

REV UP RETENTION

**The Ultimate Dealership Retention Playbook
Your Guide to Keeping Top Talent**

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1. Introduction

Why This Playbook Matters

The automotive retail industry faces unprecedented retention challenges. With an average turnover rate of 67% and replacement costs reaching \$45,000 per employee, dealerships can't afford to ignore retention.

How to Use This Playbook

This guide provides actionable strategies organized by department and experience level. Implement these proven tactics to dramatically improve your retention rates.

2. The State of Dealership Retention

Current Industry Challenges

- Average turnover costs: \$45,000 per employee
- Industry turnover rate: 67%
- Average tenure: 2.4 years
- Training investment lost: \$10,000 per departure

Impact on Your Bottom Line

- Lost productivity
- Customer relationship disruption
- Training costs
- Recruitment expenses
- Team morale effects

3. Core Retention Strategies

A. First 90 Days Blueprint

Week 1-2: Foundation

- Comprehensive orientation schedule
- Department-specific training plan
- Mentor assignment
- Clear expectations document
- First-week wins program

Week 3-4: Integration

- Skills assessment
- Peer relationship building
- Early feedback session
- Goal-setting meeting
- Performance metrics review

Week 5-12: Development

- Weekly check-ins
- Skills development plan
- Career path discussion
- Performance evaluation
- Recognition opportunities

B. Department-Specific Strategies

Sales Department

- Commission structure optimization
- Training and development program
- Career advancement paths
- Work-life balance initiatives
- Recognition systems

Service Department

- Technical training programs
- Tools and equipment support
- Certification assistance
- Flexible scheduling options
- Performance incentives

Parts Department

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- Inventory management training
- Customer service development
- Cross-training opportunities
- Team building activities
- Growth opportunities

Administrative Staff

- Skills enhancement programs
- Work environment improvements
- Recognition programs
- Professional development
- Team integration

4. Implementation Guide

Phase 1: Assessment (Weeks 1-2)

- Conduct retention audit
- Gather employee feedback
- Review current policies
- Analyze departure data
- Set baseline metrics

Phase 2: Planning (Weeks 3-4)

- Develop action plans
- Assign responsibilities
- Create timelines
- Set budget
- Define success metrics

Phase 3: Execution (Months 2-3)

- Roll out new programs
- Train management
- Implement tracking
- Begin measurements
- Regular check-ins

Phase 4: Optimization (Months 4-6)

- Review results
- Gather feedback
- Make adjustments
- Scale successes
- Address challenges

5. Measuring Success

Key Performance Indicators

- Turnover rate
- Average tenure
- Employee satisfaction
- Training completion
- Career advancement rates

Tracking Tools

- Monthly scorecards
- Department metrics
- Employee surveys
- Exit interview data
- Cost analysis

6. Emergency Response Plans

Risk Assessment

- Early warning signs
- Department vulnerability
- Impact analysis
- Response timing
- Resource allocation

Immediate Actions

- Schedule one-on-one meeting
- Review concerns
- Develop action plan
- Set follow-up timeline
- Document agreement

Prevention Strategies

- Regular check-ins
- Career development plans
- Compensation reviews
- Work environment assessment
- Team building activities

Additional Resources

Templates and Tools

- Employee satisfaction survey
- Exit interview guide
- Performance review template
- Career path planning worksheet
- Recognition program blueprint

We can help you create an individualized plan that will help you make your dealership a destination workplace. Contact us today and we can show you how.

Contact Information

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