

The Secret Formula for
Customer Loyalty &
Employee Retention

About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
✓ An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2017
- Three time AWA award winner
- Google AdWords Certified Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 200%



Upcoming Speaking Engagements



Greg Gifford

Director of Search & Social
ggifford@DealerOn.com
@GregGifford

TOPGOLF

Golf, Google & Cocktails
Wed. Nov. 2 - 8:30 am
Charlotte, NC

www.DealerOn.com



Shaun Raines

VP of Business Development
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@ShaunRaines

Say Hello To...



Mat Koenig

CoFounder Rockstar Auto Conference

Mat@rockstarautoconference.com

269.775.0002

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WEBSITES+SEO+SEM

#DEALERONWEBBY



The BEST Automotive Conference Experience

16 Powerful Sessions in 2 Days

November 13-14, 2017 in Las Vegas

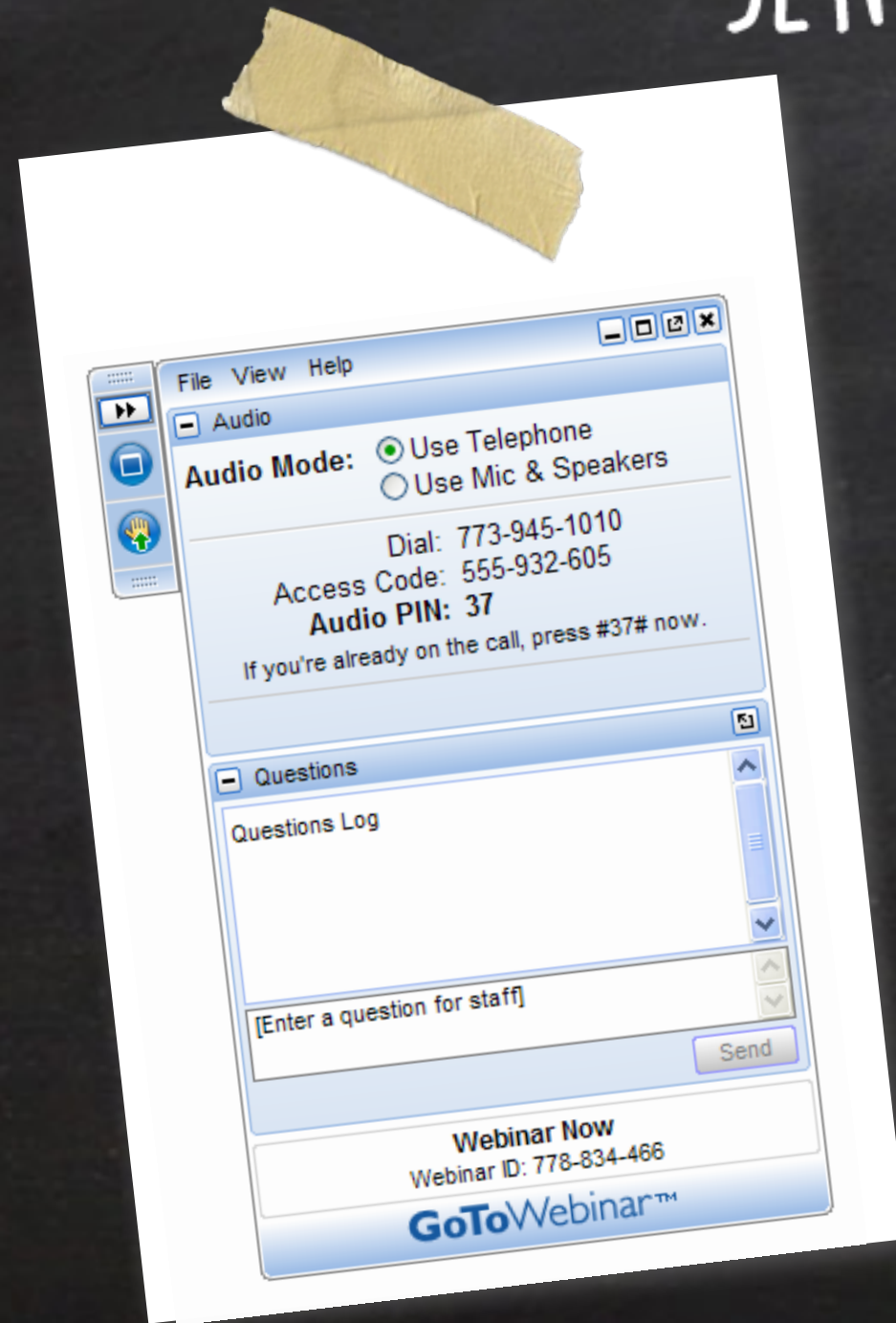
Tickets available at RockstarAutoConference.com

SAVE \$150 NOW by Using Code: DEALERON

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@realmatkoenig



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



**FREE VIP
PASS to
Rockstar
Vegas!**

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

AFTER THE SHOW



After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!

Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

@RealMatKoenig



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The Secret Formula for
Customer Loyalty &
Employee Retention

OBJECTIVES

- * How to Improve **Morale**
- * How to keep your team **Motivated**
- * Learn how Quality **Communication** improves Everything
- * How to Improve Customer **Loyalty**
- * Giveaway **AWESOME STUFF**
- * Question & Answer Session



“Customers
aren’t Loyal
anymore...
that’s why it’s
so hard to make
any money...”

POLL QUESTION





LOYALTY, whether
it's from people
buying, or people
that work with you,
is created by
EXPERIENCE.

BELIEF +

COMMITMENT =

GOOD EXPERIENCE



I know what
you're thinking.

- Beliefs don't pay bills
- We commit to our process



What do you believe about your situation?



- **internet** killed my gross
- **customers** aren't loyal
- **buyers** only care about price
- good **sales people** don't exist
- **millennials** don't want to work
- **3rd parties** are killing my biz

be·lief

/bəˈlēf/ 

noun

1. an acceptance that a statement is true or that something exists.

What do YOU believe?



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WHY ARE WE
SURPRISED WHEN WE
FEEL HORRIBLE... WE
KEEP TELLING
OURSELVES ALL THIS
BAD NEWS?

STOP BELIEVING B.S.





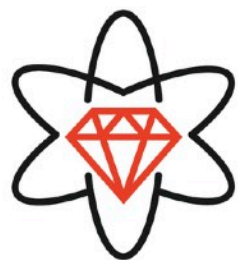
“The quality of
your life is the
quality of your
communication.”
- Tony Robbins,
Unlimited Power
page 198



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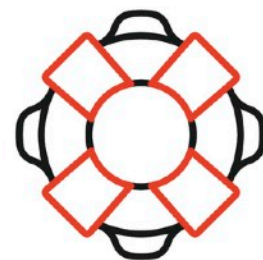
CONFIDENCE



