

# Proactive Recovery

## Comprehensive Planning For Re-Opening Your Dealership



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About  
**Ian Grace**

More than 20 years experience in automotive retail & lending

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# **We'll discuss how to plan your reopening, focusing on:**

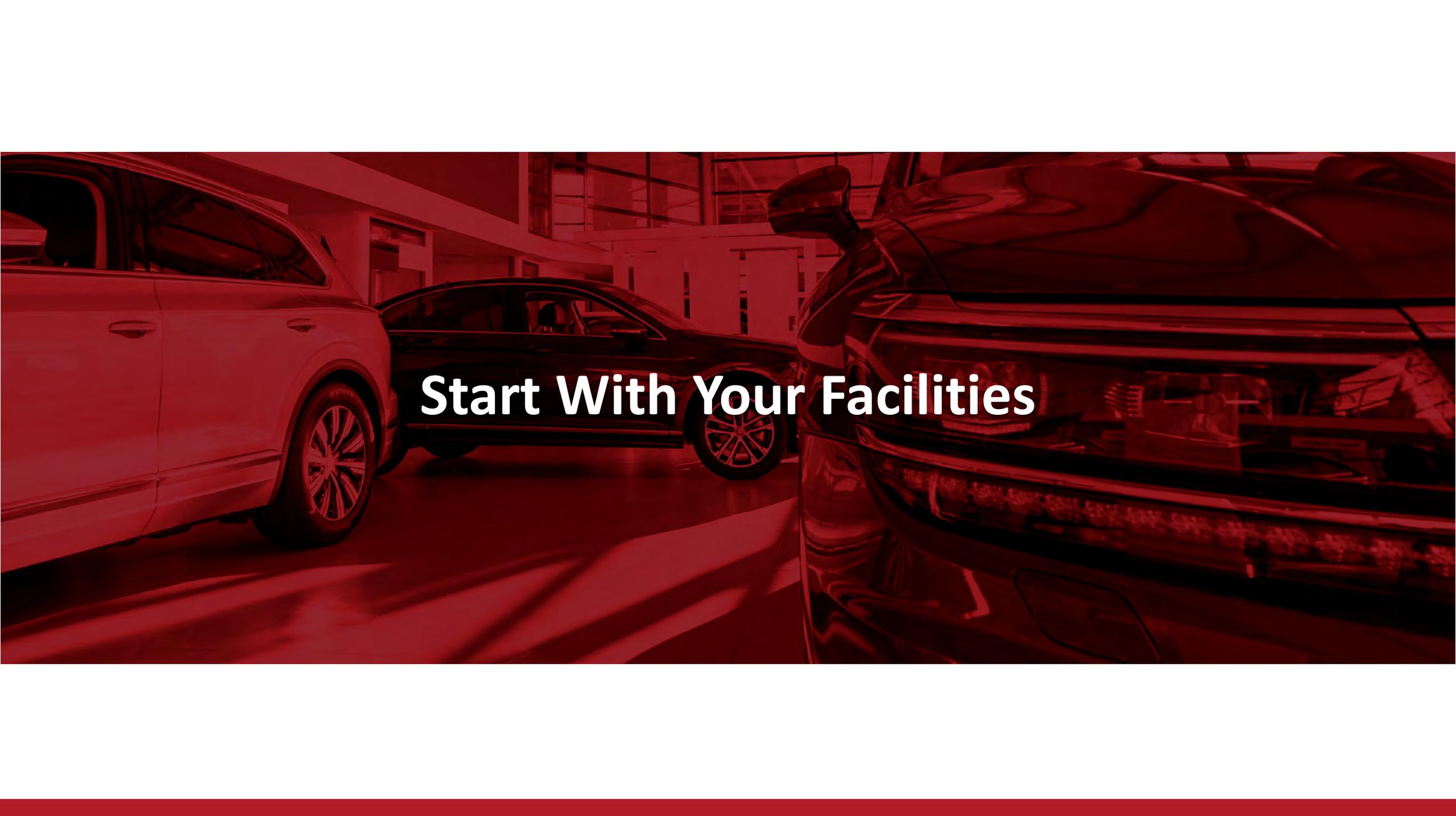
Your Facilities

Your Team

Your Customers



# The Dealership Experience After COVID-19



**Start With Your Facilities**

# Analyze Your Inventory



- **Conduct a physical inventory of every vehicle.**
- **Pull your new, used & wholesale vehicle inventory and compare against current MMR and used car values.**
- **Analyze current inventory vs. incoming inventory to determine how supply/demand is going to impact market pricing.**
  - Reach out to other dealerships trying to get rid of inventory to accommodate pent-up demand.
  - Ensure all dealer tags are accounted for.

