

2026 **NADASHOW**

**LAS VEGAS**  
FEBRUARY 3-6



# The Real Advantage: People, Process, and Experience



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The best dealerships  
aren't those with the  
**most leads** – but those  
that **close the ones**  
they already have.



# The “Magic Bullet”

# Common “**Magic Bullet**” Requests from Dealers

What’s the  
next best  
thing?

We need a new  
vendor who can  
get us more  
leads for less

If we just have  
the right offer,  
everything  
would work

I’m going to cut  
the budget/go  
dark to make up  
for slow sales

I want to do  
what  
DEALER is  
doing...

**Here is the Problem...**

**There is no Magic Bullet!**

# The Reality Check

## What Dealers Say

We need more leads

Where can I spend more money today to get immediate results?

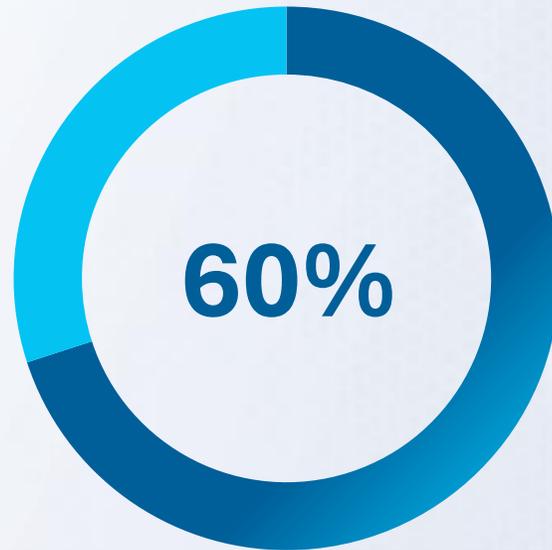
What channel has the lowest cost per lead?

## What We Discover

- Dealers have untapped opportunities currently in their CRM
- More money in the same channels doesn't equal results
- Dealers aren't set up operationally to effectively handle more leads

