



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Beyond BDC – The Business Development Dealership



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Learning Objectives

Upon completion of this workshop you will be able to identify the key variables of creating your own Business Development Dealership to allow your sales team and BDC to expand their circles of influence and increase sales and profits. In addition, you will be able to interpret these ideas for your team allowing them to understand the benefits of implementing them right away so you can improve market share and employee retention while increasing customer satisfaction.

Why did we create BDC's in the 1st Place?



To address ineffective communication by our sales team

Today's Showroom Condition

Salespeople are watching and waiting for customers and if the dealership has a BDC they are becoming dependent on them for appointments. In some dealerships salespeople who used to be responsible for developing their own business are now apathetic and only able to sell when the BDC gains them an appointment.



Business Development Centers are effective and can actually help even more!

Since BDC's to a certain extent were developed because salespeople were not considered capable of answering calls and responding to Internet leads the primary focus in most is to just do those key tasks. However, in order for a dealership to truly benefit from a BDC they must expand to true business development actions such as unsold customer follow-up, database marketing, customers in equity marketing, lease renewals, owner loyalty programs, service scheduling and much more.



"We can do even more!"





When BDC Agents and Salespeople tag-team in their communications, it can be confusing to customers

Salespeople are overly dependent on showroom floor sales nowadays. It is important for professional salespeople to derive sales from all **4 Buckets**:

Floor – Phone – Internet – Repeat & Referral



Create your own Business Development Dealership

To address all the business opportunities in your dealership and to benefit from the total skillset of your team members...you should create a **Business Development Dealership!**

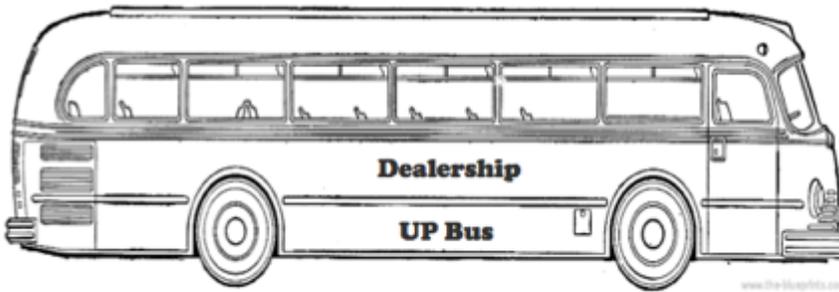
Blend the Floor and the BDC



Everyone becomes a Business Developer

It is important to balance the benefits of having a BDC with having your floor sales team excel in their own business development activities. This is a total win for your dealership and also enhances employee retention.

The **UP Bus** still comes to dealerships with an effective **Business Development Culture**



We laugh about having customers come to the dealership on the UP Bus but the truth is, with a committed team developing business, you will actually have a nice increase in UPs as a result.

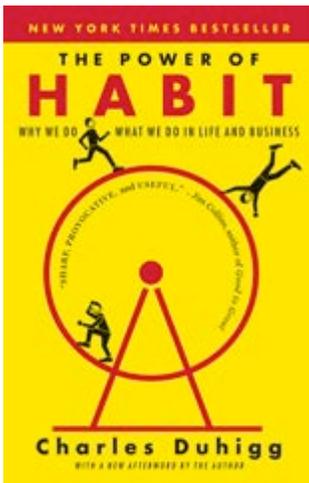
Managers have to lead the charge!

The only way this can work is for Sales Managers to be committed to the task and insist the team follows through with their daily workload.

*If I Buy-In, the team will too.
I have to be the manager of
All Sales, not just the floor*



To Change Results – We must Change Habits



The Human Brain loves habits because it allows it to power down and relax. When we try to change habits the book the Power of Habit is convincing in how it explains that we can never forget old habits. The best hope is that we can create new habits. This is a challenge for managers, as they tend to let salespeople off the hook before they have developed new and better habits. A study conducted by Phillipa Lally at University College in London proved that it actually takes 66x times to overlay a new habit on top of an old habit.

66x

The ACTIVITY HABIT

For the most part the role of a salesperson in a dealership is more art like instead of process driven. Many sales managers do not feel comfortable directing their salespeople to complete tasks each day and as a result, salespeople languish in trying to increase sales and income. The ACTIVITY HABIT is all about changing this culture and creating a culture of daily expectations for completing assigned tasks.

