

2026 **NADASHOW**

LAS VEGAS
FEBRUARY 3-6



Smart Dealers Build Teams That Drive Retention, Reputation & Revenue

Real Dealers – Proven Practices

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Session Agenda

- What really drives retention, reputation and revenue
- Culture is not “soft” and turnover is expensive
- Culture’s impact on the metrics
- Culture that works – real dealers
- Your Culture Playbook
- Post NADA action planning



What Will Drive Success?

- Culture
- The behaviors you & your team chooses every day — especially when no one is watching.



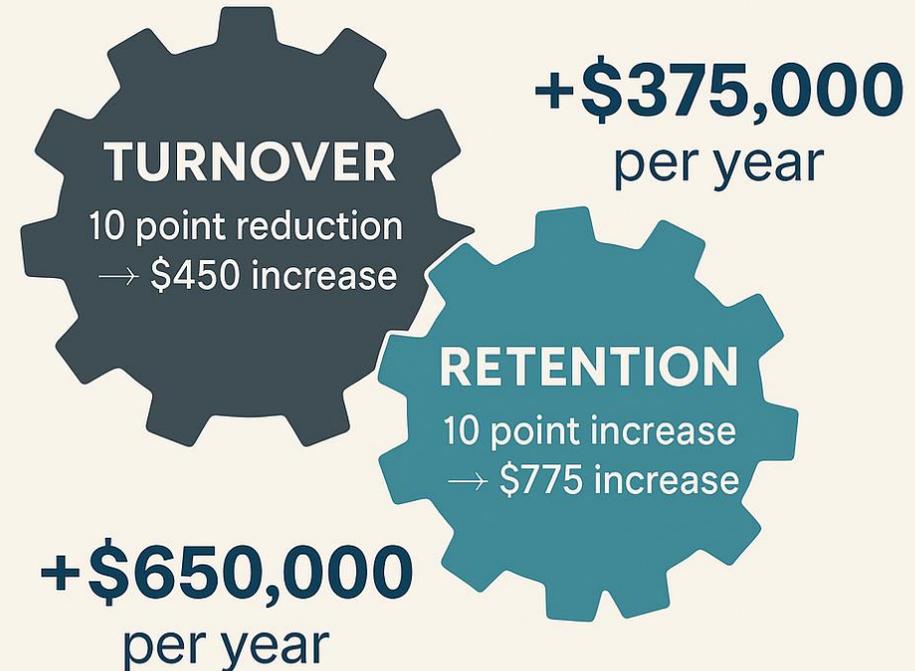
BBQ / Posters VS Profit



Culture is NOT soft – turnover is expensive

- Dealer studies including the NADA Annual Workforce study show:

THE DEALERSHIP PEOPLE ENGINE



Smart Dealer Culture of Retention

- Here's what the best have shared:
 - Culture = what you reward, what you tolerate and how you lead consistently.
 - Story: One of the top three Audi dealers in the US terminated their top performer three months ago. Their volume did not change.
 - **Exercise: What are you tolerating? What are you rewarding? What are you inconsistent about?**
 - **You have four minutes at your table to share your answers.**



Smart Dealers Fix Hidden Leaks

- Let's talk about:
 - What would get better if 65% of your team had been there more than 3 years?
 - What stays difficult if you don't fix the problem and raise employee retention?