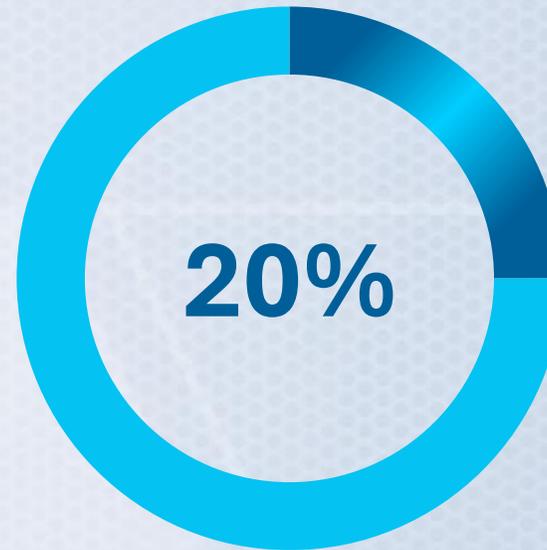


# The Budget Imbalance Problem



## **Paid Search**

Heavy investment in Google Ads and search marketing

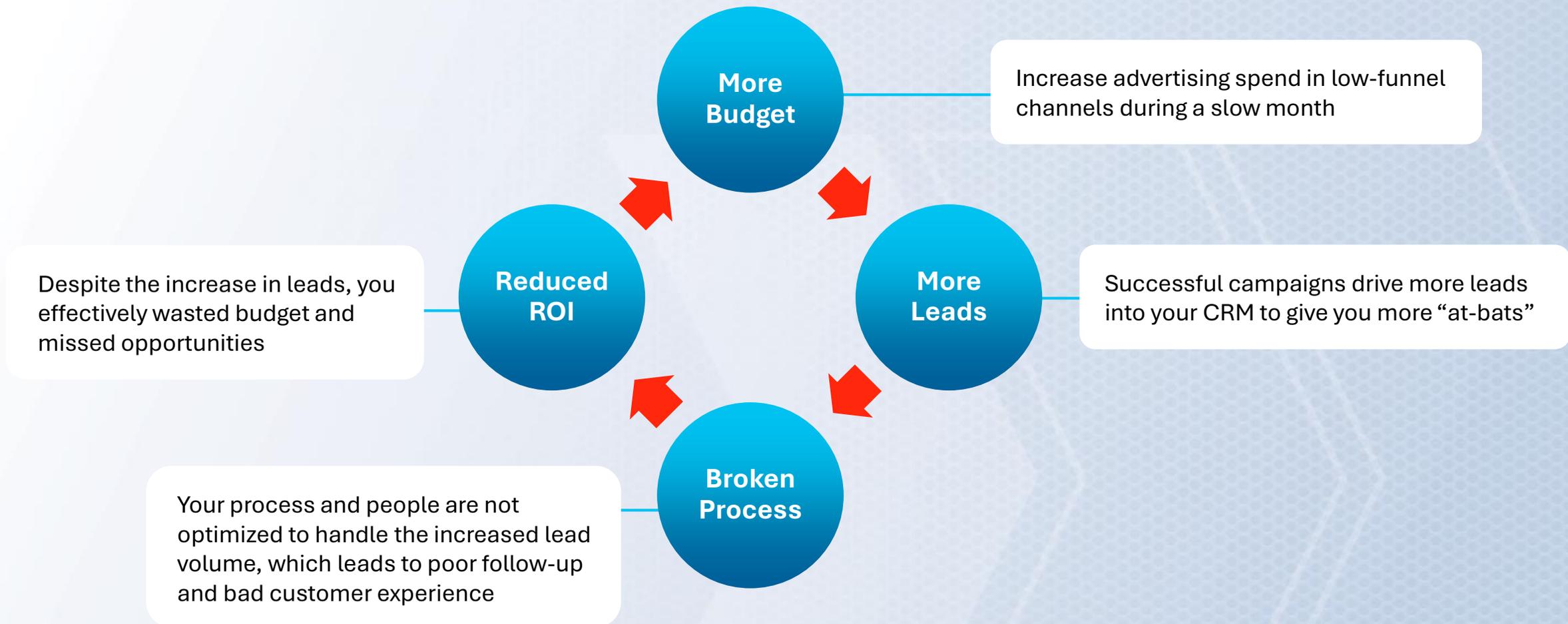


## **Third-Party Sites**

AutoTrader, Cars.com, and marketplace spending

The automotive marketing landscape has become overly reliant on a narrow set of tactics to maximize leads without considering if the dealership is set up to handle those leads properly

# Broken Processes -> Lower ROI



# The Tactical Trap

**Reactively pushing  
budget to specific  
tactics in chase of leads  
without addressing  
operational defects**

# The Strategic Alternative

## Customer-Centric Approach

Focus on understanding and serving customer needs throughout their journey

## Consistent Brand Presence

Build recognition and trust across all channels and your showroom

## Full Path Communication

Understand how to engage customers from awareness through purchase and beyond



# The Framework

## People, Process, Experience



### People

Your team is your #1 brand ambassador. Internal alignment drives external results.



### Process

Streamlined workflows eliminate bottlenecks that kill sales momentum.



### Experience

Consistent, connected customer journeys build trust and close deals.

# People

**“Your brand is a story  
unfolding across all  
customer touch points”**

**-Jonah Sachs**

# People: Your Brand Ambassadors

## Live Your Brand's Value

Every employee should know and communicate your dealership's unique selling points. Your USPs aren't marketing copy—they're daily conversation starters.

## Communicate Events Consistently

Sales events fail when staff learn about them from customers. Internal communication must happen before external marketing.

## Align Across All Roles

Service advisors, sales consultants, and managers need shared talking points. Disconnected messaging confuses customers and kills credibility.

