

# Elevating Your Dealership's Performance for the Future

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Dealers Association**

# ***STRATEGY #1***

***Create an Expanded and Clear  
Vision for your Dealership***

- Vision excites you and those around you.
- Leaders with vision develop willing followers.
- Vision inspires individuals to perform with purpose versus under pressure.
- Vision allows you and your team to create your dealership's future.
- Vision is a promise you make to yourself and your people.



***We are not here to be also-rans. We are here to lead, to be the best, nothing less.***



**1960s: Crush Adidas**

**Current:**

***To be the number one  
athletic company in the  
world.***



***A place where the genuine care and comfort of our guests is our highest mission.***

You will then develop  
the right strategies  
(the How) needed to  
achieve it.



**If you don't have a clear strategic vision for your dealership...**

**...NO amount of strategy will solve your issues or help you grow your enterprise!**

**Most importantly – share, post and talk about your vision so everyone in your organization knows it.**

## ***STRATEGY #2***

***Build a Team that will  
Support Your Vision***

# To execute, realize that:

- You're in a **"We"** business, not an **"I"** business.
- Your staff is your **greatest** asset, not a liability.

They enable you to grow the dealership and its profitability.

# Hire people who have a heart to serve.

- Focus on hiring behavior and mindsets versus only on skills.
- Hire attitude and effort. You can't train nice.

# Create a supportive culture.

- Ask for and accept staff input to improve operations and business.
- Realize any communication that tells people they are wrong will not be received.
- Allow people to explain why they are right to open the door to correction.

- Praise and recognition beats scolding and intimidation orders.
- Treat mistakes as opportunities to teach.
- Remove all barriers to open communication.

- **If you consistently communicate your vision, they WILL focus on actualizing it.**



## ***STRATEGY #3***

***Communicate the Value of  
Your Dealership from the  
Customer's Perspective***

**So, WHY should I do  
business with YOU and  
YOUR dealership?**

- **Does it capture a prospect's attention?**
- **Does it speak to the value they will receive from you and your dealership?**
- **Does it position your dealership as a customer-centric organization?**

***Never Underestimate  
the Power of Effective  
Positioning***

# POSITIONING....

helps place you in the marketplace.

# POSITIONING....

enables you to  
distinguish yourself as  
a Marketer versus A  
Merchandiser.

- Merchandisers primarily focus on products, services and pricing.

- Marketers focus on people and their desired outcomes.



***Your Reason to do  
Business Should Always  
Communicate the Overall  
Value You Will Deliver***

- People today look for **distinction**, not “difference.” They want to know, before they engage, what sets YOUR dealership apart from all others.

- Buyers look for an initial promise of perceived outcome when deciding to do business with you.

**“WHY should I do  
business with YOU  
and YOUR  
dealership?”**

**- We give great  
service.**

- **We have been in business for 30 years.**

- **We have low prices.**

**- We are the #1  
dealer for...**



**Those types of  
answers are focused  
on convincing people.**

Who you are, how you  
do things or what you  
have, is not the answer  
to why!

**For 10+ years –**

**“Low Prices Every Day”**

**Now –**

**“Save Money,  
Live Better”**

**Describing your value by  
talking about yourself or  
your offerings, while  
commendable.....**

...does not connect with  
the mind or emotions of  
the prospect!

People only relate to  
their perspective.

**What am I able to accomplish  
if I buy from you?  
(Think what you do for them.)**



How can I benefit from doing  
business with you?

(Think of the overall outcome  
they desire.)

People engage when they  
perceive a high level  
promise of the outcome  
that they will receive.



**When You Absolutely  
Positively Need It There  
Overnight!**



**Helping the World  
Keep Promises.**



**“One for one.**

L A  B O Y<sup>®</sup>

**Live Life  
Comfortably.**

**So How Do You  
Reposition and Reshape  
Your Messaging???**

**1. Ask your best customers,**

***“Why do you do business  
with our dealership?”***



2. Then immediately ask them,

***"Why is THAT important?"***

**Their answers to the second question are a compelling value promise.**

## **They might say?**

- **Find the care you need with the budget you have.**

- **Get the attention you deserve and find the vehicle you want.**

- **Save money and get exceptional value.**

- **Buy the car you want  
at a price you can  
afford.**

- **Where we treat you as a person, not a “customer.”**

## ***STRATEGY #4***

***Elevate the Customer  
Experience so you Create  
Advocates in the Community***



**Why is elevating the  
customer experience  
important?**

**Because “Satisfied”  
Customers are  
Loyalty Neutral.**

**In the automobile business –  
The choices are ubiquitous.**

**Turn those “Satisfied”  
Customers into  
Delighted Advocates**

**WHY?**

**It is 6 – 7 times more  
expensive to acquire a  
new customer than it is to  
keep a current one.**

**(Harvard Business Review)**

**86% of paying customers  
are willing to pay up to  
25% more for a superior  
experience.**

**(American Express)**

**87% of customers share  
good (and bad)  
experiences with others.  
(Zendesk)**



Like it or not, shared experiences of every kind become linked to the “brand.”

**89% of customers have bailed  
on an intended transaction  
because of a poor or bad  
“customer” experience.**

**(American Express Customer  
Service Barometer)**

**20 – 30% of “satisfied”  
customers will take “their  
business elsewhere.”**

**(Harvard Business Review)**

The customer experience is a core part of their perception of real and perceived value.

