

Train to Retain Top Producers



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#NADA2016

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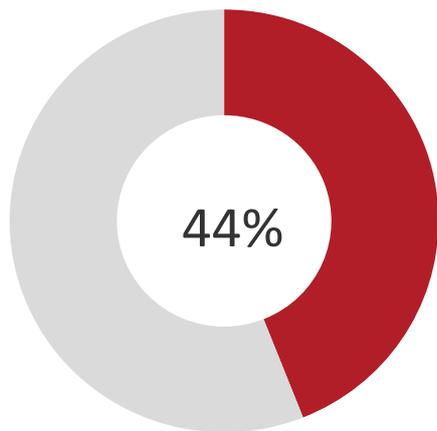
The 4 P's of Effective Management



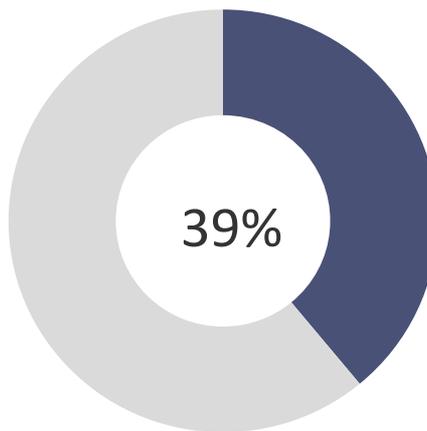
“We’re not in the Car Business – We’re in the People Business”

How's Our Employee Retention?

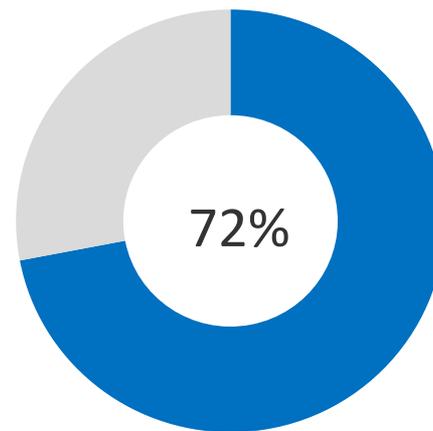
Employee Turnover



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

LEADERSHIP QUADRANT

QUADRANT ONE

1
Lead

QUADRANT TWO

2
Manage



QUADRANT THREE

3
Train

QUADRANT FOUR

4
Coach

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

3

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

"If I train them, they might quit"

2

4

"I train but they won't use it"



Why Training Doesn't Happen

Common Excuses



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

5

“I don't have enough time”

7

“I'm not very good at training”

