



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Millennials in Your Sales Force: Training and Engaging Them



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Overview:

Dealerships struggle with helping all salespeople become more engaged salespeople on a consistent basis—especially millennials. When Managers know how to assess sales processes, coach on improved ways and train on customer-service based culture, employees, through greater engagement stay longer, work harder and produce more sales.

At the conclusion of the workshop, attendees will be able to effectively:

- Examine key aspects to execute new ideas and lead sales teams with millennials to embrace change while producing employee retention and sales
- Identify specific activities Managers can use to lead and implement changes to help millennials and others develop long-term careers in automotive sales
- List behavior drivers that encourage millennials in sales to want to make a difference in their behavior

Training on Process or Change requires:	Notes:
Visual aid	
Verbal instruction	
Process reflection	
Group activities	
Shared evaluation of processes	
Mystery shops	
Shared call analysis	
Job aid takeaways	

When Hiring...	Notes:
Show company vision, goals and big picture while shaping job expectations	
Offer a thorough training program that includes ongoing learning education	
Offer a flexible schedule	
Provide feedback, praise and recognition	

When Hiring...	Notes:
Offer added responsibilities when showing superior skills in particular area	

New Hire Training Program: Week One - 30 days

- State license requirements
- Learn sales process and paperwork
- Human Resource compliance
- Shadow all departments and heads
- Online training modules and quizzes
- Manufacturer training, testing and certification
- CRM Training

31-60 days:

- Manager led training: Daily/Weekly/Monthly: Role-plays, Process evaluations
- Shadowing salespeople
- Outside Trainer led education and development courses

61-90 days:

- Phone Certification
- Product walk-arounds
- Manager led training: Daily/Weekly/Monthly: Role-plays, Process evaluations

Five Training Actions	Notes:
Conduct Research Together and Discussion	
Activities	

Five Training Actions	Notes:
Group Discussion	
Role Plays - Peer, One-on-One, Group	
Evaluations - Peer, One-on-One, Group	

[illegible]

Sales Meeting Self-Evaluation	Yes	No
9. Do meetings begin and end on time and are 30 minutes or less?		
10. Do you hold attendee's interest (how can you tell?)		

Evaluation Form

Salesperson Name:
Caller Phone #:
Date:

Name of Caller:
Vehicle of Interest:
Time:

Call Elements	Yes	No	Notes: Great/ Good/ Fair/ Poor
Introduction			
Follow Through Questions			
Relationship Building			
Sell Value In You & Buying Experience			
Review Vehicle			
Obtain Trade/Finance Info			
Set Appointment			
Strengths			
Opportunities			
Next Focus			

Activity- Managing Sales and Prospecting
Sales Consultant Evaluation of Skills/Work Habits

Name:_____ Manager:_____ Date:_____

Complete the score sheet for an individual or for your sales staff as a whole by assigning a score for each item using the scale below:

Score	Aptitude and Effort
0	Either lacks the aptitude or chooses not to put forth any effort in this area
1	Exhibits very basic aptitude and puts forth minimal effort
2	Exhibits average aptitude and puts forth average effort
3	Exhibits good or better aptitude and puts forth good or better effort

Sales Consultant Evaluation of Skills/Work Habits Element	Your Score	Their Score	Note Difference
Establish goals			
Develop strategies			
Are proactive			
Are persistent			
Are self-starters and plan workday			
Are reliable and punctual			
They know their product			
They do a very good walk-around for nearly all customers			
They use automotive websites effectively while selling			
They do a good job learning about the customer and their needs			
They tailor their presentations to their client's needs			
They provide supporting credible information (OEM and third party)			

Sales Consultant Evaluation of Skills/Work Habits Element	Your Score	Their Score	Note Difference
They manage their time and prospect lists			
They network and make contacts everywhere they go			
They use the CRM consistently and effectively			
They have a daily plan for follow-up			
They take care of unfinished business first			
They follow up persistently and in a timely manner			
They use all available media to follow-up			
Ask for referrals			
Total			

Holding Effective Training Meetings

Training Meeting Agenda #1	
Training Topic/Key Points _____ _____ _____ _____ _____ _____ _____	Date____/____/____ Day of Week _____ Time_____ Location_____ Notification Method_____ Guest Speaker (if any) _____ Checks/Spiffs/Bonuses_____
Tip of the Day/Takeaways _____ _____	
Post Class Assignments (if any) _____ _____	
Recognition (if any) _____ _____	
Other _____ _____	

Training Meeting Agenda #1	
Training Meeting Agenda #2	
Training Topic/Key Points <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Date____/____/____ Day of Week <hr/> Time_____ Location_____ Notification Method_____ Guest Speaker (if any) <hr/> Checks/Spiffs/Bonuses_____
Tip of the Day/Takeaways <hr/> <hr/>	
Post Class Assignments (if any) <hr/> <hr/>	
Recognition (if any) <hr/> <hr/>	
Other <hr/>	

Holding Effective Training Meetings

Training Meeting Agenda #3	
Training Topic/Key Points <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Date____/____/____ Day of Week <hr/> Time_____ Location_____ Notification Method_____ Guest Speaker (if any) <hr/>

Training Meeting Agenda #3	
	Checks/Spiffs/Bonuses_____
Tip of the Day/Takeaways	
Post Class Assignments (if any)	
Recognition (if any)	
Other	
Training Meeting Agenda #4	
Training Topic/Key Points _____ _____ _____ _____ _____ _____ _____	Date____/____/____ Day of Week _____ Time_____ Location_____ Notification Method_____ Guest Speaker (if any) _____ Checks/Spiffs/Bonuses_____
Tip of the Day/Takeaways	
Post Class Assignments (if any)	
Recognition (if any)	
Other	

