

Recruiting Dealership Talent

Spend Less with More Success

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Key Takeaways

1

Assess your digital presence and tweak it to become your 24/7/365 recruiting agent

2

Analyze your reviews by employees to effectively respond, amplify, and authenticate your reputational message

3

Adapt your job descriptions to become recruiting assistants



The Employment Cycle

When do you start recruiting?

YOU ARE ALWAYS RECRUITING!

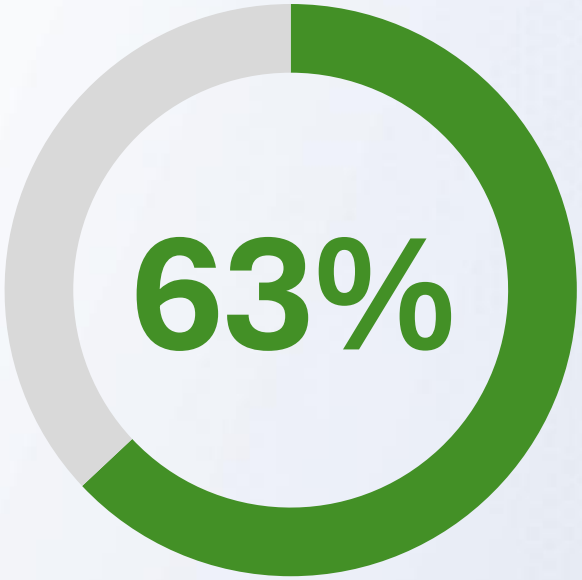


Recruitment Challenges

- Perception of working at a dealership
- Pressure to go to college
- Commission-only positions
- Dealerships not cultivating relationships or actively recruiting
- Negative connotation of “vocational-technical”
- Lack of information about true high-tech nature of service jobs



The College Track



Current Graduation Rate

$1.75 trillion

Total U.S. Student Loan Debt

$29,000

Average Per Student

Source: NCES



Customer Marketing as Recruitment

Digital Presence

Millennials and Gen Zers dominate the labor market

- **77%** of job seekers search company websites for jobs
- **64%** of job seekers research a company before applying
- **37%** leave site if they can't find good information
- **41%** of Gen Zers start researching on YouTube



Sources: Pew, Gallup, Careerbuilder, CGK, and ManpowerGroup

Career Pages



Source: Hireology

Digital Marketing

In 2024, the average dealership spent **$397,328** on digital marketing, more than **73%** of their advertising budget.



Source: NADA Data

Employee Reviews



Employee Reviews and Responses

- **62%** of site users' opinions improved after seeing review responses
- Respond to both positive and negative reviews
- Monitor sites regularly
- Most users ignore truly scathing reviews but are interested in your response



