

Train to Retain Top Producers



Tim Kintz

President

The Kintz Group

Flower Mound, TX

888-512-2299

Tim@KintzGroup.com



@KintzGroup
#NADA2016

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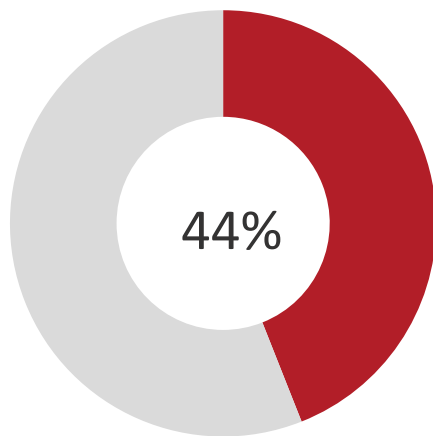
The 4 P's of Effective Management



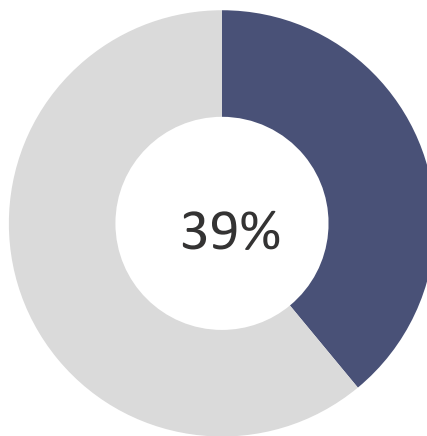
“We’re not in the Car Business – We’re in the People Business”

How's Our Employee Retention?

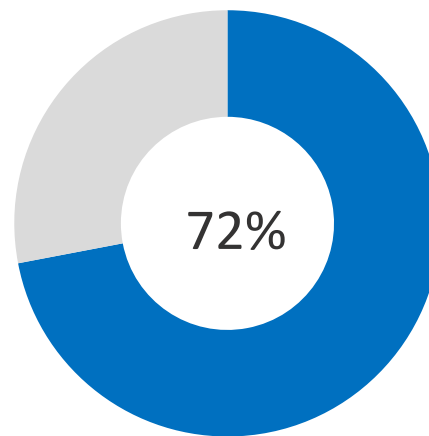
Employee Turnover



Private
Sector



Dealership
Employee



Dealership
Sales Person

4 Critical Questions To Ask

1

Why do we have high turnover?

2

Downside of high turnover?

3

Cost of a single turnover?

4

How do we reduce turnover?





*Train people
well enough
so they can
leave, treat
them well
enough so
they don't
want to*

-Richard Branson



Benefits of Developing a Culture of Training

Increased Employee
Retention

Makes Everyone's Job Easier

Increased Customer
Satisfaction & Retention

Reoccurring Benefits

Builds Team Mentality

Creates Separation

Increased Profits



Why Training Doesn't Happen

Common Excuses

"Can't find good people"

1

"Why bother, my guy's are too lazy"

3

"If I train them, they might quit"

2

"I train but they won't use it"

4



Why Training Doesn't Happen

Common Excuses



5 "I have a bunch of Old Timers and they don't want to get better"

7 "I don't have enough time"

6 "I'm not very good at training"

8 "My guys should learn on Their own, that's what I had To do"