6

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

8

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

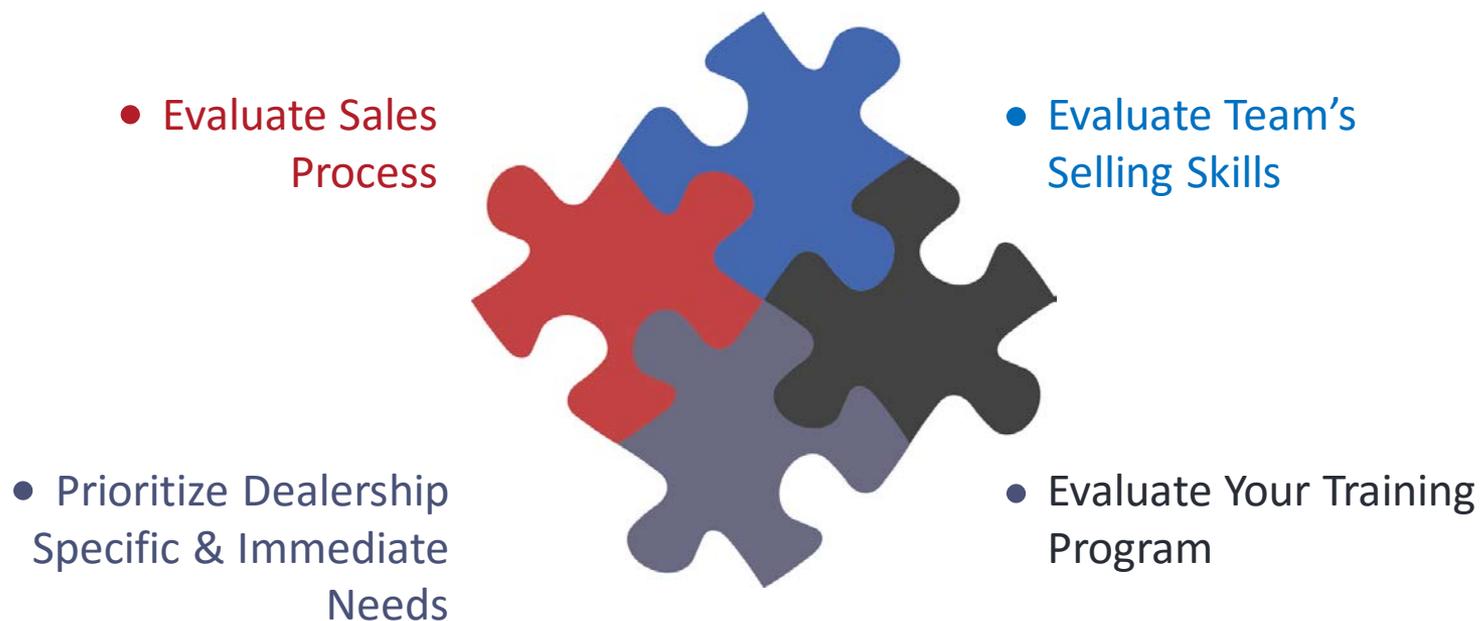


Not a priority



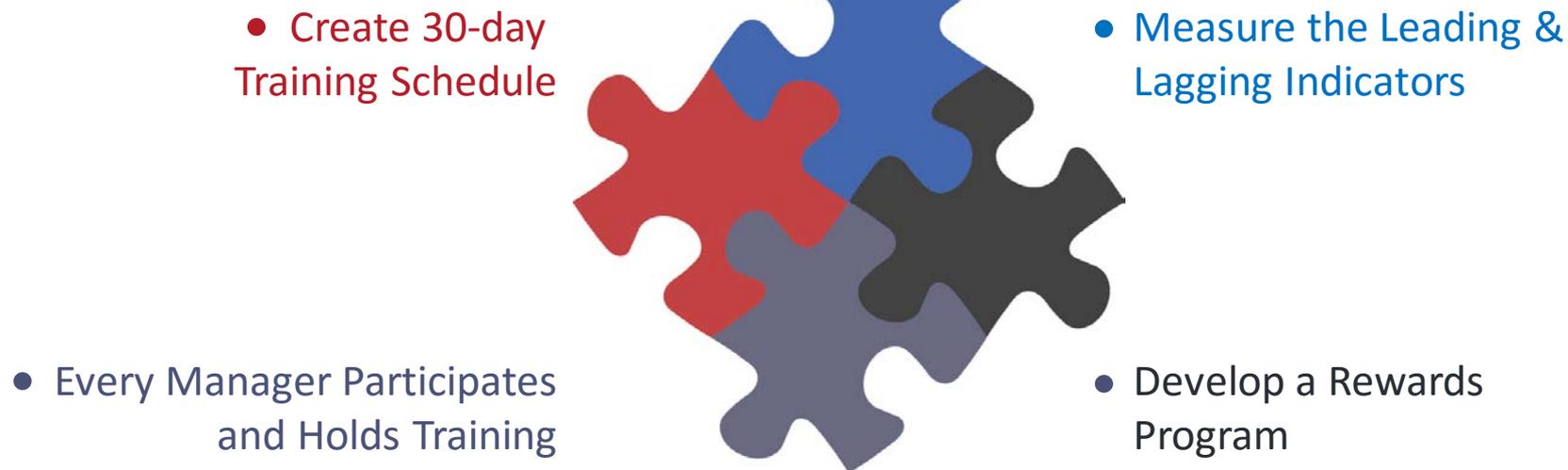
Implementing Your Training Program

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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Please visit the **NADA Pavilion** in the Expo Hall for information on accessing electronic versions of this presentation and the accompanying handout materials, and to order the workshop video recording.

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