***"The sales event that nobody knew about"***

How many opportunities slip through when your own team isn't informed?

# Great Brands: Built From the Inside Out



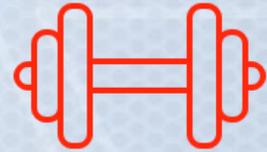
# Telling a **Great Story**



**Consistent  
Messaging**



**Set Your  
Dealership Apart**



**Capitalize on  
Strengths**

**Marketing isn't just what  
you tell customers...  
it's what your team  
believes and delivers  
every day**



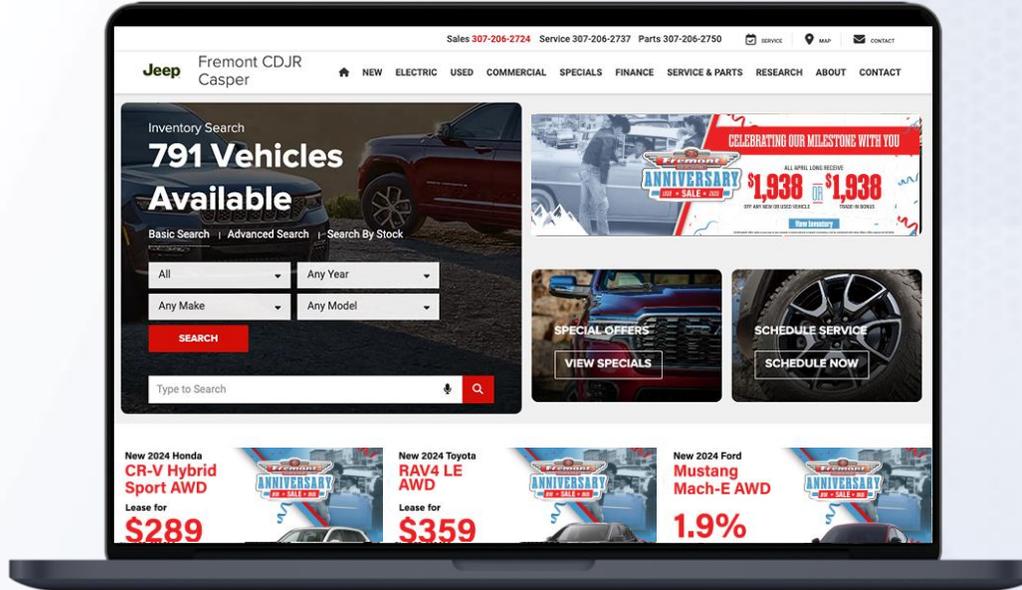
# USP Execution



# Corporate Brand Execution

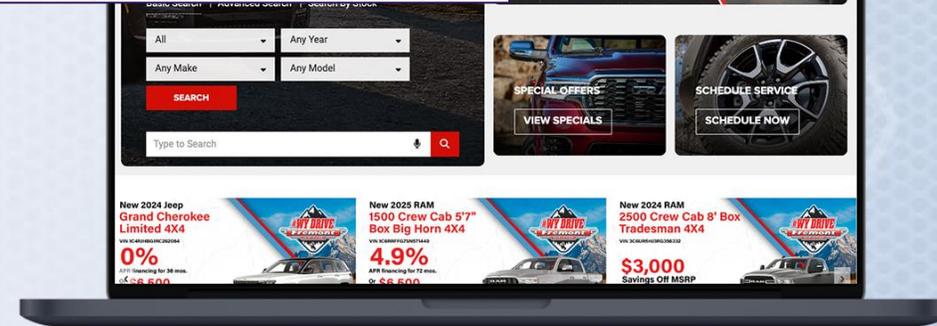


# Retail Execution



## Annual/Quarterly Sales Events

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER



WILDERNESS TRIP RECREATIONAL VEHICLE  
VACATION CODY PARKS JOURNEY ADVENTURE  
GETAWAY FISHING PROUD UNWIND  
OUTDOORS FAMILY  
TRUST  
DRIVE  
MAP  
DISCOVERIES COMMUNITY  
EXPLORE TETONS WILDLIFE  
MOUNTAIN ROADTRIP  
SOMEWHERE  
PHOTOS  
RELAXING  
FRIENDS  
UNWIND  
FAMILY  
HIKING  
SNOW  
PROGRESS  