# Focus on Facility Considerations



- **Communicate reopening plan & date to all in-store and 3<sup>rd</sup> party vendors.**
- **Ensure you have adequate supplies to serve the volume of impending business.**
  - Take stock of cleaning supplies, PPE and protective materials such as steering wheel covers.
- **Prepare for the return of physical sales inside the dealership.**
  - Ensure all bathrooms have been cleaned and are adequately stocked.
  - Consider offering free gloves and masks at entrances.
  - Place hand sanitizing stations throughout the dealership.
  - Replace all refreshments with individually packaged/sealed snacks.



# Setting Up Your Team For Success

# Communicate With Your Team



- **Conduct sales meetings to sure up your team and help set expectations.**
  - Regularly communicate operational changes.
  - Answer any questions they may have.
- **Focus on inspiring/encouraging your team – they need to be ready to tackle any challenges (and opportunities) ahead.**
  - Confirm salespeople understand the need for a more empathetic approach when communicating with customers.
- **Ensure they're taking the right approach at re-launch.**
  - Consider additional phone and sales training.

# Coordinate With Human Resources



- **Create a plan to bring back furloughed staff.**
  - Ensure when you reopen that you've got enough staff to run each department.
  - Consider running staggered shifts to account for demand.
  - If necessary, alert HR vendors for staff's return.
- **Communicate and ensure the sales staff fully understands draw/draw payback scenarios.**
- **Ensure your HR team is fully up-to-speed on the changes to state/national employment laws.**



# Reignite Your Sales Department



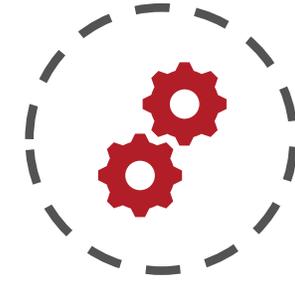
- **Focus on motivating your sales team and aligning your strategy.**
  - Create a sales bonus or contest for units sold.
  - Drive a culture of appointment setting.
  - Ensure alignment on the new customer experience expectations and precautionary measures.
- **Review all leads that came through in last 60 days.**
  - Send them a personalized email that store is open.
- **Review what leases were scheduled to mature during the closure.**
- **Consider modifying your current sales quotas, goals and pay plans.**

# Work With Your Sales & Marketing Managers



- **If paused, re-launch data mining software.**
  - Audit and re-launch any other appropriate marketing campaigns.
- **Review deals sold prior to close.**
- **Update website with new incentives.**
- **Schedule deliveries for vehicles sold during shutdown.**
- **Ensure all DMV paperwork has been sent out for cars delivered prior to shutdown.**

# Work With Your Service Manager



- **Ensure your service team is prepared to accommodate customers in the new dealership experience.**
  - Offer VIP treatment with services such as vehicle pick-up & drop-off.
  - Take stock of your telecommunication and technology needs/capabilities.
  - Consider instituting video calls with service advisors for initial diagnostics and evaluations.
  - Expand service drive precautionary measures, such as vehicle disinfection and utilizing disposable seat, floor mat and steering wheel covers.