50 A DAY HABIT

25 Emails
15 Calls
10 Social Contacts

20 A DAY HABIT

10 Emails
5 Calls
5 Social Contacts

10 A DAY HABIT

5 Emails
3 Calls
2 Social Contacts

How to Make It Happen!



You may find that when you set greater expectations for your sales team they may rebel. You will likely lose some unproductive members of the team and will need to replace them with more willing team members. It is critical that you create or hire a **CAN TEAM** instead of nurturing or hiring a **CAN'T TEAM**.

Managers need to learn how to develop business so they can teach it!



It starts with a New Daily Routine

$$50 = 20$$

50 tasks/day = 20 sales/month. If you are willing to manage your team each and everyday to complete their tasks as assigned. Your team will sell more cars and make more money encouraging them to stay at your dealership.

Help your Salespeople gain confidence in their abilities to develop business



Great Salespeople have to be Great Marketers

In order to be effective in developing business it is important for your sales team to understand that they will have to spend about 90% of their time marketing. This effort will allow them to make the most of their selling time and in a competitive marketplace they will end up being exceptionally successful.



By Developing their CIRCLES OF INFLUENCE, your sales team can make it much easier to achieve their most aggressive sales goals.



Develop a CRM Culture for the Best Possible Results

Because your team will be communicating more often with their Circles of Influence you will find it more and more important that they truly know their customers and prospects. The only way to make this happen is to compile copious notes on everything that is important.





Managers must drive the Content for Daily Messaging

Inventory Updates

Specials

Incentives

Events

52 Weeks of 1 to 1 Marketing

Management driven content for...



Emails



Voicemails



Texts



Postal Mail

Examples of Daily Messages

Inventory Update:

Just traded for a 2012 Mustang GT with 23,000 miles – one local owner, clean Carfax....

Vehicle Specials:

These 5 vehicles have had a price drop...

Incentive Update:

1.9% Interest and \$2500 rebate on ____ models

New Owner Clinic:

Message new owners from the last 3 months

On the Lookout for these Vehicles:

We need _____ vehicles...ask your current owners if they'll trade

There is a Huge Advantage to have a Coordinated Delivery by your Sales Team

When your team markets the same message at the same time it allows you as a manager the ability to measure the impact of different approaches. As a result, you can learn from your efforts and make the necessary adjustments to improve effectiveness.



Same Message for each Platform increases Efficiency and Effectiveness

<p>Email Message</p> <p>"Hi Julie, I'm emailing about your request for pricing on the 2016 MINI Countryman. This is David at Local MINI and I've got the pricing and trade information you asked about and can cover it in a quick call"</p>		<p>Text Message</p> <p>She's been asking about you all day</p>
<p>Vmail Message</p> <p>"Hi Julie, I'm calling about your request for pricing on the 2016 MINI Countryman. This is David at Local MINI and I've got the pricing and trade information you asked about and can cover it in a quick call"</p>		<p>Postal Message</p> <p>"Hi Julie, I'm writing about your request for pricing on the 2016 MINI Countryman. This is David at Local MINI and I've got the pricing and trade information you asked about and can cover it in a quick call"</p>

Social Marketing is essential to expand your Circles of Influence

Social Marketing is free and also very easy to do. Most salespeople will find this naturally effective in expanding their influence with current customers.

52 Weeks of Social Marketing

Management driven content for...

-  Twitter
-  Facebook
-  Instagram
-  LinkedIn
-  Google+
-  YouTube

Messaging is all about experimenting with different strategies and tactics

Here are some examples to give you a head start

-  post interesting product info
-  like customer and friend posts
-  artful pictures of your inventory
-  endorse friends & clients
-  +1 industry news and company events
-  post a daily video of your inventory



Have a **Daily Social Hour** with Team Members and Managers

Case Studies

Midwestern Audi Dealership Success Strategies and Results



Southeastern Ford Dealership Success Strategies and Results



Key Takeaways

- Create your Business Development Dealership

- Outline a New Daily Routine

- Create or Hire your own CAN TEAM

- Develop Daily Marketing Content for your Team

- Expect each team member to be Socially Successful

Questions
