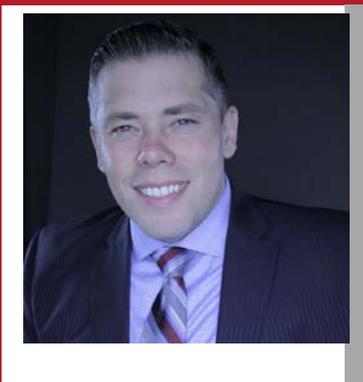




NATIONAL  
AUTOMOBILE  
DEALERS  
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# Staff Solutions: Lose the Band-Aid, Stitch the Wound



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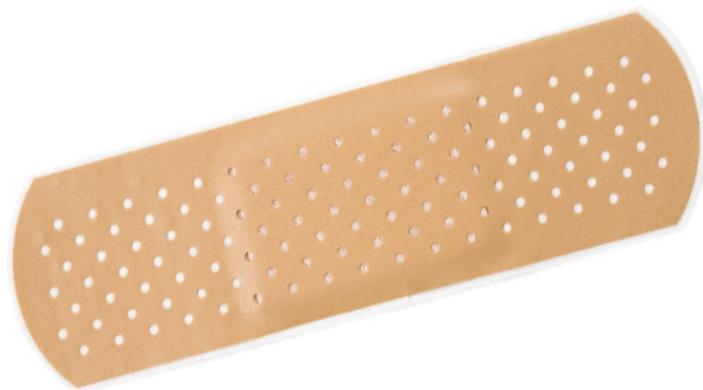
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# The "Band-Aid"

## Traditional Hiring Methods & Why They Are Not Working

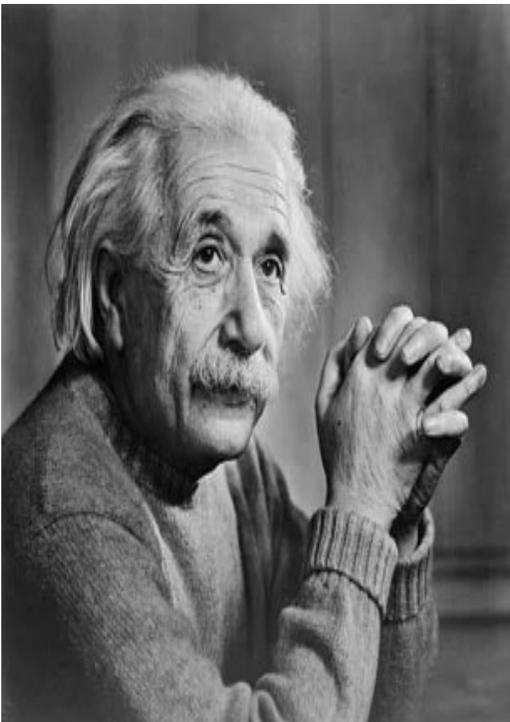
- We Over Value Experience
- Many References Are Biased
- We Are Lazy In Our Efforts
- Many Suffer From Instant Gratification Disease And Look For "Plug and Play" Solutions



# It's Not Working

- Our industry has gone through a Paradigm Shift that demands we adjust.
- Sales people that have been at numerous stores and are now applying to join yours are Red Flags.
- References are overvalued, they tend to be false testimonies or bitter past employers.
  - Top performers are not leaving their stores to join yours.

Therefore...



*The definition of insanity is repeating the same behaviors and expecting a different outcome.*

*Albert Einstein*

# How We "Stitch The Wound"

## A Shift In Thinking

### Experience

- Is Comparable To Fashion.
- What was practical and workable yesterday will be impractical and unworkable tomorrow.
- While it can be valuable, do not overrate it.

### Keep It Simple

- Identify the character traits of your top performers.
- Identify how your current top performers arrived at your store.
- Repeat what has worked for you in the past.

