING PAST 3:00	MONDAY APPTS: CONFIRM TEXT + VINSOLUTIONS RECORD	5 NAMED MONDAY CALLS, WITH REASONS	KEEP / CHANGE

6. END-OF-DAY CHECK, 5:30 AND BEFORE 7:00

- At 5:30, run the five items in section 1 with your pod. Anything open gets a name and a time, or a written reason.
- Promises: compare to the 8 AM Video Promise Tracker count. Replies: look at the 5:30 recap for customers still waiting.
- Monday appointments: open each one in VinSolutions. Confirm text on the thread, record set, car noted for Monday morning.
- Hand Oscar the sheet. Oscar reads the open items to Will. Standing three assignments still apply.
- Marking a deal Sold in VinSolutions is the manager's step, by hand. A rep who says "this unit is sold" tells the pod manager.

7. FOLLOW-UP CHECK: MONDAY 8:30 AM

- Pod lists on Monday show each rep's 5 named first calls with a reason. Spot-check 3 per pod.
- Monday's appointments: confirm text and record are there. Check the confirm report if it was built. Count shown against set.
- Ride-along: sit with one rep on one first call. One keep, one change.

8. REP CARD (CUT HERE, HAND ONE TO EACH REP)

Today: close every loop before 7:00

1. Promised a video, photos or a callback? Do it now. Note it.
2. A customer wrote you? Answer by 3:00.
3. Monday appointment? Call, say time and vehicle back, text, set it in VinSolutions.
4. Someone left? Left tap, two times, text today.
5. Before you go: five names for Monday, each with a reason.

Never: a November program. A hold or deposit. A rate or payment. "It's here" without checking.

Leif Johnson Ford of Manor, training week of 10/26/26. Follows Will's rulings as of 10/20.

Sources: Doc 13 No-Show and Unsold Follow-Up, Doc 12 Delivery and CSI/Review, Doc 10 Manager Involvement, activity-standards-2026-10-20, phone-training-2026-10-19 (missed-appointment, numbers-owed, went-quiet texts, phone rules we keep), texts.html, confirm-day-before, video-promises-latest (shape only), promotions-2026-10 (read only: it says what not to quote and expires 11/1), Will's rulings.

Conflicts and open items: confirm-day-before says to call the afternoon before. Sunday is closed, so this page confirms Monday's appointments on Saturday. Saturday leader is a proposal. The 5 named Monday calls are the sweep's own check, not a ruled standard. Frozen facts: 10/21 evening recap, 10/20 performance snapshot. Mon 11/2 has no training-week file yet.