

Staff Solutions: Lose the Band-Aid, Stitch the Wound



Alan Dickie

President

www.AlanDickie.com

Whitby, ON

416-735-0597

AlanDickie@AlanDickie.com



@mytwitterhandle
#NADA2016

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My Story



- Over A Decade In Dealerships
- Performed In Sales / Management / F&I
- Started My Company In 2010
- Sales Training / Team Sourcing & Development

My Team Building Methods



- Injected Over 200 Salespeople In Our Industry
- Six Figure Incomes In The First Year
- Adaptable To Your Unique Culture

The “Band-Aid” Traditional Hiring Methods



- The Value Of Experience
- References
- Convenience (Plug & Play)

It's Not Working

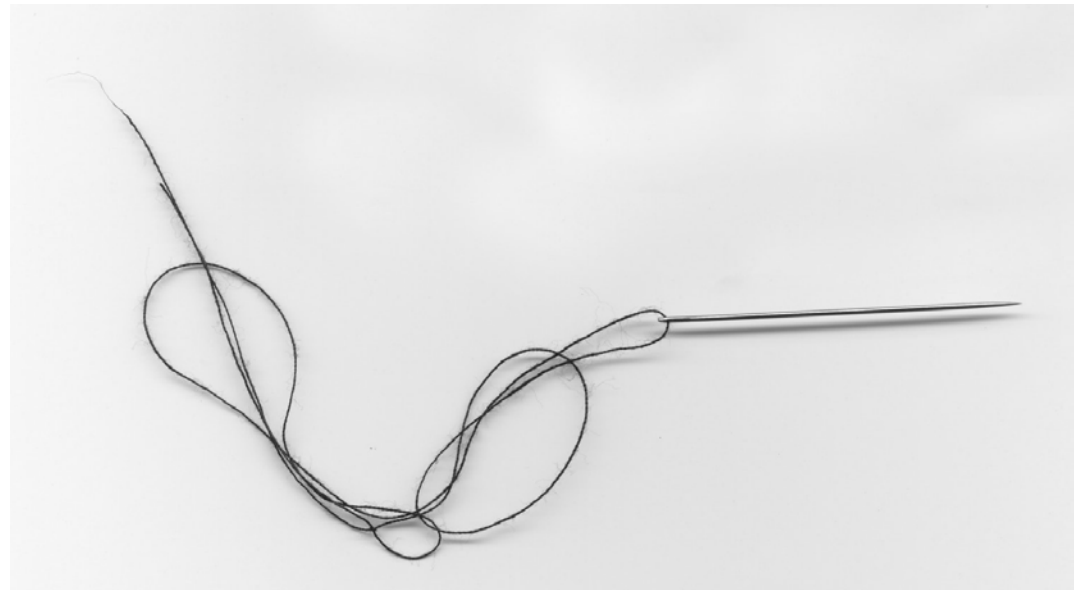
- Paradigm Shift
- Top Performers Do Not Move Around
- History Is Evidence
- Definition Of Insanity



How We “Stitch The Wound”

A Shift In Thinking

- Experience Is Comparable To Fashion
- Identify The Character Traits Of Your Top Performers
- Repeat