UNIQUENESS



SELF-ACTUALIZATION



ASSISTANCE



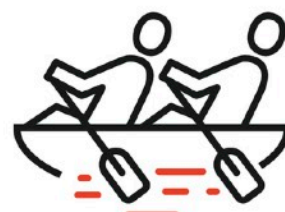
STEREOTYPE



MOTIVATION



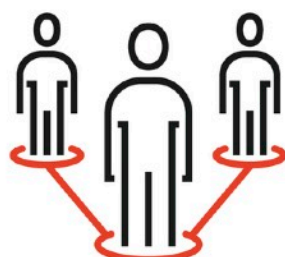
INDEPENDENCE



TEAM SPIRIT



COLLABORATIVE
PROBLEM
SOLVING



LEADERSHIP



ENCOURAGE



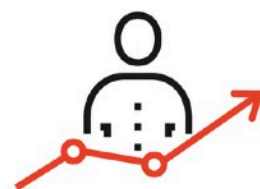
SELF-ESTEEM



MEETING



MIND POWER



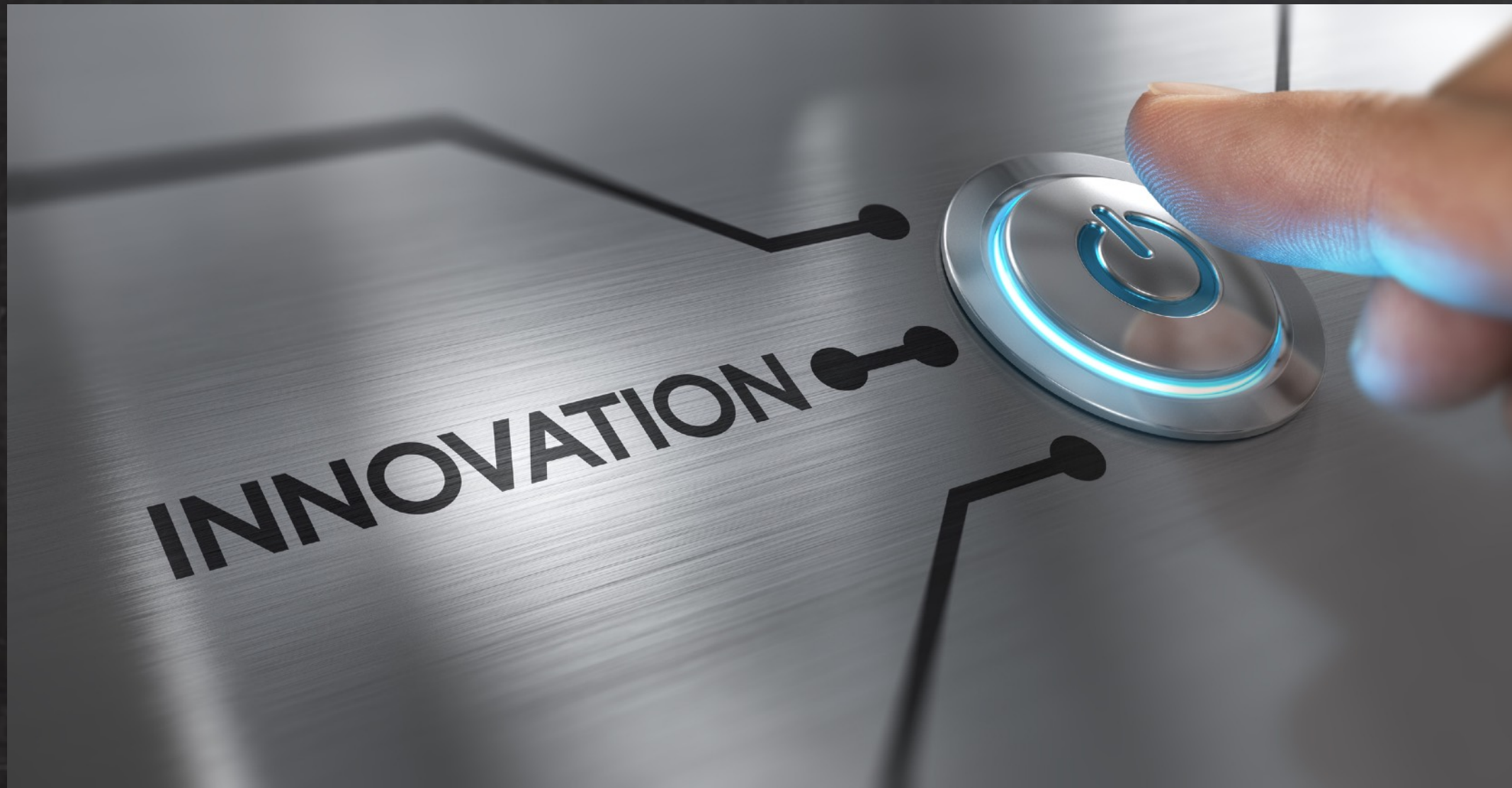
PERSONAL
DEVELOPMENT



CAREER
ADVANCEMENT

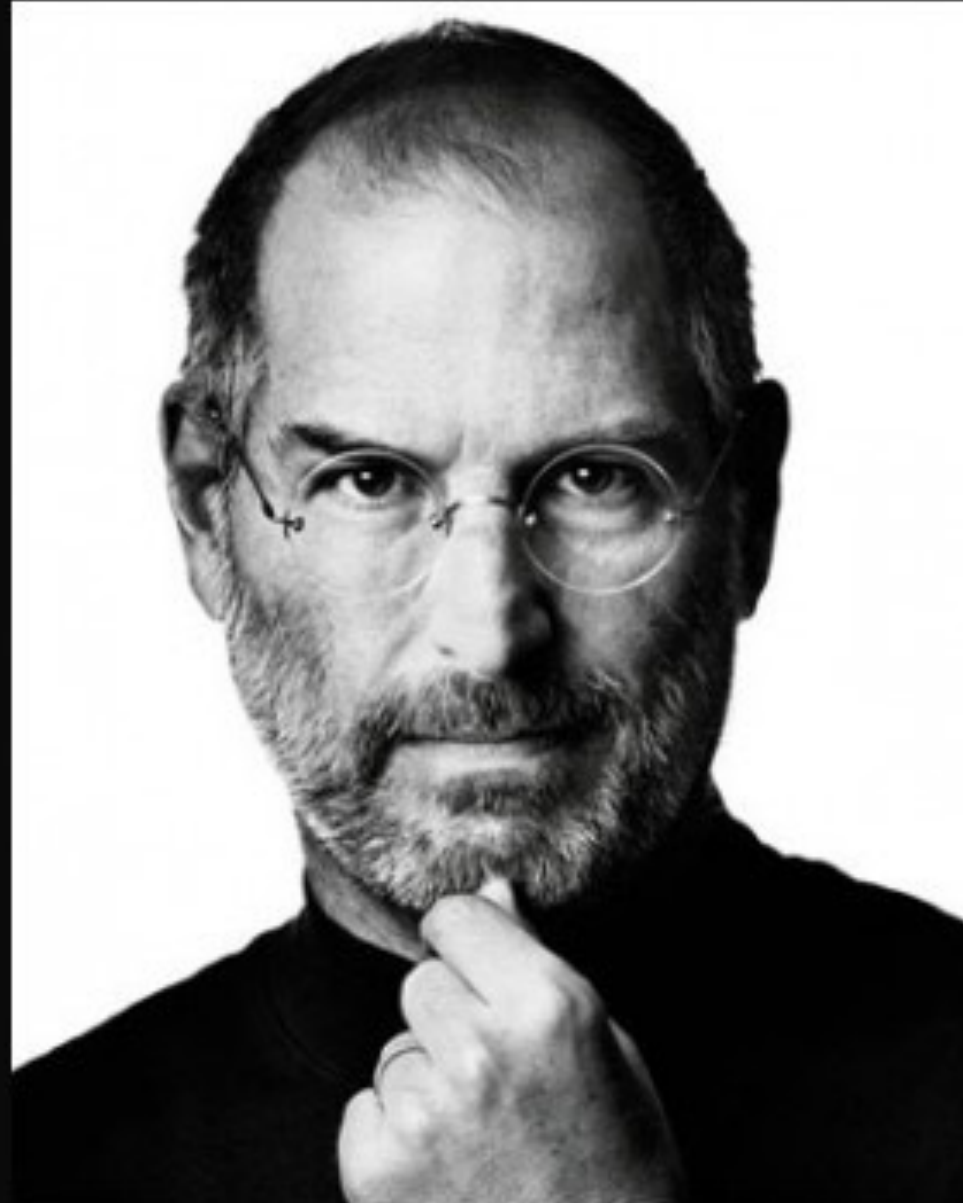
In order to change our
beliefs...we have to change
how we **COMMUNICATE**

with **OURSELF**
and **OTHERS**



TECHNOLOGY
WILL NOT SAVE
YOU...

Steve Jobs even
said...



Technology is nothing. What's important is that you have a **faith in people**, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.

(Steve Jobs)

be·lief

/bəˈlēf/ 

noun

1. an acceptance that a statement is true or that something exists.
2. trust, faith, or confidence in someone or something.

WHAT
DO
YOU
EXPECT?



“Some people
aren’t used to
an
environment
where
excellence is
expected.”



com·mit·ment

/kə'mitmənt/ 

noun

noun: **commitment**; plural noun: **commitments**

1. the state or quality of being dedicated to a cause, activity, etc.

"the company's **commitment to quality**"

synonyms: dedication, devotion, allegiance, loyalty, faithfulness, fidelity

"her commitment to her students"

giving 110%



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sion, to man and equip (a ship
service. [F.<L. commissio.']
com-mit'-ment (-
entrust; to send; to per
to pledge or bind; to c



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**Go the extra mile,
it's never crowded!**

**LOVE
WINS**



SUGGESTED RESOURCES

DOWNLOAD two FREE eBooks INNER
GREATNESS and POWER OF DISCIPLINE
at: <https://dealeron.rockstarlife.info>



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ACTION ITEMS

- * Start EVERY DAY with some Motivation
- * Commit to 90 day calls
- * Make sure every person is better off after they meet you



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Q&A: ASK OUR EXPERT



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Today's Expert



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VP of Business Development
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CHECK OUT OUR NEXT WEBINAR

Thursday, Nov.2 12pm EST / 9am PST

How to Innovate
...Before it's too Late!



Christy Roman

"Queen of Auto" & President of Now Digital

