

# Dana Whitlock

INTERNET LEADS

RANK 1 OF 5 IN SEGMENT

MONTH TO DATE • SEP 1-11, 2026

TEAM SCORE

138.7

100 = segment average

UNITS DELIVERED

**4**

DMS whole deals

FRONT END GROSS

**\$3,180**

DMS actual • front end only

FRONT END GROSS PER UNIT

**\$795**

Segment avg -\$668

ACTIVE LEADS

**34**

Total leads assigned this month (not yet split by cold/contacted)

## WHAT'S WORKING

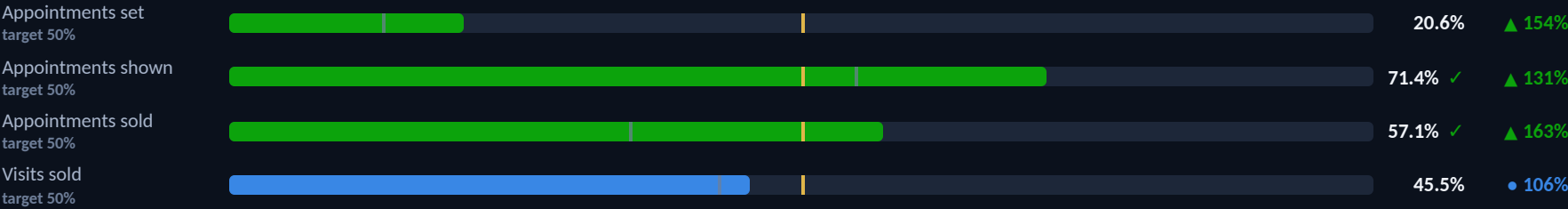
- ▶ 57.1% appointments sold — 163% of your internet peers.
- ▶ 20.6% appointments set — 154% of your internet peers.
- ▶ 4 units delivered this month so far — 145% of your segment peers.

## YOUR FUNNEL

Each bar is your result as a percentage of the average for internet reps only, month to date. The grey tick is 100% — level with your peers; the gold line is the September benchmark and a ✓ means you are at or above it.

VS PEERS

VS BENCHMARK



▲ Ahead of peers (110%+) ● At peer level (80-110%) ▼ Below peers (60-80%) ▼▼ Well below peers (under 60%) ● Too few to judge — left out of the score

## WHERE THE NEXT WIN IS

The softest number on your card right now is **front end gross per unit** at \$795, which is 54% of your internet peers. That's the first place to focus over the rest of the month.

THE PLAYS

- 1 Hold the first pencil. Bring a manager in before the third pass.
- 2 Log the outcome of every appointment and call the day it happens.

WHERE YOU STAND IN YOUR DEPARTMENT

|   |               |             |       |
|---|---------------|-------------|-------|
| 1 | Dana Whitlock | <div></div> | 138.7 |
| 2 | Priya Raman   | <div></div> | 131.0 |
| 3 | Marcus Feld   | <div></div> | 116.5 |
| 4 | Sofia Arriaga | <div></div> | 85.6  |
| 5 | Tom Beauchamp | <div></div> | 46.2  |

Build Sep 11, 2026 (mid-month refresh)

 Funnel metrics: VinSolutions User Activity export, September 2026 month to date (9/1–9/11). Units and gross: DMS deal-level export. Comparisons are against your own segment only.

Demonstration data. Rocky Mountain Buick GMC is not a real store, and every salesperson, unit, dollar and percentage on this card is invented.