

2026 NADASHOW

LAS VEGAS
FEBRUARY 3-6



Unlocking 90-Day Potential

Hiring and Developing for Long-Term Success



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1

How to Develop a Hiring Process for Long-Term Success

2

How to Identify and Discuss Employee Competencies and Development

3

How to Implement a Process for Ongoing Employee Development

Market Trends

- **Covid Practices vs B.C.E. (Before Covid Era)**
 - **Short Supply**
 - **Higher Prices**
 - **Longer Trade Cycles**
 - **More High Mileage and Customer Pay Service**

Market Trends

- **Sales vs Service**
 - **Often Hired for Skills and Experience**
 - **Minimal Talent Differentiation**
 - **Hiring Based on Experience rather than Potential**



Market Trends

- **Today's Evolving Market**
 - **Less Experienced Workforce**
 - **B.C.E. Hiring Practices?**
 - **Post Covid Employee Expectations**
 - **How do we Adjust and Modernize?**



Hiring

- The Foundation
 - Pre-Interview Assessment
 - Exercise: Build the Perfect Salesperson – What Can They Do?
 - Day-1 Abilities
 - Day-90 Potential

Hiring

- Interviewing
 - Interview for Success
 - Probing Questions
 - “Tell me about a time you...”
 - Know your Audience



Hiring

- Selecting the Best Candidates
 - #1 – Do they Have What's Necessary?
 - Balancing the Needs of Employee and Dealership
 - Does Employee Fit Dealership Culture?
 - Does Employee Fit Consumer Audience?



Development

- Requires a Process
 - Avoid “Tiger Training”
 - Should Not be Outcome Based
 - Make the Job the Process
 - Develop Processes and Results Will Follow

Development

- Requires a Language
 - Identify the Process
 - Ensure Language Describes the Desired Process
 - Learn From Service to Identify Competencies
 - Think of Learners as Your Children



Development

- Level C
 - Toddlers to the Car Business
 - Minimal Language Skills
 - Learns by Watching and Copying
 - Needs Near-Constant Supervision
 - Who Should they Watch?



Development

- Level B
 - Teenagers to the Car Business
 - Some Language Skills (Unsure When to Use)
 - Learns by Watching and Doing and Messing Up
 - Needs Frequent Check-In and Review
 - What do We do When They Mess Up?



Development

- Level A
 - Adults In the Car Business
 - Advanced Language Skills
 - Learns by Mentoring and Partnering
 - Needs Occasional Spot-Checking
 - Who do we Partner them With?



Implementation

- Current Staff
 - Rate Each Staff Member Overall
 - Rate them on Each Step of Your Process
 - Have them Rate Themselves
 - Targeted Training Expedites Development
 - Promotion = Level C in New Role

Implementation

- New Hires
 - Train on Each Step of Your Process Until They can Duplicate
 - Use Deskings Process to Check for Proficiency
 - Consistency is Key
 - Review Each Deal with Level C
 - Get Your Time Back

References

- Cox Automotive Studies
- Assurant Automotive Training Academy

QUESTIONS?

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