**“Cost is a function  
of value.”**

**Individuals, at every  
price point, respond  
favorably to an elevated  
experience.**



A culture of delivering an elevated experience is a clear point of distinction from all of the other options they have.



Elevating their experience illustrates you embrace a relational approach to business over a transactional approach.

# Fundamentally people:

- Don't want to be taken for granted.
- Don't want to be just a "buyer," or "customer."
- Don't want to be "herded," or to be part of the "customer base."

# They do:

- **Want to be treated as an individual.**
- **Want to be remembered.**
- **Want an end-to-end elevated experience.**
- **Want to build a portfolio of great memories and experiences buying and servicing “their” car.**

**When you consistently  
elevate their experience it  
creates emotional chemistry,  
stronger relationships, repeat  
business and brand advocacy.**

Customers will have an  
experience with your  
dealership – You get to  
decide what that will be!

An elevated experience is: an emotional reaction based upon how they feel, sense and interpret the sum of ALL interactions.

**Ten low cost/no cost things you  
can do immediately to  
elevate the customer  
experience are:**

**1. Personalize and humanize every interaction and communication by talking and writing to them, not at them.**



2. Be responsive to their requests immediately versus, “let me check.”

- **We are in a demand economy – Uber – Airbnb – Lyft, they have reset the expectations of all consumers.**

3. Focus on personal touches and pay attention to the little things.

- **First purchase anniversary date.**
- **Business, Profession Start Dates or Employment Anniversaries.**
- **Children's birthdays or accomplishments.**

4. Assume nothing - Level set their expectations and explain what they will receive when they purchase

**Amazon and Walmart are brilliant at explaining**

***“and what this means to you.”***

# **So not matter what it is:**

- A car or truck**
- An extended warranty**
- A “special offering”**
- An option**
- A service item**

**Tell them what their purchase means to them- the clear economic *and* emotional value they receive.**



5. Treat them all like  
"VIPs."

- Be sure everyone in your dealership is gracious and...

- Greets them personally.

When they enter your  
lot or building say,  
*"Nice to see you"* versus

***"Can I help you?"***

or ***“Do you need help?”***

6. Solicit their input into “**other ways we can elevate your experience**” vs. comment cards.

**Nothing makes someone feel  
more valued than having the  
opportunity to be heard.**



7. Educate customers  
to motivate them.

- **Make your websites informative with real, noteworthy, interactive and timely posts and testimonials.**

- Your objective?  
Create emotional  
anticipation with  
information.

8. Focus on doing special small events and creating a portfolio of memories...

**9. Educate and re-educate  
all of your personnel.**

# Specifically:

- Comprehensive on-boarding, not just orientation or “on the job” training.
- Reset protocols, expectations and accountability.
- Hold annual “Re-Immersion” workshops.
- Create daily elevated experience “rituals”.

**10. Thank them  
personally with a  
note and a call.**

**You will always get new  
customers...**



But the key is to get them  
to return and purchase  
again.

**So, your action items to  
elevate your dealership  
performance for the  
future are:**

**1. Expand and  
communicate your  
vision for the future.**

**2. Build a team to  
support your vision.**

**3. Communicate your value from the customer's perspective, not yours.**

**As Henry Ford said,**

**“If we are not customer driven, our car won’t be either.”**

**4. Elevate the customer experience and create local advocates.**

# To bring this message and execution to your dealership, let's talk.

DEAR NYSADA MEMBER,

IT WAS A PLEASURE TO BE WITH YOU AND YOUR FELLOW DEALERS AT THE NYSADA CONFERENCE ON MARCO ISLAND.

IT WAS A PRIVILEGE TO DELIVER **ELEVATING YOUR DEALERSHIP'S PERFORMANCE** AND I TRUST YOU FOUND IT USEFUL AS YOU FOCUS ON THE FUTURE.

AS YOU KNOW AFTER BRUCE BENDELL ASKED ME TO EXPLAIN SOME OF THE SERVICES WE OFFER TO DEALERS, I AM AVAILABLE TO SPEAK AT YOUR DEALERSHIP TO YOUR ENTIRE TEAM TO HELP THEM ELEVATE THEIR BUSINESS PERFORMANCE. I AM PASSIONATE ABOUT THE AUTOMOBILE BUSINESS AND AS A FELLOW NEW YORKER WE WILL DO OUR VERY BEST TO MAKE MY PRESENTATION AFFORDABLE TO YOU.

PLEASE FEEL WELCOME TO EMAIL [RICHARD@RICHARDWEYLMAN.COM](mailto:RICHARD@RICHARDWEYLMAN.COM) TO SCHEDULE A CALL TO DISCUSS A PRESENTATION FOR YOUR DEALERSHIP TEAM. I AM IN NEW YORK STATE A GREAT DEAL OVER THE NEXT THREE MONTHS FROM UPSTATE TO THE CITY AND IT WOULD BE A PLEASURE TO WORK WITH YOU.

WARM REGARDS,

RICHARD

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*ELEVATING BUSINESS GROWTH & MARKETING PERFORMANCE IN TODAY'S MARKETPLACE*

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