Source: Glassdoor

Job Descriptions



Position-Specific Recruiting

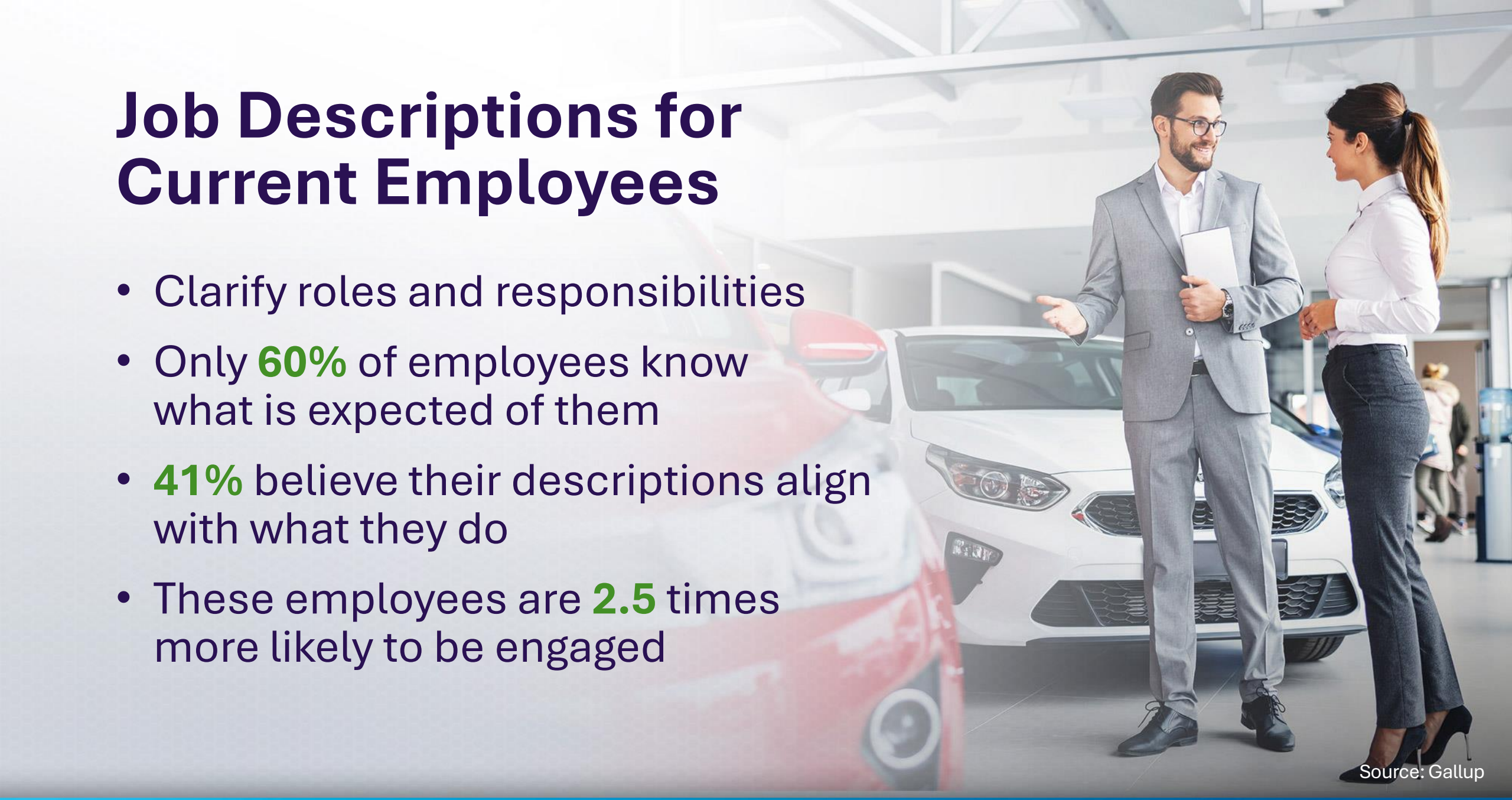
Job descriptions:

- Guide the review and selection process
- Clarify roles and provide a framework for performance development
- Sell working at your dealership



Job Descriptions for Current Employees

- Clarify roles and responsibilities
- Only **60%** of employees know what is expected of them
- **41%** believe their descriptions align with what they do
- These employees are **2.5** times more likely to be engaged



Source: Gallup

Job Descriptions

- Summary
- Essential Duties
- Qualifications
- “Wow” Statement





“WOW” Statement

Why Jackson Auto Sales?

As a member of our world-class parts team, you can learn from the masters and enhance your skillset. With Jackson’s incredible training and investment in team members, you can excel in the career of your choice.

- **Learning Opportunities:** Continue learning and expand your credentials with tuition assistance and professional development.
- **401(k):** Invest in your future with 401(k) plans and profit sharing.
- **Health and Wellness:** Maintain your wellbeing with medical, dental, vision insurance and more. Team members can select a plan that suits their individual needs.
- **Additional Benefits:** Protect yourself from the unexpected with access to supplemental benefits including:
  - Group/Term Life, Accident, Critical Illness, Long Term Disability, company sponsored life & company supplemented short-term disability/AD&D/Life policies.
- **Paid Time Off:** Balance your work and life experiences with paid time off, holidays, and paid family leave.

Activity: Digital Presence Peer Audit

Pair up and review your neighbor's website using your phone. Check for the following:

Is site mobile-friendly?

Can you find and apply to jobs?

How easy is it to find the following?

- Current openings
- Job Descriptions
- Benefits
- Salaries
- Training opportunities
- Community involvement
- Dealership culture
- Other reasons it is a great place to work



Are there any employee reviews of the dealership on sites like Glassdoor?

QUESTIONS?

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