

Underperforming Dealership to
Superstar Results in 7 Steps!

About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
 - ✓ Only provider to have won the last 7 Years In A Row!
- 3X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%



Innovative Dealer Summit
April 3 - 4, 2018
Denver

innovativedealersummit.com/register1

Digital Dealer
April 10 - 12, 2018
Orlando

digitaldealer.com/conference/attendee/register



Say Hello To...



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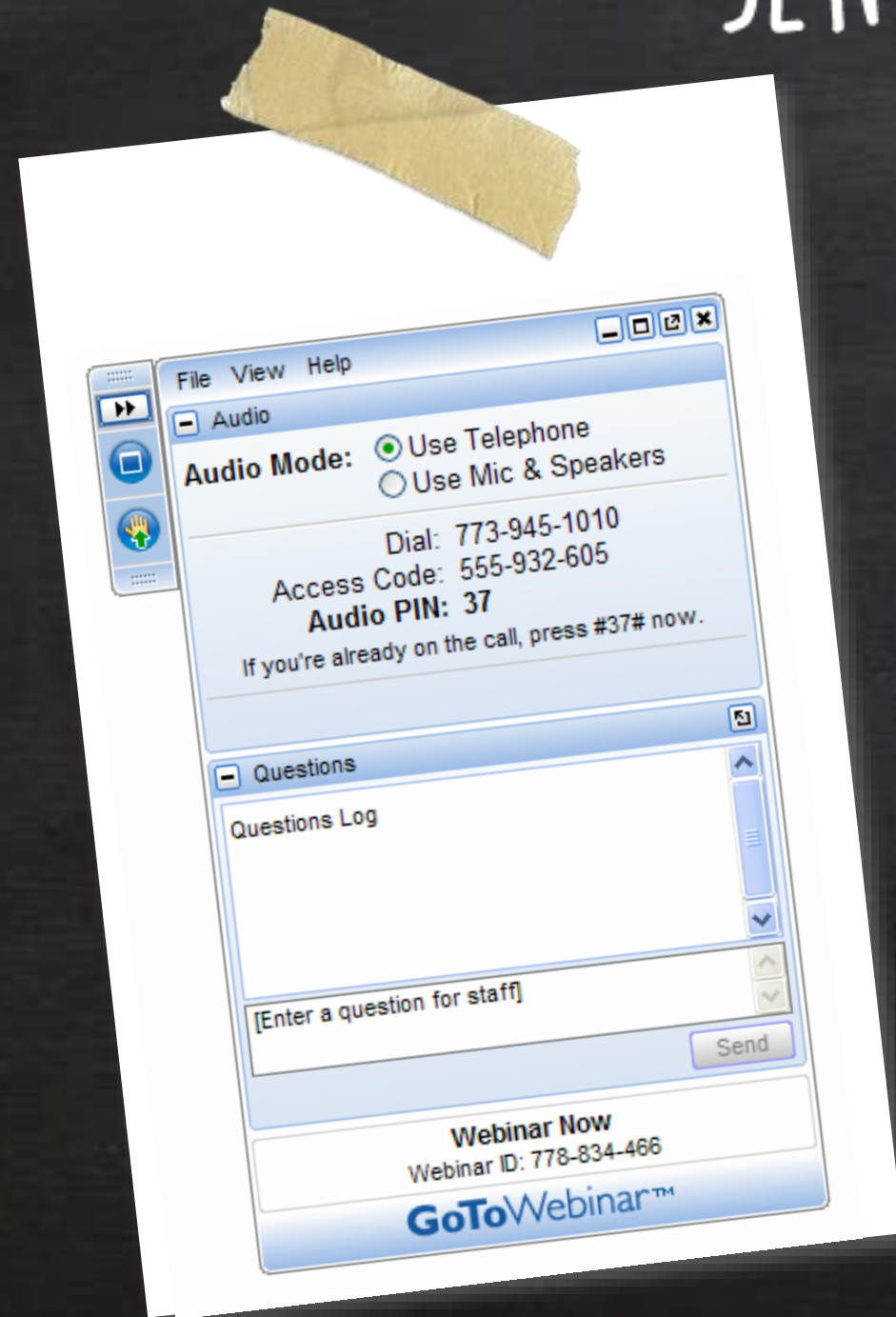
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@ElianaRaggio
@MarkTewart