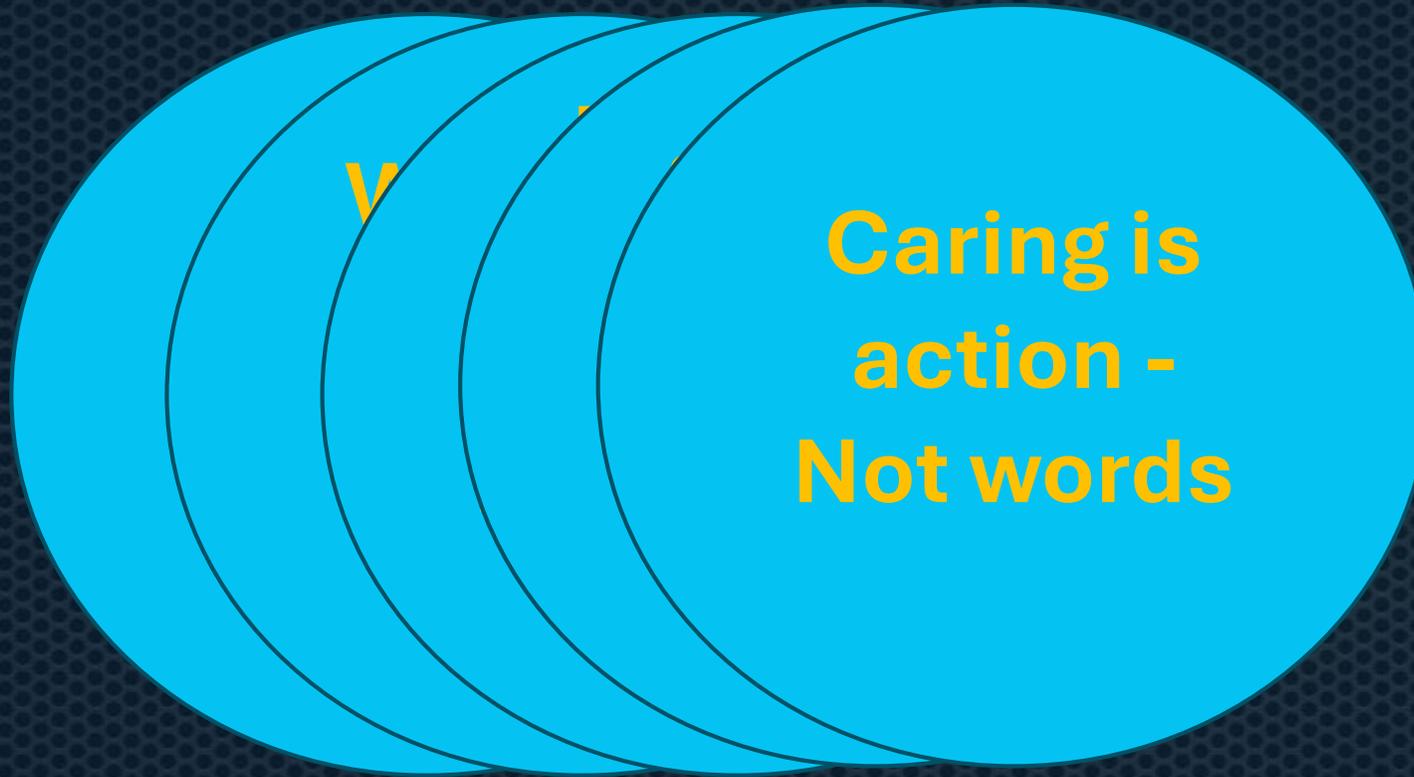


Dealer Spotlight: Winning Fixed Culture

- Two Dealers – One Ford and One Mercedes
- By the numbers:
 - Ford Dealership = Avg Technician Tenure = 7.8 years
 - MB Dealership = Service CSI = top five dealership in the nation for 10 consecutive years



Dealer Spotlight – Proven Practices



Dealer Spotlight: Winning Sales Culture

- Three Dealers – One Audi, One Ford and One Mercedes
- By the numbers:

Audi Store
22%
turnover
4 year Avg

Ford Store
7.8 years
Tenure Avg

Mercedes
Store
10.1 years
Avg Tenure

Dealer Spotlight – Proven Practices

**Invest in
them –
training and
career
growth**



Culture Killer Summary

**It's normal to
cancel days
off or add bell
to bell at the
end of month**

**Favoritism,
cliques,
anything that
support team
performance**

**Personal time,
family time or
vacations are
an unpaid
privilege**

Final Table Exercise

- From NADA Las Vegas to your Monday
- Exercise: Take 5 minutes as a group to answer:
 - **What culture behavior will you start modeling?**
 - **What leader behavior will you have to stop doing?**
 - **What will be your first step next week?**



QUESTIONS?

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