TRAVEL  
GO  
EXPLORATION  
CHEYENNE  
ESCAPE FREE  
RANCH  
STAY  
YELLOWSTONE  
HOME  
NATURE  
MILES  
PLAY

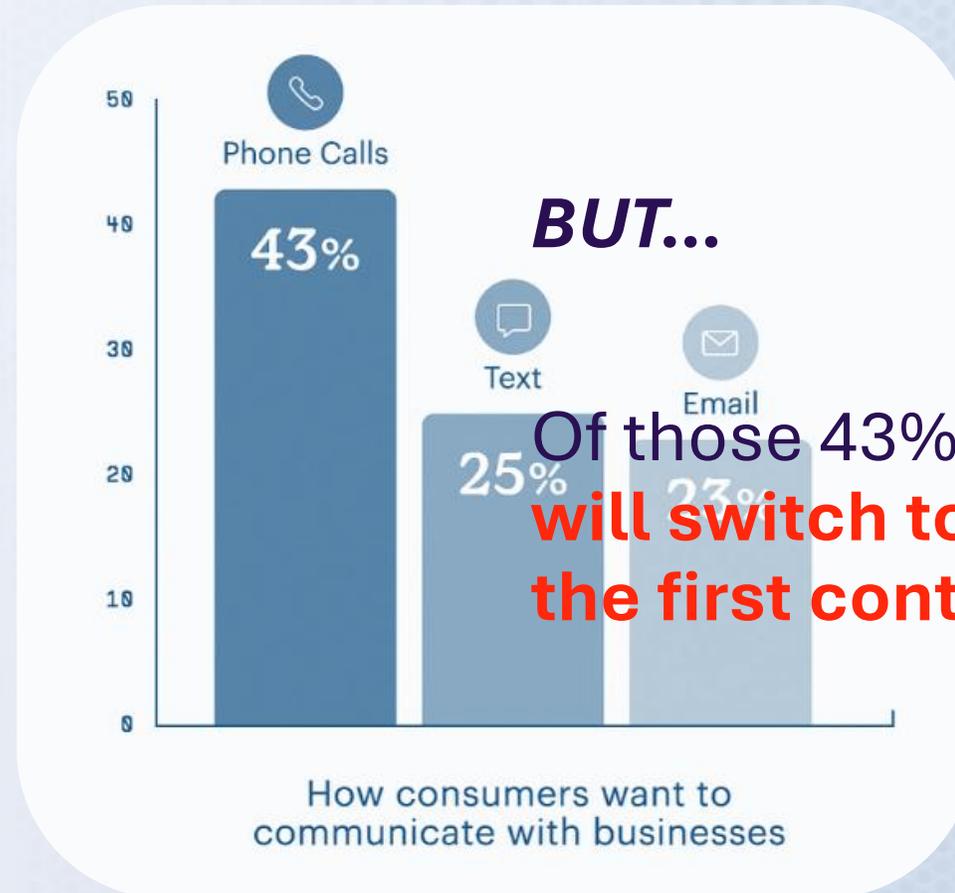


# Process

**Process. Process. Process.**

**Does a lead count even matter if  
there isn't a solid process in place?**

# Process. Process. Process.



# So How Are We Doing? **Mystery Shop**

- Asked for the following:
  - Best Lease Payment on 2025 [Make, Model] 36m/12k
  - \$3,000 down via Trade Equity
  - 2019 Honda Civic Ex Hatchback (son's vehicle), owe \$12k
  - 740 Credit Score
- Email or Text
- *What questions would YOU ask this customer?*

# Mystery Shop Key Takeaways

- We randomly sampled 10 dealerships
- Response rate was consistently pretty good!
- Nearly everyone called!
- Txt vs Email - Generic/Automated, unrelated "spam"
- Avoid "Industry lingo" and simply talk to the consumer in plain terms
  - Do you have a Trade? vs. What are you currently driving?
  - Are you going to finance or lease? vs. What's your monthly budget?