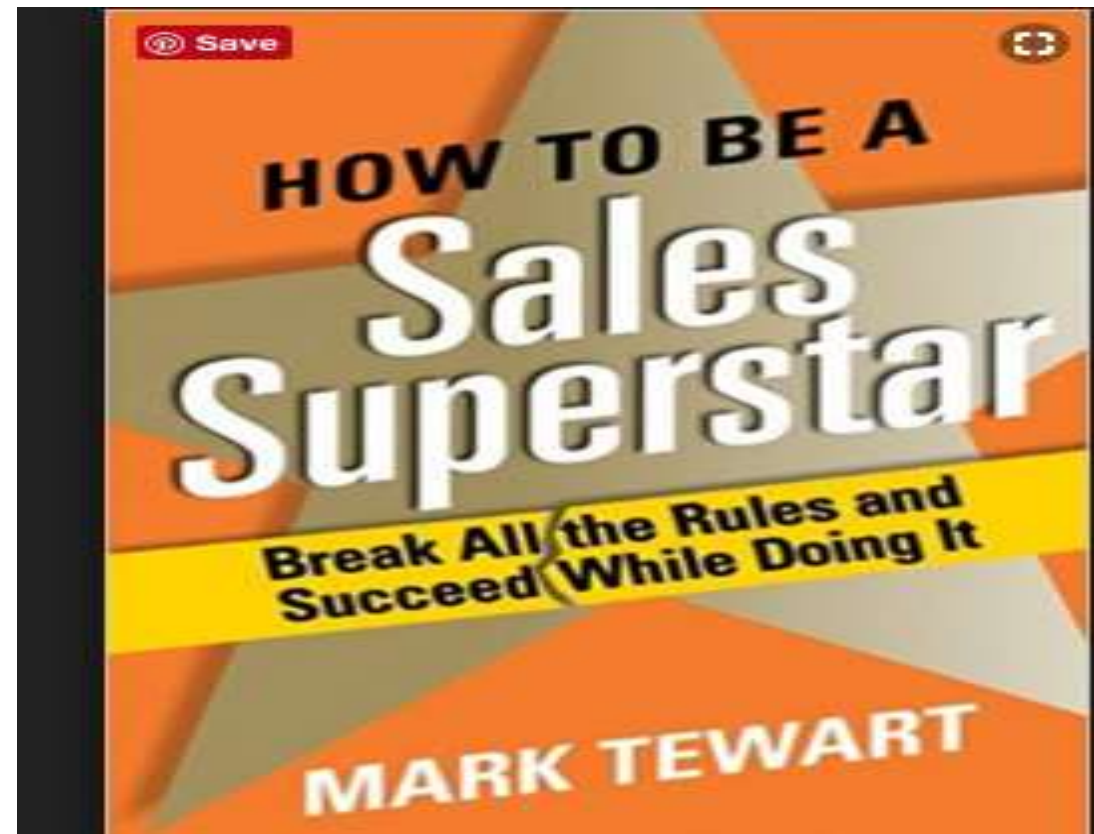


SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT



After the presentation, be the first to answer
the giveaway question correctly to win this awesome prize!

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AFTER THE SHOW



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Tweet Much?

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Underperforming Dealership to
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OBJECTIVES

- * Identify common areas for dealership underperformance
- * Identify systemic issues that commonly cause the areas of underperformance
- * Establish actions to fix the causes of underperformance
- * Establish fail-safe measures to keep underperformance from recurring



Change Individual & Organizational Belief Systems

- * Dealer principals/executive leaders first
“Speed of the boss, speed of the crew. As you think and act, your team shall too”
- * Leaders must be willing to change & accept responsibility
- * “Leaders must have a “teachable spirit”
- * Drill down into the 4 P’s - People, Process, Product, & Positioning



Attract, Select, Interview & Hire the Right Team Members

- * What is the one choice you have to make first?
- * Ideal employee profile
- * Combine a little science to the gut
- * Set interview questions



Create A Positive Culture & Environment

- * Challenge & stretch
- * Formal & informal channels
- * Acknowledge & reward efforts & results; both team and individual



POLL QUESTION



Onboard - Educate - Train

- * Minimum 30 day detailed onboarding plan
- * Training calendar
- * 4 Skills - Sales, People, Life, Marketing
- * Utilize others & varied formats



Motivate

- * Know each person - Discover each person's "why"
- * Money is often not the motivator for many
- * 85/10/5 Rule
- * Coach



POLL QUESTION



Have Constant, Consistent & Extremely Clear Communication

- * "If it's not written, it does not exist"

- * "What you think they know..."

