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# AGENDA

February 18, 2014

## RETAIL SALES STRATEGY REVIEW AGENDA

### Growing New Talent

#### Sales Assessment Survey Analysis

##### I. Personnel

- Candidate Profile
- Current Staff Review
  - Backgrounds
  - Ramp
  - Current Presentation Quality

##### II. Sales Strategy/Model Review

- Collateral Focus
- Lead Qualification Criteria
- Call One Content
- Call Two Content
- Post Call Email Deliverables
- Equipment Street

##### III. Goals

- Dials
- Contacts
- Application/Booking Ramp
- New Dealers

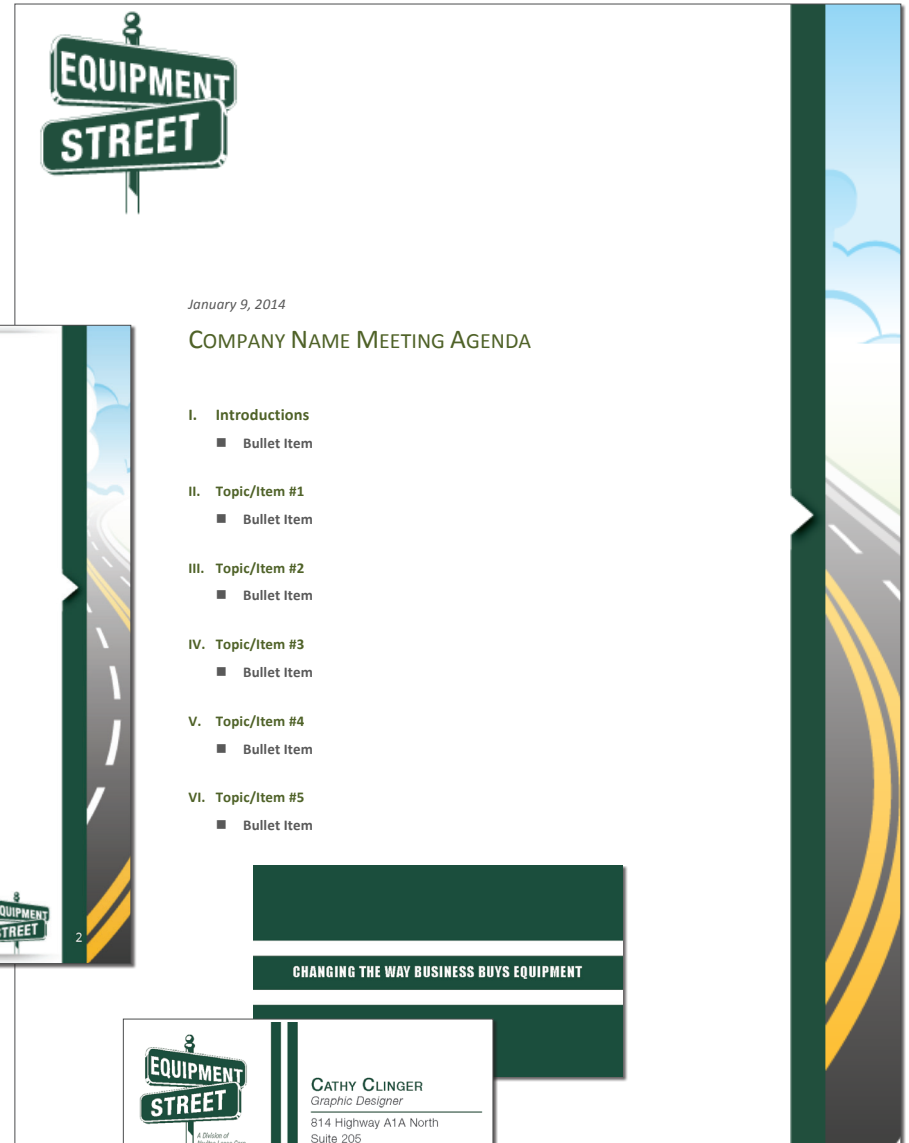
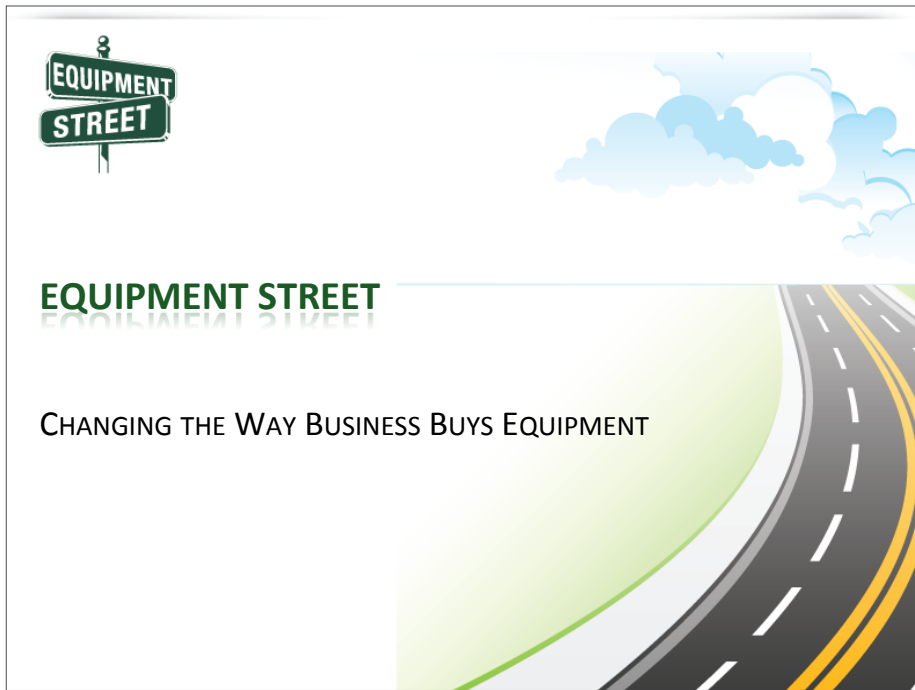
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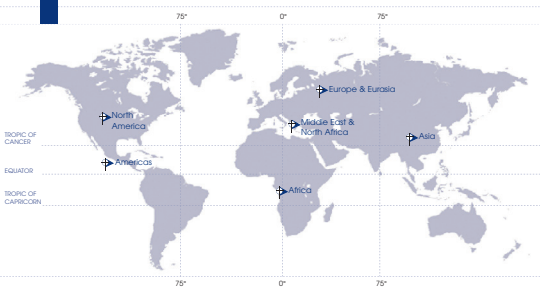

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