# Text Examples

STOP at anytime to end. HELP for help. Msg freq varies. Msg & data rates may apply.

Yes

Yesterday 8:57 AM

Hey Gavin! Sam from Oxmoor Toyota. I just received your inquiry about the 2025 Toyota Tacoma TRD Sport. Great news, that vehicle is still available to be reserved with a deposit. I see you are looking for the best lease numbers based off of 36months/12k miles with \$3,000 down. I have attached preliminary numbers below from my desk manager. Let me know what you think! <http://drvm.io/ZjExYzAz>

Thanks Sam. But am I missing something? That lease quote is WAY higher than what I've researched and what's showing on Toyotas site

Text Message • SMS

Change Vehicle ▾

## Tacoma



Lease  
2025 Tacoma TRD Sport  
Lease

**\$369** / mo    **36** mos    **\$3,999** due at signing

Applies to TRD Sport Exp. 06/02/25

Request a Quote

View Dealer Inventory

Estimate Payment

Find Your Trade-In Value

per month for 36 Mile/Year) Lease.

WD Double Cab TRD  
36 months with \$3,999  
y  
Screenshot

G Hutchinson  
2025 Tacoma  
5/6/2025 8:00 PM

This presentation is designed to provide an example of various finance options that may be available. Incentive programs, Rebates, Rates, Terms and Payments are estimates, subject to change and are impacted by individual credit history and subject to credit approval and program verification. Specific details will be provided when an alternative or alternatives are selected.

Vehicle Price: 46,944.00

Cash Down	FINANCE ALTERNATIVES			TOYOTA LEASE PROGRAM
	48 Months	60 Months	72 Months	36 Months
3,000	1,176 - 1,223	1,000 - 1,049	893 - 943	595 - 669
4,000	1,152 - 1,198	979 - 1,027	874 - 923	564 - 636
5,000	1,127 - 1,172	959 - 1,005	856 - 904	533 - 604
6,000	1,103 - 1,147	938 - 983	837 - 884	502 - 572

Lease-End Purchase Option Amount  
33,799.68

Payments include Accessories: Pulse Safety Sys

On Approved Credit. Payments are an estimate and may vary among lending institutions. The final terms of your loan or lease may differ depending on credit history and the actual terms of the financial institutions acceptance. Tax rules and amounts may vary based upon State or Locality. Vehicle Price does not include Accessories. In some cases Leases require additional cash for Security Deposit. Vehicle Price is before Taxes and/or applicable fees. At Lease End, Lessee is responsible for \$0.15 per mile over 12,000 miles per year. Wear and tear guidelines apply. Tax Profile: KY 6.00% New

Potential Toyota Lease Program Advantages

- No Long Term Obligations
- Option to Purchase at the end of the Agreement
- Protection against used vehicle market fluctuations
- Drive a New Vehicle More Often
- Pay Only For What You Use
- Pay Sales Tax As You Go
- Vehicles on a 2-3 year Lease are typically under warranty for all or most of the Lease Term

Screenshot

These are just preliminary numbers. This is not factoring in your trade in, credit history, etc.

Understand. But I indicated very good credit (740+) and \$3k positive equity on trade.

Yes this is based off of base model and not including tax, title and fees.

Ok thanks. That's not a base model I sent over. And payment is about \$60 higher.