- * Repetition is the mother of all learning

- * Processes, routing procedures, daily rituals for success



POLL QUESTION



Create Accountability & Tolerations

- * Eliminate passive-aggressive management styles
- * Coach, Counsel, Cut
- * “Lead people, manage things”



SUGGESTED RESOURCES

- www.tewartonlinetraining.com
- “How To Be A Sales Superstar” - Amazon
- “Eliminating Time Vampires That Kill Productivity and Profits” - NADA 2018
- Nido Qubein, Jim Rohn
- Psycho-Cybernetics - Maxwell Maltz



ACTION ITEMS

- * Recruiting & onboarding plan

- * 100 Interview questions

- * Written processes

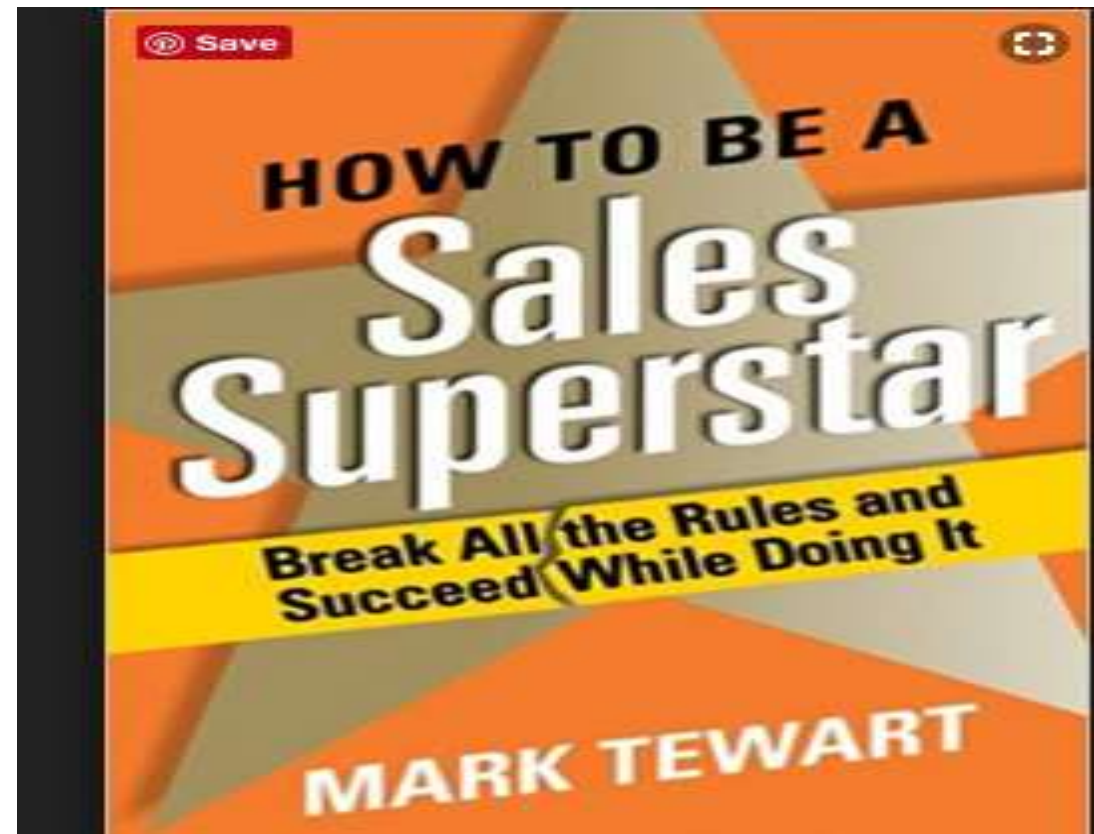
- * Education & training plan



Q&A: ASK OUR EXPERT



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Today's Expert



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Justin Nabozna

Head of Channel Sales & Agency Partnerships

