

# Beyond BDC – The Business Development Dealership



**David Kain**

*President*

Kain Automotive Inc.

Lexington, Kentucky

859-269-8302

david@kain.auto



**@KainAutomotive**  
**#NADA2016**

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# Why did we create BDC's in the 1<sup>st</sup> Place?

# To address ineffective communication by our sales team



# Today's **SHOWROOM** Condition

*Watching & waiting...*



# Is this **REALLY** A SOLUTION?



# Not Really...

*the Sales Team is still **watching and waiting!!***



**...and this setup  
confuses your  
customers**



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*I should be a*  
**4 Bucket**  
*salesperson!*

**Floor**

**Phone**

**Internet**

**Repeat & Referral**



*I can do  
**WAY MORE** to  
assist my team*

You need to create a **BDD**

**B**usiness

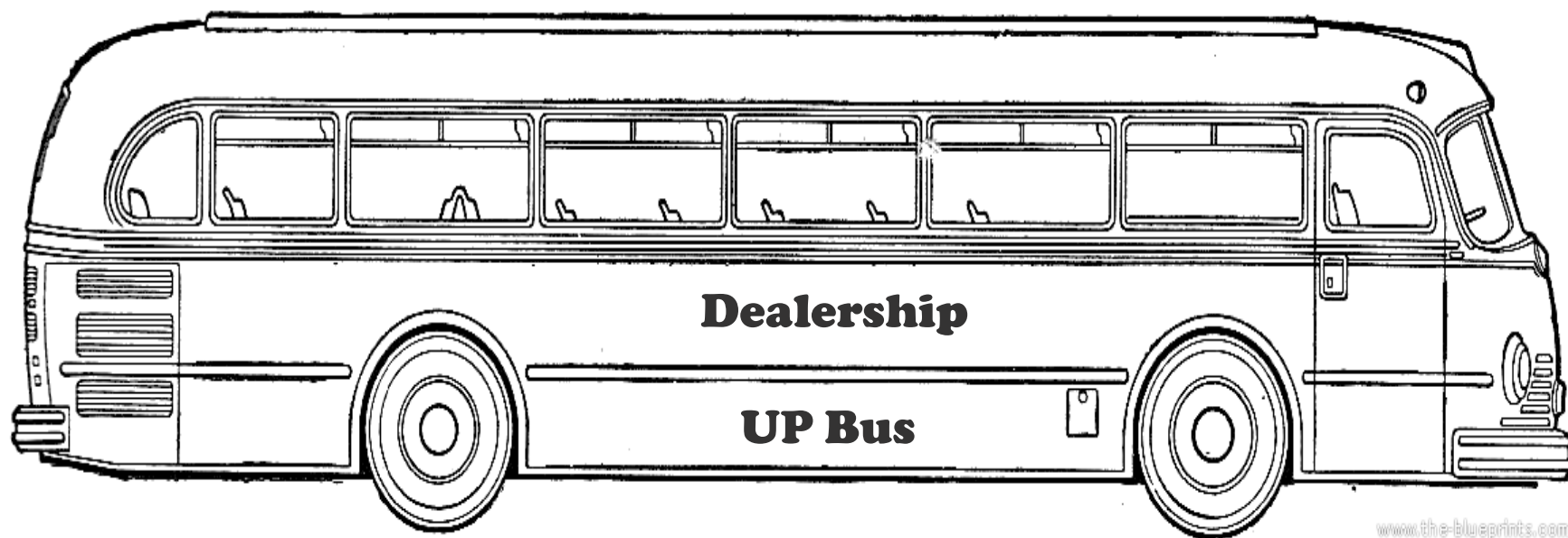
**D**evelopment

**D**ealership

# Blend the Floor and the BDC



**Everyone becomes a Business Developer**



Get back on the **Up Bus Route**

It all starts with the **Sales Managers**

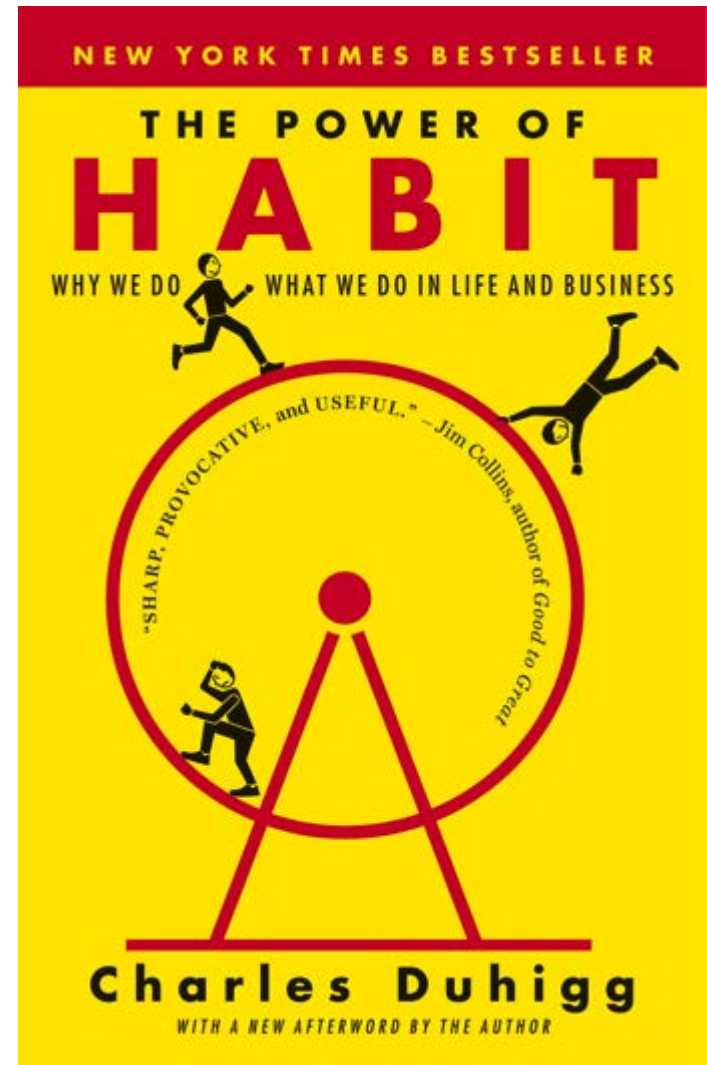


*I am the Manager  
of **ALL SALES**...Not  
just the Floor!*

To  
**CHANGE RESULTS**  
we must  
**CHANGE HABITS**

# Habit

*A regular  
practice that is  
hard to give up.*



# NEW HABITS

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# 66x

Source: Phillipa Lally Research Study University College, London

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A man with dark hair, wearing a grey suit, white shirt, and olive green tie, is sitting at a desk in a car dealership. He has his hands clasped and is smiling at the camera. In the background, several white cars are parked. A large thought bubble is positioned to the right of his head, containing the word "Seriously?".

Seriously?

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**It's NOT that  
difficult to  
stay on task!!!**

# HOW TO MAKE IT HAPPEN

*I need a  
**New or Better  
Trained Team***





*And...I've  
got to  
learn how  
this works*



***PLAN & EXPECT*** each team member to be able to communicate expertly



# 2 Dealership Types





Develop or Hire the “Can” Team!

# CREATE A New Daily Routine

# 50 = 20

**50 tasks/day = 20 sales/month**

## Manager's Monthly Plan

# of required Daily Emails?

# of required Daily Calls?

# of required Social contacts?

# of required Handwritten notes?

**Total # of required Daily contacts?**

# of Sales Team Members

x # of Salespeople

Total # of required Daily Contacts  
by the entire sales Team?

=

x 24 workdays

Total # of required Monthly Contacts =

# Manager Planning Guide

## Salesperson Daily Work Plan

# of required Daily Emails?

# of required Daily Calls?

# of required Social contacts?

# of required Handwritten notes?

**Total # of required Daily contacts?**

**Total # of required Daily Contacts =**

x 24 workdays