# Re-Deploy Your BDC

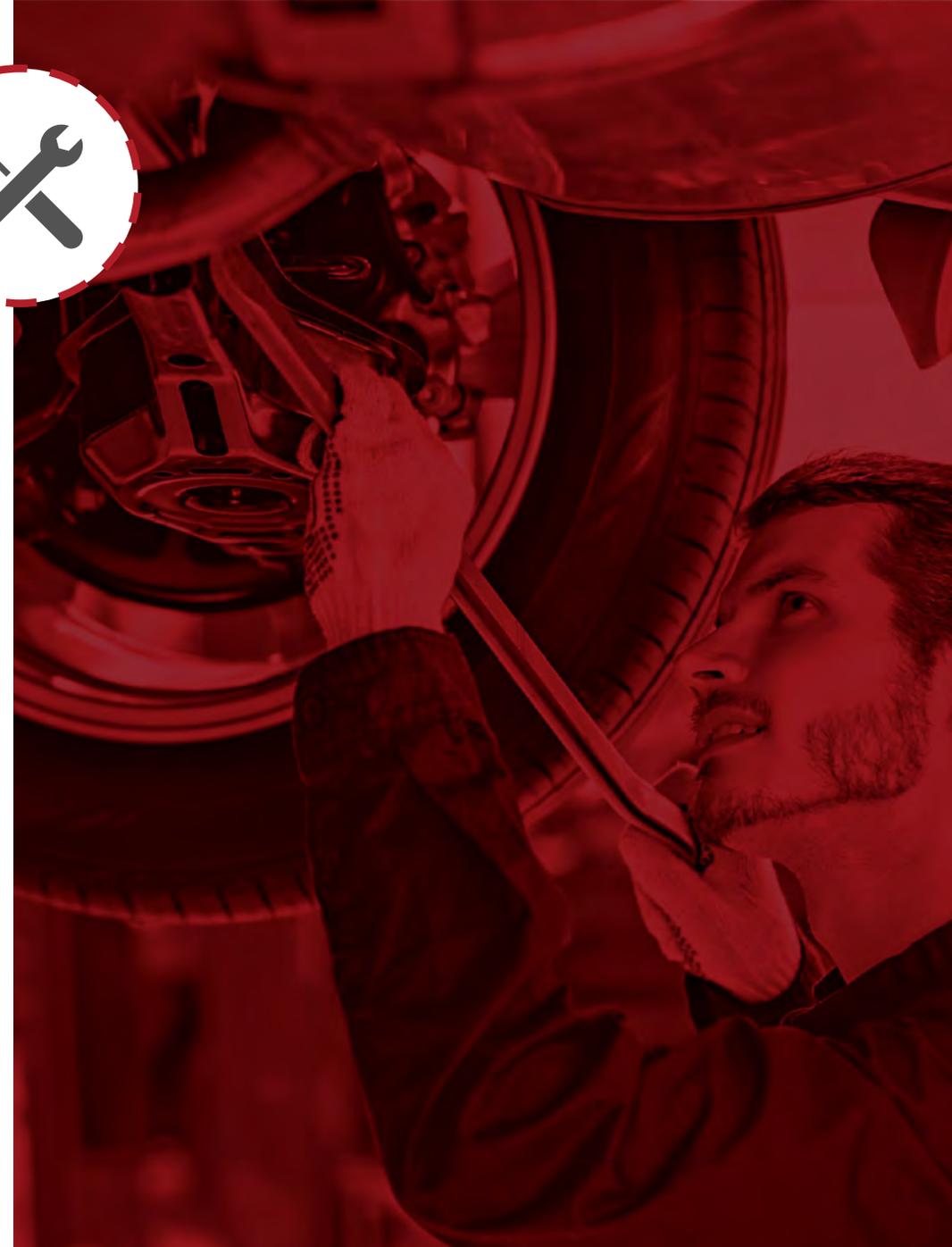


- **Have your BDC begin service dials prior to opening.**
  - Certify as many service appointments are scheduled/confirmed.
  - Consider offering service specials to drive traffic and promote re-opening.
- **Shift your BDC's focus to customer care.**
  - Identify customers with potential service needs.
  - Communicate with customers on discounts and expanded accommodations.
  - Ensure field teams have proper protective equipment.
  - Consider expanded training for dealership personnel.
  - Leverage talk tracks appropriate for the current environment.