### Create And Develop Your Team

- Inexperienced individuals are moldable clay that can absorb your specific processes.
- With the right management and tools you can develop a team of self sufficient stars.
- Commit to a 90 day period to develop new team members, Patience is a Virtue!

# EXERCISE #1

**Which Three Of These Examples Best Describe The Successful Character Traits Of Your Top Performers?**

- Punctual
- Great Attitude
- Obedient
- Conviction When Speaking
- Passive
- Intimidating
- Aggressive
- Pressures Customers
- Contagious Energy
- Compliant

**How Did Your Current Top Performers Arrive At Your Dealership?**

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**What Qualified Them To Successfully Sell Automobiles?**

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# Today's Customers

**Well Informed:** In many cases the customers coming into your dealership know as much or more about the product they are interested in purchasing than the salesperson does.

**Demand Efficiency:** Customers will become frustrated when the process take too long which will negatively effect gross profit.

**Efficiency = Value:** When value exceeds price business gets done. We can provide incredible value to customers by utilizing their valuable time efficiently.

**People Buy People:** Customers have numerous options when it comes to where they will purchase their vehicle. When a great rapport is established with the right salesperson the customer will be more inclined to do business with that salesperson.



# A.C.E

**Attitude:** People don't buy cars people buy people! When your sales person has a great attitude they will be afforded patience by the customer. This will allow your salesperson to learn and develop without costing themselves or the dealership valuable opportunities.

**Conviction:** Identifying individuals with passion in their voice is very important. That passion when backed up by confidence in their product and process will give birth to conviction in the voices of your sales staff.

**Energy:** Energetic people are contagious and when they liberate themselves in front of other people it subconsciously allows the customer to do the same. By creating an experience your salesperson will create a sale.



# Results Of Hiring These Types Of People

## Drastic Decrease In Turnover

- Gyro Mazda in Toronto, ON turned over 14 salespeople in 2013. Since implementing my methods and processes in the dealership we have turned over 3 salespeople in 18 months.

## Easily Adaptable To Specific Dealership Culture

- These types of individuals will be coming to your dealership as a blank slate. You will be given the privilege to instruct and develop them so they blend in smoothly to your dealership's current culture.

## Increased Gross Profit

**Cobourg Nissan in Cobourg, ON** (Jan 2015-May 2015) before I implemented my process.

- Avg. \$1100/ copy (front end gross) in their new car department **before** I started to implement my processes at their dealership.

**Cobourg Nissan in Cobourg, ON** (June 2015-Jan 2016) **after** I implemented my process.

- Avg. \$1450/ copy (front end gross) in their new car department after I started to implement my processes at their dealership.



# How To Find Them

## Social Media

- Facebook.com
  - CraigsList.com
  - ClassifiedAds.com
- Social media outlets are incredibly effective and can be utilized for free.
- The types of individuals you seek will be easily found through these sites.



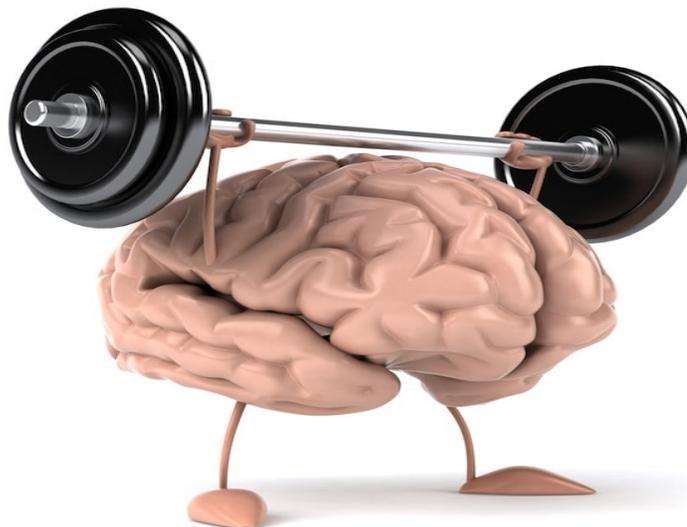
# Exercise #2

Write A Quick Ad Soliciting The Opportunity To Sell Vehicles At Your Dealership.

