

DEALERSHIP RETENTION

We need to be more selective when recruiting sales personnel. We will no longer just hire a warm body with misconceived expectations. Our turnover is currently 75% I want to get this down. I expect to change the turnover ratio to below 25% by implanting a 3 week training program.

Week 1

1. On the first day after orientation the new hire will receive their business cards and any required uniforms and all required logons for DealerConnect, eLead, and any other websites that's needed for the sales department. They will also be shown how to log on and use the websites.
2. The salesperson will then sit down with the sales manager to start a training path on how they will succeed in their new career.
3. The salesperson will be required to take all the manufactures required training.
4. They will also be introduced to all the dealership employees and tour the facility.

Week 2

- They will be required to spend 1 day with all the department managers.
 - Day 1 Service
 - Day 2 Parts
 - Day 3 Body Shop
 - Day 4 Quick Lube
 - Day 5 Reconditioning Departments

Week 3 & 4

- The salesperson will then spend a full week shadowing an experienced salesperson.
- The following week the new hire will have all the tools necessary to perform on their own.

Follow Up

- After the salesperson completes their 30 days with the dealership. We will spell out all the expectations of a salesperson and monitor it on a daily basis.
 - The time line will be the 30 day process of how the employee performed.
 - The long term process will be 60 day, 6 months and yearly evaluations as required by the company.

- If at any point before or during these evaluations that the employee has any issues or concerns they must be addressed. It is very important that they feel valued and that they will be successful in their career.
- Employees who fully understand their jobs. Will have all the tools needed to be successful, to be more loyal and less likely to leave.
- The General Sales Manager will work closely with the salesperson and monitor all the salespeople's performance.
- When an employee wants to resign the General Manager needs to get involved and ask the question why the employee wants to leave. If it's an issue with the department or the company we need to know so we can repair the issue.
- We need to work with our HR Department to monitor any problems that may arise during their employment.