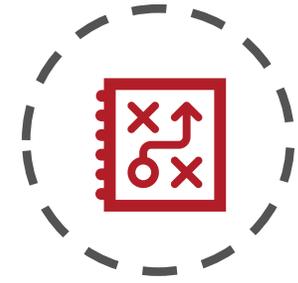
# Set Up the Service Department



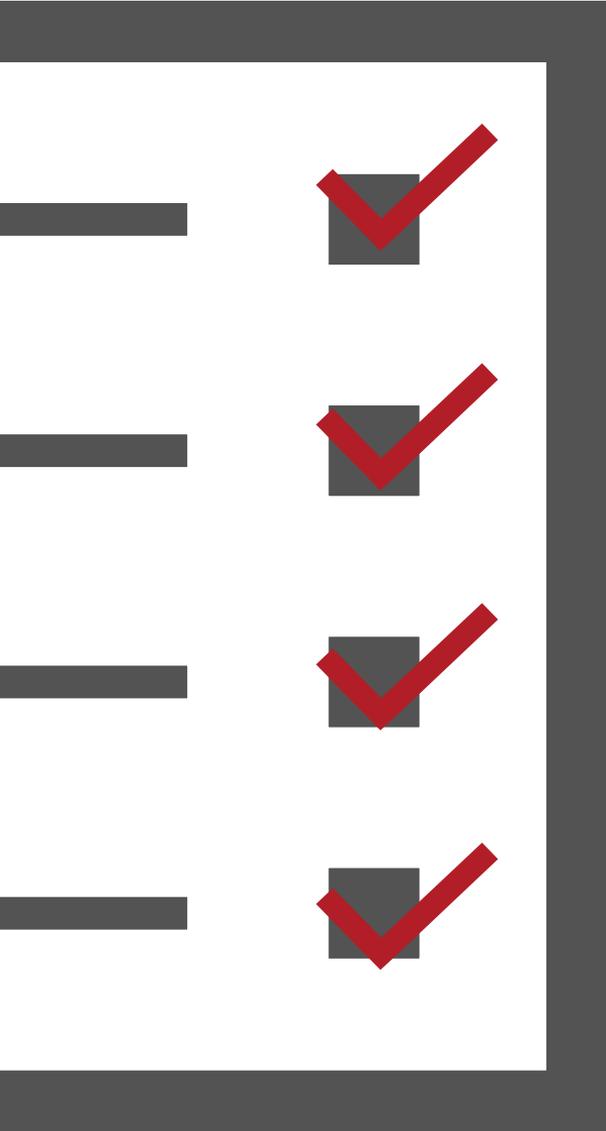
- **Review any open or unaccounted for transactions and receivables.**
  - Review parts receivables and consider putting some accounts on COD.
  - Review warranty receivables.
  - Audit and review age of open repair orders.
  - Consider lost opportunities such as overdue open recalls – consult with OEM, Carfax, etc.
- **Ensure all service loaner cars are accounted for, washed and fueled.**



# Tie Up Any Loose Ends



- **Conduct a CIT review.**
  - Collect any outstanding stipulations for unfunded deals.
- **Follow up on any outstanding payoffs on trade-ins.**
- **Follow up on DealerTrack, RouteOne or captive unapproved deals, holds and/or comments.**
- **Conduct follow-up calls to any sold customers delivered just before shutdown.**



A photograph of a rocket launch, heavily overlaid with a semi-transparent red color. The rocket is positioned on the right side of the frame, ascending vertically. A massive, billowing plume of white smoke and steam surrounds the base of the rocket, extending across the lower half of the image. The text "Prepare For Takeoff" is centered in the middle of the image in a white, bold, sans-serif font.

**Prepare For Takeoff**

# Gear Up For a Successful Launch



- **Plan a “Re-opening Sales Event”**
  - Create an email blast to customer base.
- **Communicate re-opening on all external touch points.**
  - Create clear messaging about the new ways of doing business and how it impacts customer experience.
  - Consider using video to show how your dealership is shifting its operations.
  - Ensure website, social media and all 3rd party sites have your updated hours.
- **Consider balloons or other eye-catchers outside to draw attention.**

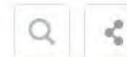
**“Wandering in business is not efficient ... but it’s also not random. It’s guided...and powered by a deep conviction that the prize for customers is big enough that it’s worth being a little messy and tangential to find our way there. Wandering is an essential counterbalance to efficiency. You need to employ both.”**

*– Jeff Bezos*

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## COVID-19 RESOURCES FOR DEALERSHIPS

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**Prepare to Reopen Your Dealership**



Mastermind Provides Unprecedented Virtual BDC Support Amid COVID-19

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How to Kickstart Auto Sales After COVID-19 Disruptions

It may seem counterintuitive

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**FREE Webinar Proactive Recovery: Planning for Re-Opening Your Dealership**

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**Questions?**

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