I'll keep looking

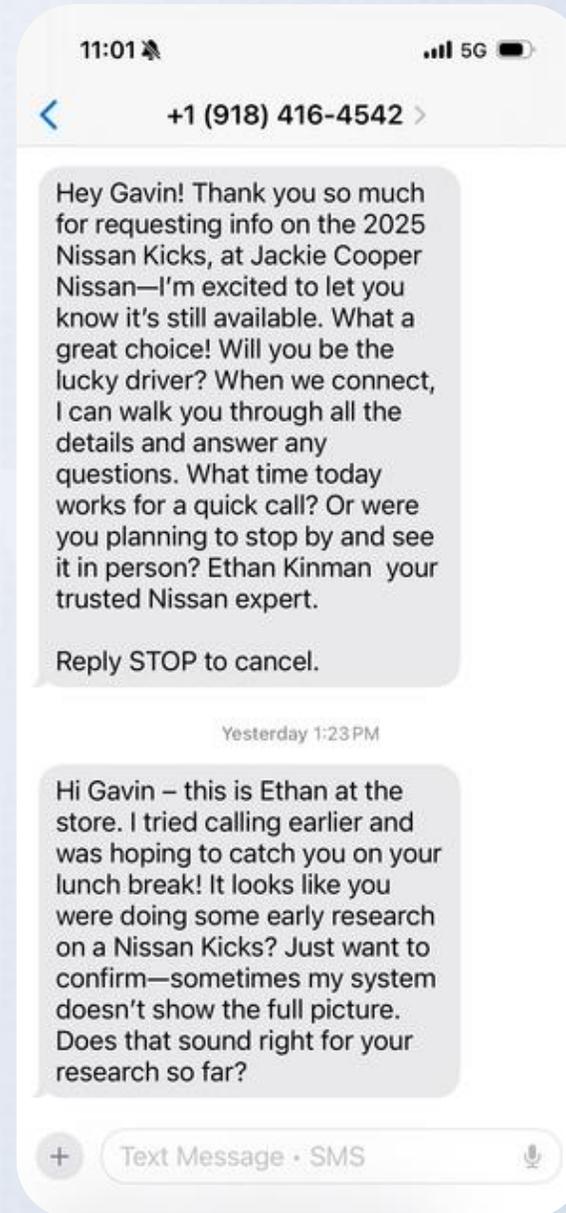
Let me know if you have any questions!

Thanks!

No problem!

Text Message • SMS

# Text Examples



# Dealership Processes

**"Profitability lies within the purposeful  
withholding of information."**

# Universal Truth

**A “Great Deal” is a perceived thing!**

1 TO 71



# Experience

# Look in the Mirror: Do you care what your buyers think?

**Satisfaction Scores:** J.D. Power's study indicated that satisfaction scores decrease as time spent increases:

- **Less than 2 hours:** Average satisfaction score of 861 (on a 1,000-point scale)
- **2–3 hours:** Score drops to 844
- **4–5 hours:** Score further declines to 807



# Do you care what your buyers think?

## TOP 5 PLACES BUYERS ARE STUCK

5. **Contract Signing & Titling**
4. **Finance**
3. **Vehicle Selection**
2. **Price Negotiation (Too Many Handoffs!)**
1. **Test Drive**





**55%** of Customers Waited Just to Get Behind the Wheel,  
and They had Already Done the Homework...

**The In-Store experience didn't work!**



**“Yeah, but the Agency Sucks”**

**1%**

# What Does a **1% Increase** in Close Rate Mean?

- Avg Dealer receives ~300 leads per month
- Avg Close Rate 12.4%
- Avg Sales/Dealership 37.2/mo.
  
- Increasing your close rate by just 1% nets you:
  - Avg Close Rate 13.4%
  - Avg Sale/Dealer 40.2/mo.
  
- *Annual growth of 36 Units*
  - \*You basically get an extra selling month w/ 1% improvement.*

**“The best marketing in  
the world can’t fix a  
broken process”**



**QUESTIONS?**

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