**Total # of required Monthly Contacts =**

# Salesperson Planning Guide



Great Salespeople have to be...

**Great Marketers**



# Develop Circles of Influence

Customers

Prospects

Friends

Family

Co-Workers

Neighbors

Online &  
Offline  
Community  
Groups

Social  
Networks





Lives close by dealership

Previous buyer

Married with 2 kids

Owner of Ad Agency

Husband is Joe, kids are Mike & Jenny

Birthday's October 12th

Loves Soccer and Photography

Likes to pay cash or lease

Favorite car colors are Blue and Silver

Always gets a sunroof

# Develop an exceptional CRM CULTURE



# Management Driven Content

Inventory Updates  
Specials  
Incentives  
Events  
Trade-ins

# 52 Weeks of **1 to 1 Marketing**

*Management driven content for...*



Emails



Voicemails



Texts



Postal Mail

# Today's **MESSAGES**

## **Inventory Update:**

Just traded for a 2012 Mustang GT with 23,000 miles – one local owner, clean Carfax....

## **Vehicle Specials:**

These 5 vehicles have had a price drop...

## **Incentive Update:**

1.9% Interest and \$2500 rebate on \_\_\_\_\_ models

## **New Owner Clinic:**

Message new owners from the last 3 months

## **On the Lookout for these Vehicles:**

We need \_\_\_\_\_ vehicles...ask your current owners if they'll trade

# Coordinated Delivery

## Email Message

*"Hi Julie, I'm emailing about your request for pricing on the 2016 MINI Countryman. This is David at Local MINI and I've got the pricing and trade information you asked about and can cover it in a quick call"*



## Text Message

She's been asking about you all day



## Vmail Message

*"Hi Julie, I'm calling about your request for pricing on the 2016 MINI Countryman. This is David at Local MINI and I've got the pricing and trade information you asked about and can cover it in a quick call"*



## Postal Message

*"Hi Julie, I'm writing about your request for pricing on the 2016 MINI Countryman. This is David at Local MINI and I've got the pricing and trade information you asked about and can cover it in a quick call"*

# 52 Weeks of **Social Marketing**

*Management driven content for...*



Twitter



Facebook



Instagram



LinkedIn



Google+



YouTube



post interesting product info



like customer and friend posts



artful pictures of your inventory



endorse friends & clients



+1 industry news and company events



post a daily video of your inventory



Have a Daily ***SOCIAL HOUR***  
with your Sales & Management Team

**To This**



# Case Studies

Midwestern  
**Audi Dealership**



Southeastern  
**Ford Dealership**



# Key Takeaways

Create your **B**usiness **D**evelopment **D**ealership

Outline a **New Daily Routine**

**Create or Hire** your own **CAN TEAM**

Develop **Daily Marketing Content** for your Team

**Expect** each team member to be **Socially Successful**

# Questions?

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