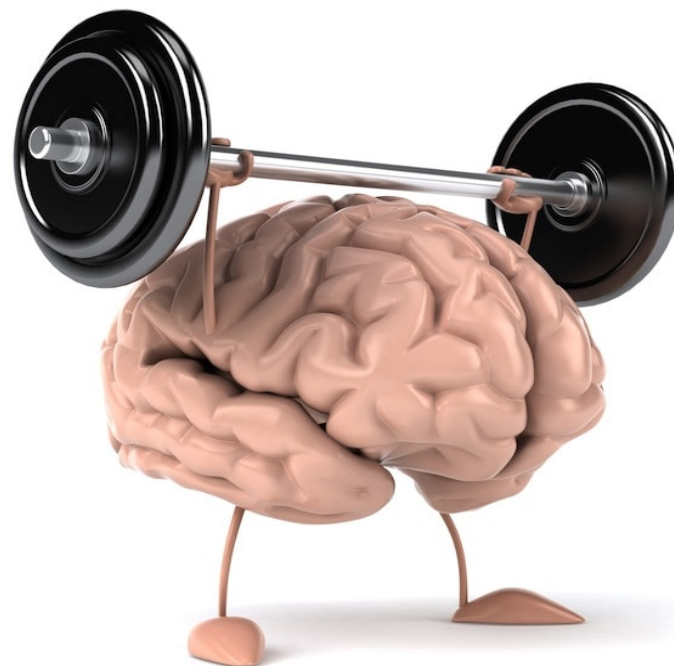
Your Current Top Performers

- How Did They Arrive At Your Dealership?
- What Qualified Them To Successfully Sell Automobiles?



Exercise #1

- See Handout Pg. 6
- Your Top Performers
- Circle The Three Words.



Customers

- Well Informed
- Demand Efficiency
- Efficiency = Value
- People Buy People



Three Character Traits “A.C.E.”

- **ATTITUDE**



Three Character Traits “A.C.E.”

- ATTITUDE
- CONVICTION



Three Character Traits “A.C.E.”

- **ATTITUDE**
- **CONVICTION**
- **ENERGY**



Results Of Hiring These Types Of People



- Drastically Decreased Turnover
- Easily Adapt To Current Culture
- Increased Gross Profit

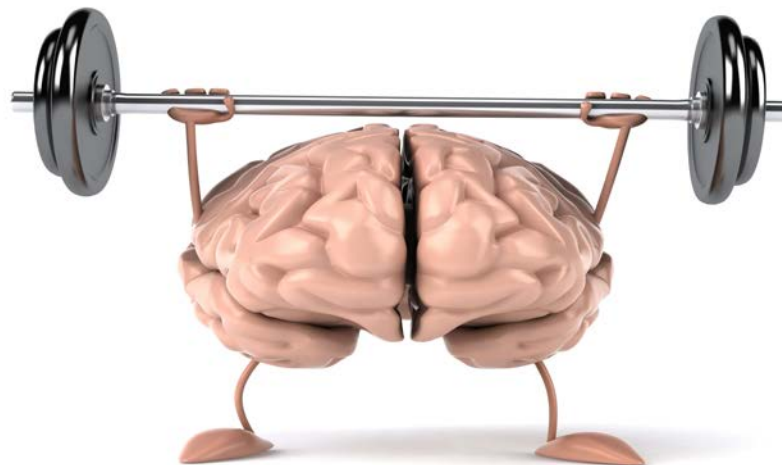
How To Find Them

- Social Media
- Facebook.com
- Craigslist.Com
- Classified**Ads**.Com
- Utilizing Effective Ad Copy



Exercise #2

- See Hand Out Pg. 11
- Write A Quick Ad Soliciting The Opportunity To Sell Vehicles At Your Dealership



Advertisement Copy “Don’ts”

- HELP WANTED
- Looking For Salespeople
- Here We Grow Again



Advertisement Copy “Do’s”

- No Experience Necessary!
- Great Attitude
- Training Provided
- Income Ranges



Example Of An Effective Ad

- See Hand Out Pg. 14



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Interview Strategies

- 1 on 1
- Group Interviews



Interview Strategies



- Create Natural Conversation
- Avoid Traditional Questions
- You Are Not Psychic
- Identify Green Flags In Their Resumes

Go For Failure!

- This Is Not An Exact Science
- New Approaches = New Results
- Mini Victories



The Glue



- Hands On Management / Leadership
- Feed Your Sales People Daily
- Remain Involved Consistently
- Have An Effective Online Training Course Available At All Times

Recap

- Look For A.C.E!
- Solicit Through Social Media
- Utilize Effective Ad Copy
- Effective Interviews
- Consistent Leadership and Training



Questions?

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