

Martec Thought Starter

Apparently, in the midst of a particularly intense battle, confronted with seemingly insurmountable odds Lieutenant General Lewis B. “Chesty” Puller is reported to have framed what looked like an impossible situation as an advantage for him and his team.

"So they've got us surrounded, good! Now we can fire in any direction, they won't get away this time!"

January could easily look like a perfect storm although if you take “Chesty’s” approach, it could so easily be different.

Let’s examine his strategy

- He is **positive**, especially toward his team
- He **creates a plan**... Fire in any direction
- He **creates an expected outcome**... “They won’t get away”
- He acted... His team won the battle.



How do we translate this to your showroom for January?

1. **Be positive**... There are people out buying cars
2. Create an **Activity Plan**... Get your salespeople talking to prospects and customers
3. **Publish an expected outcome**... We will sell x cars and make £x
4. **Act**... Drive your Sales Managers.