



MACK LEASING SALES CERTIFICATION

SALES MANAGER GUIDE



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INTRODUCTION

GOAL

This manager guide will assist you in coaching your new hire as he or she completes the Mack Leasing Salesperson New Hire Self-Study Guide (SSG) and gains foundational knowledge for successful completion of the Mack Leasing Salesperson New Hire Instructor-Led Training (ILT).

WELCOME KIT

Before beginning the SSG, the Leasing Salesperson should be provided access to:

- The **Leasing New Hire Training Overview** video.
- The training class Facebook group, allowing him or her to connect with their trainer and other new Leasing Salespeople.
- A Trucks Dealer Portal (TDP) username and password.

**Mack Trucks...
Born Ready.**

OVERVIEW

This training is designed to guide the Leasing Salesperson to top performance. Your coaching as a manager, combined with this training, will provide comprehensive knowledge of Mack products, services, your leasing company, and the leasing sales process. Hard work, when combined with your support and guidance, will have your Leasing Salesperson at the top in no time.

The expertise needed to be a top Leasing Salesperson includes:

- Sales skills
- Product knowledge and leasing fundamentals
- Full customer experience understanding
- Website and iPad app know-how
- Holistic dealership comprehension

In order to gather this expertise, the SSG will guide the Leasing Salesperson through the following learning activities:

- Weekly check-ins and goal-setting using a 12-Week Action Planner
- Product knowledge, support services overview, leasing fundamentals, and sales skills training through eLearning courses in the Navigator online application
- Website and app review for better customer understanding
- Job shadowing for holistic dealership comprehension

Your manager's guide contains the activities included in the SSG as a resource. After completing all the activities in the SSG, the Leasing Salesperson will be fully prepared to participate in the classroom training activities as part of the Mack Trucks: Leasing System New Hire Sales training.

“Eighty-five percent of the knowledge gained from training is lost within the first month without manager support and reinforcement on the job.”



GUIDING THE LEASING SALESPERSON

Your guidance is an essential part of the training process. Studies show that 85 percent of the knowledge gained from training is lost within the first month without manager support and reinforcement on the job.

After training is completed, you will be asked to complete a Manager Survey, measuring the degree to which your new hire is able to apply what he or she has learned. The Manager Survey questions will be linked to the performance objectives of the SSG and ILT.

Use the following chart to plan for success and make the most of this training for you and your new Leasing Salesperson.

CHECK-OFF	ACTION ITEM 
	Ensure access to the items listed in the welcome kit.
	Demonstrate how to access TDP and Navigator.
	Use the 12-Week Action Planner to set and reach goals.
	Review and use the information within this guide to monitor progress during training.
	Provide suggestions for improvement, giving timely, specific, and relevant feedback.
	Clearly communicate your expectations regarding training and how it fits into the employee's daily job.
	Ensure the trainee has the necessary time, resources, information, and opportunities to complete the training.
	Use the Training Performance Support table to monitor and support self-study objectives and performance expectations.



TRAINING PERFORMANCE SUPPORT

Use this chart to confirm your Leasing Salesperson is meeting self-study objectives and performance expectations. The Leasing Manager Support column shows how you can guide your trainee and ensure success.

TRAINING PERFORMANCE SUPPORT

SELF-STUDY OBJECTIVES	PERFORMANCE EXPECTATIONS	LEASING MANAGER SUPPORT
Gain product knowledge and sales skills.	<ul style="list-style-type: none"> • Complete eLearning courses. • Complete website activities. • Participate in hands-on product learning. • Shadow experienced employees. 	<ul style="list-style-type: none"> • Hold weekly meetings to monitor completion of activities. • Use the 12-Week Action Planner to record progress and set goals.
Learn to navigate and use relevant systems on the job.	<ul style="list-style-type: none"> • Navigate TDP and locate relevant information. • Complete all eLearning courses. • Navigate macktrucks.com and locate relevant information. 	<ul style="list-style-type: none"> • Monitor completion of activities through weekly meetings. Ask your new hire to locate relevant information using these systems. • Use the 12-Week Action Planner to record progress and set goals.
Experience the dealership operation from multiple perspectives and relate each to the customer experience during and after the sale.	<ul style="list-style-type: none"> • Shadow employees in each department. • Complete tasks in designated areas of focus. 	<ul style="list-style-type: none"> • Relate each job-shadowing experience to the customer experience. • Discuss how your new hire will use the knowledge gained in each department in a leasing/sales context.



