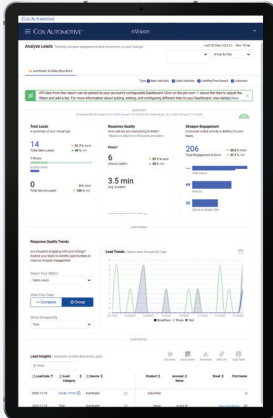


# nVision Daily Checklists

## Sales Manager



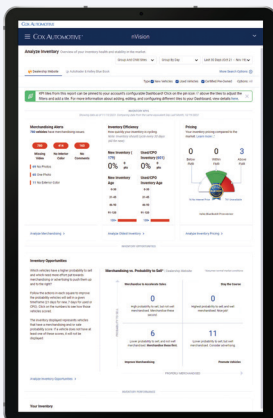
### Analyze Leads:

- Check **Saved Cars** for a list of active cars that consumers are watching for 1% or more price drop alerts.
- Look at the **most recent leads** for cars that are still active to ensure proper follow-up process is in place.
- Review your **phone calls** to ensure the best customer experience.



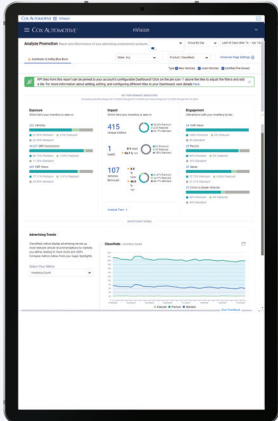
### Analyze Live:

- Know the **Top 10 Vehicles of Interest**. Be ready for test drives and to answer questions about these cars.
- Sort through **top 10 cars** to look for "Saves." Consider price increases or 1% price drops depending on the car's age.
- Optional: Keep **Live Feed** open to watch for website engagement activity, lead submittal activity and save activity as it happens. This could help you close more deals.



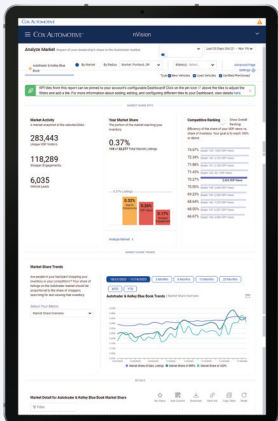
### Analyze Inventory:

- Fix merchandising issues by checking **Merchandising Alerts**.
- Verify **Pricing Strategy** (within, above or below KBB Fair Market Range).
- Check the **Merchandising vs Probability to Sell** for cars that need merchandising or advertising to sell.



### Analyze Promotion:

- Review **Exposure** to confirm there are no cars in Standard or Base Listings.
- Check your **Spotlight Performance and availability**.
- Apply or swap spotlight ads as needed.



### Analyze Market:

- Check your **market share of activity** by Make, New, Used, CPO. Look for:
  - % of Listings  $\leq$  Search Impressions
  - VDP Views  $\geq$  Search Impressions
  - Shopper Engagement  $\geq$  VDP Views
- Check your **Market Share overview** for sudden changes:
  - Market Share of Daily Listings  $\leq$  Market Share of SRPs and Market Share of VDPs
- Check **Competitive Ranking & Overall Ranking**:
  - 100% or higher efficiency means you're getting more than your market share of VDPs based on your inventory %
  - Overall Ranking shows your rank based on all stores in the market you selected based on VDP counts.