Title: \_\_\_\_\_

Body: \_\_\_\_\_

\_\_\_\_\_



# Advertising Copy "Don'ts"

## HELP WANTED

- Don't make this opportunity seem so uninspiring. These two words sound like jail to this generation.

## Looking For Salespeople

- This is a lifeless title that excites nobody, it sounds like you lost your dog.

## Here We Grow Again

- While a slight improvement from the previous two examples this title is not activating the types of individuals you seek.



# Advertising Do's

## Appeal To Them With Effective Copy

- No Experience Necessary!
- Great Attitude!
- Training Provided!
- Income Ranges From 35k - 65k
- Complete With Full Benefits



These are a series of effective words that create excitement and intrigue. Remember you are looking for individuals that will have the character traits necessary for success so you want to appeal to them. It's on us to create the opportunity and show them the way through leading by example.

# Example Of An Effective Advertisement

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## **ABC MOTORS IS HIRING! -Auto Sales Rep's- No Experience Necessary!!!**

ABC Motors is looking for energetic individuals looking to start New Auto Sales Careers!

No experience is necessary & Training will be provided!

If you have a Great Attitude and a strong desire to succeed we will take care of the rest!

These careers will have you earning between 35k-65k / year complete with full benefits, an incredible opportunity!

If this sounds like you and you are looking to join a great team, send us an email and we will be in touch within the week!

**\*\*Only responses to this ad will be considered\*\***

Contact us NOW!

....you could be exactly what we are looking for!

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- Excitement Created.
- Qualifications are simple and encouraging.
- Extreme Value Presented.
- Call To Action.
- Urgency Created.
- Mission Accomplished!

# Interview Strategies

## 1 on 1 Interviews

- These interviews are intimate and will provide the ultimate comfort level for the potential candidate.
- They can be a lot more time consuming so be aware.

## Group Interviews

- Group settings will allow you to see how your potential candidates handle being put on the spot in front of an audience. This is valuable because it is exactly what their position will entail.
- Go around the room one by one asking them on the spot to tell you about themselves and why they want the opportunity.
- Take in to consideration it will be more challenging for the first individual than the last, afford some understanding.

## Identify Green Flags

- Focus on reasons why you should give the candidate a chance instead of focusing on why you should not.
- Green flags can be examples of leadership qualities. Captain of the sports team, boy scouts leader or volunteer work.

# The Glue

## **Leadership**

- To maximize the success of this process you must have hands on management who are capable to lead by example.
- Management needs to remain consistently involved in the infancy of the candidates career.

## **Feed The Young**

- These candidates will be hungry and ready to do whatever it takes to succeed. It is imperative that they are fed every day to sustain their hunger and desire to learn.
- If left alone for weeks at a time to "figure it out" their enthusiasm will fade and will not last long.

## **Provide Effective Online Training**

- The key to effectively feeding and developing the talented candidates at the dealers I work with is simple. I provide them with extremely effective online training programs that are catered to their development.
- This training allows them to develop while allowing the management to spend the majority of their time managing.
- One on one training opportunities between management and the candidate are much more cost effective and efficient for all parties involved.

# Recap

## **Look For A.C.E!**

- People don't buy cars, people buy people! With the right Attitude, Conviction and Energy you can go anywhere!

## **Solicit Through Social Media**

- Incredibly effective and cost efficient.
- It is where you will find them.

## **Utilize Effective Ad Copy**

- Write effective advertisements to intrigue individuals about the position and deliver on the picture you paint for them.

## **Effective Interviews**

- Group setting are preferred as they create a realistic scene for you to gauge their natural abilities to communicate in front of strangers.
- Look for reasons to give them a chance as opposed to why you shouldn't.

## **Consistent Leadership and Training**

- Feed them and they will grow and prosper.
- Provide the necessary training and be accountable to their results.