RESOURCE: COMPLETION CHECK-OFF

After the completion of each activity, your Leasing Salesperson must obtain the appropriate manager’s signature. During your weekly goal-setting meetings, check on the Leasing Salesperson’s progress, provide feedback and tips, and discuss the ways your leasing company and customers are unique. The Leasing Salesperson needs to have the foundational knowledge that will make him or her successful in your particular Mack Trucks location.

The following chart is included in the SSG and should be completed there.

CHECK-OFF	SSG ACTIVITY	MANAGER SIGNATURE
	12-Week action plan	Date completed ____ / ____ / ____ Sales manager signature _____
	Navigator courses	Date completed ____ / ____ / ____ Sales manager signature _____
	Macktrucks.com activities	Date completed ____ / ____ / ____ Sales manager signature _____
	TDP activities	Date completed ____ / ____ / ____ Sales manager signature _____

CHECK-OFF	SSG ACTIVITY	MANAGER SIGNATURE
	iPad downloads	Date completed ____ / ____ / ____ Sales manager signature _____
	Mack lingo definitions	Date completed ____ / ____ / ____ Sales manager signature _____
	New truck sales job shadowing	Date completed ____ / ____ / ____ Sales manager signature _____
	Finance department job shadowing and credit application	Date completed ____ / ____ / ____ Sales manager signature _____
	Parts department job shadowing	Date completed ____ / ____ / ____ Sales manager signature _____
	Service department job shadowing	Date completed ____ / ____ / ____ Sales manager signature _____

Important Note: The Leasing Salesperson must bring the completed SSG booklet, with all signatures, to the Mack Trucks Leasing System New Hire Sales training.

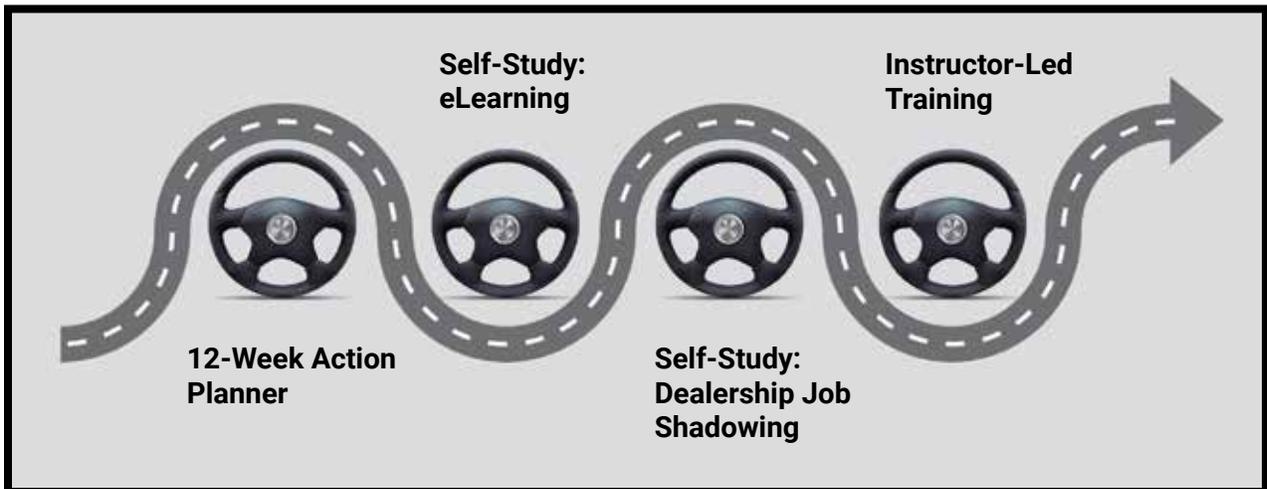


MACK LEASING NEW HIRE TRAINING TIMELINE

Use the training timeline and learning map to help you monitor your new hire's progress.

LEARNING MAP

Learning begins with your weekly meetings with your new hire and implementing the 12-Week Action Planner. It continues with the SSG – first with eLearning and then with dealership job shadowing. Formal learning concludes with the ILT.



TRAINING TIMELINE



Week 1–2

- Register new hire for ILT.
- Implement a 12-week action plan.
- Provide new hire with access to the Facebook training group.
- Provide new hire with a TDP username and password.
- Ensure new hire completes Leasing New Hire Training Overview video.



1–3 Months

- New hire completes Navigator courses.
- New hire completes all SSG activities and dealership training.
- Meet weekly with new hire to discuss progress and goals using 12-Week Action Planner.
- New hire participates in Facebook training group.



3–6 Months

- New hire completes ILT.