Common Mistakes With In-Dealership Training

Hold Sales Vs. Training Meetings

No Practice

No Accountability



No Commitment

Optional Attendance

Common Mistakes With In-Dealership Training

Management gets
bored

No preparation

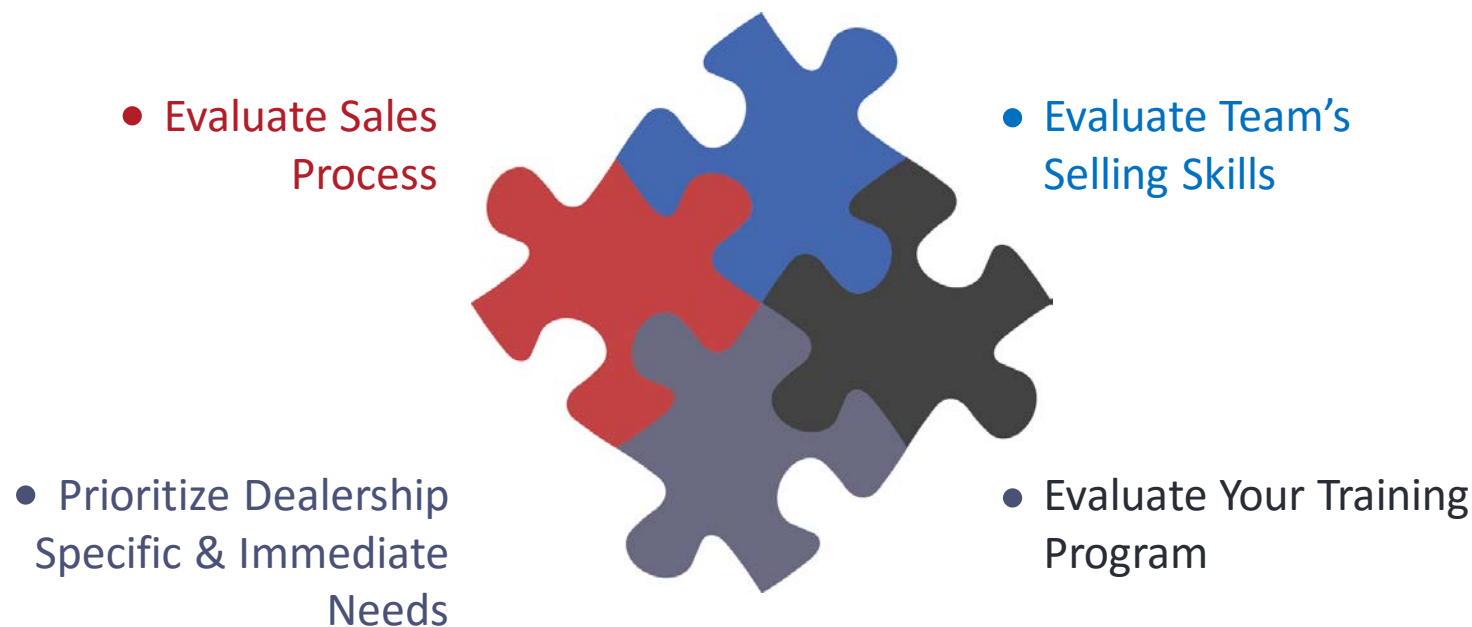
Training based on
their strengths

Not a priority



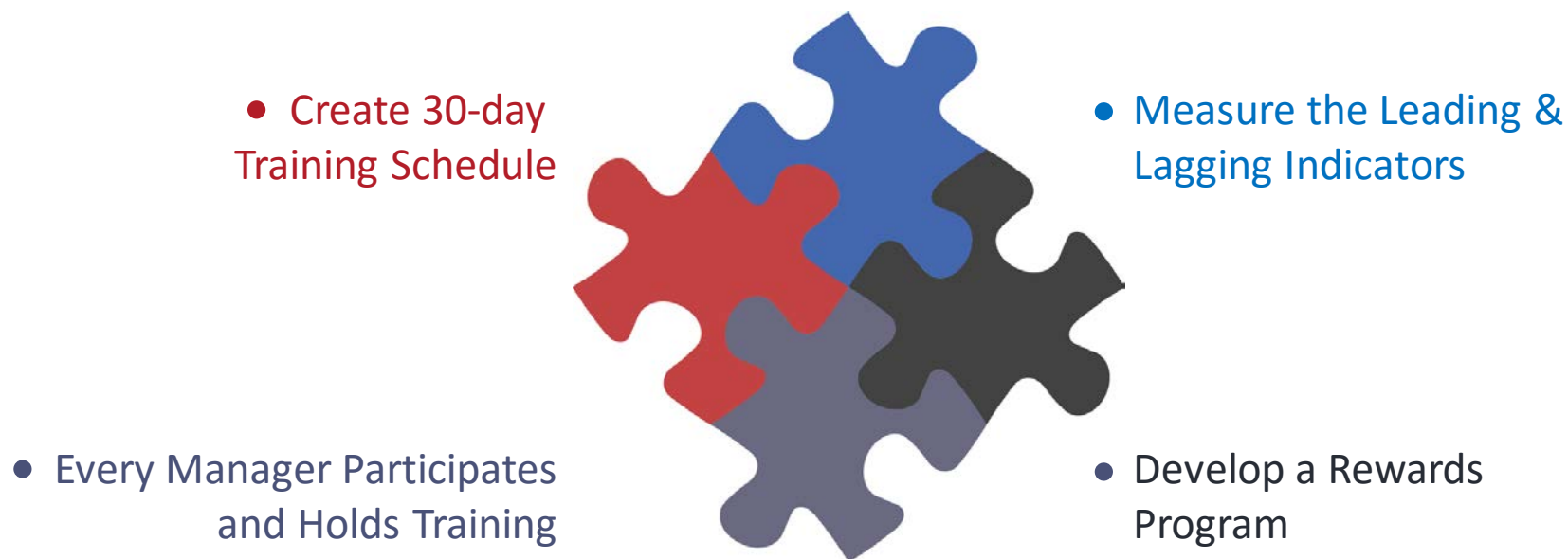
Implementing Your Training Program

Step by Step Process



Implementing Your Training Program

Step by Step Process



5 Things To Make 2016 Great!



Lead By Facts
Not By Feelings

Develop Team's
Core Selling Skills

Manage People
Not Departments

Train 2 Days
Per Week

Have Fun

Questions?

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