

DIGITAL
DealerTM**21**
CONFERENCE & EXPO

Cloud Trainer, LLC

Karla Guleserian, MSEC

President



just a bit
ABOUT ME

- **eCommerce / BDC Director for Apple Automotive and Len Stoler**
- **Jones Junction – eCommerce/BDC – One of the largest fixed ops BDC in the country (8-10,000 appointments per month)**
- **Pre-automotive – marketing and application development**
- **Founded Cloud Trainer to help dealerships with turnover and employees to perform at higher levels**



Interactive Online Training: An Economical & Convenient Way for Employees to Learn

*Reduce Employee Turnover and
Improve Work Performance*



Technologies, Strategies, Processes

How much do you spend?

- Internet leads
- CRM / Appraisal Tools
- Call monitoring software
- Equity mining tools
- Chat / Texting solution
- Sales events
- Advertising
- Social media marketing
- Video marketing
- Website conversion tools
- Digital advertising
- Call center support



Now, what about... Employee Training

The achievements of an organization are the results of the combined effort of each individual.

-Vince Lombardi

How much do you spend to train the people that manage those technologies, strategies, and processes?



BDC Success

27,448	Service appointments set
90.8%	Average show rate (Across 6 Service Departments)
11,792	CP ROs totaling \$3,115,898
\$264.24	Average CP RO

- Antiquated telephone system
- Outdated computers (1 screen)
- Low wage positions



43% CP RO Ratio

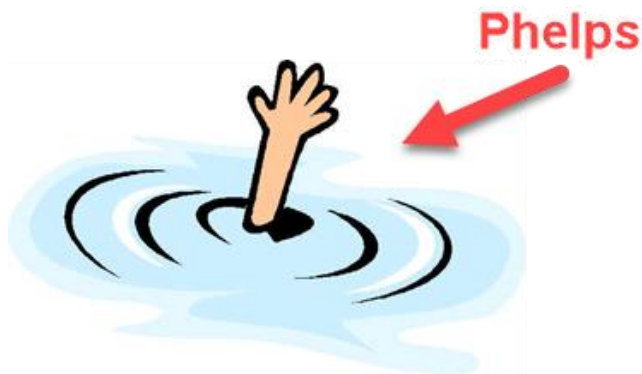


Let's imagine...

That Michael Phelps' coaches and sponsors spent all their money on:

- Swim trunks
- Water chemicals
- Water bottles
- Swim caps
- Goggles
- Towels
- Hoodies...

And very little on training?



A close-up photograph of Michael Phelps swimming in a pool. He is wearing a black swim cap with an American flag patch and the name 'PHELPS' in white. He is also wearing blue and black goggles. Water splashes around his head and shoulders. The background is a bright blue pool.

**RULE
YOURSELF**



**“You are the sum of all of your training. It's
the only way to get better.”**

“Training is Expensive”

It is more expensive not to train

- Lack of productivity
- Under-utilization of technologies
- Cost of new hires (higher turnover)
- Decreased adaptability (inconsistent customer experiences)
- Lost opportunities
- Increased expenses
- Inferior results

— **COST** OF **NOT** —
PROVIDING TRAINING



peo-ple /'pēpəl/ *noun*

The most important resource in the dealership.



To Maximize Your Investment in Technologies, Strategies & Processes...

**You must invest in the people that
manage these critical assets.**



How Do We Get Started?



Start With A 1-Year Plan & A Champion
Learning is an ongoing process



MIX IT UP

with

Blended Learning



Use a blended training approach:

- **Traditional face-to-face**
 - **Web-based modules**
 - **Independent study**
 - **Alternative roles**



TRAINING



- Face-to-face
- Job Rotation
- Train-the-trainer approach
- Manager-guided sessions
- Independent study
- Online

The Benefits of Blended Learning

- Not everyone learns the same
- Gives employees some element of control over time, place, pace
- Extract more value from vendors
- Holds individuals accountable for self-improvement
- Improves efficiency during face-to-face sessions
- Training is consistently delivered
- Reduces overall cost of training
- Helps reduce employee turnover
- Accommodates work schedules



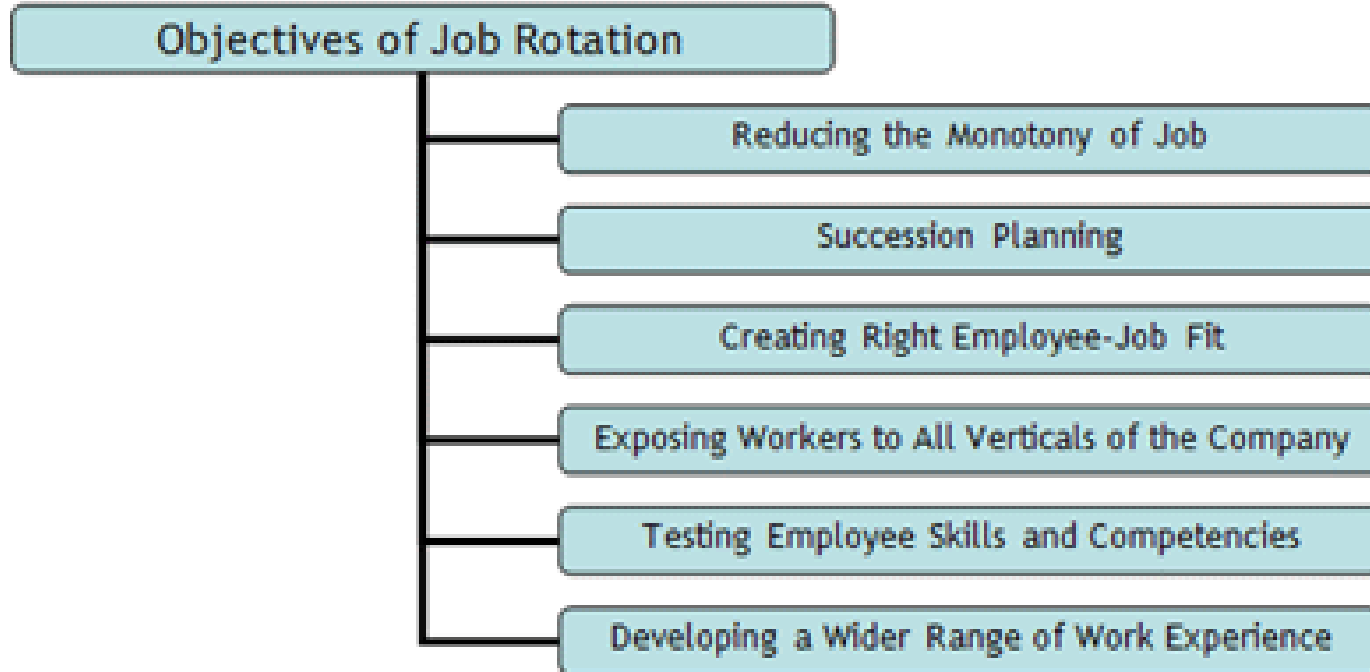
Face-to-Face Training



- Vendors
- Consultants
- OEM Reps
- Employees
- HR Reps



Job Rotation



Train-the-Trainer



Give employees a chance to become facilitators of learning.



Manager-Guided Sessions

Section 1: Introduction

Post 11 of the 12 steps and ask the team to put them in order by gliding numbers 1 through 12 next to them.

- _____ Sit Down & Relax
- _____ Asking for Referrals
- _____ Trade-In Evaluation
- _____ Product Presentation & Demonstration Drive
- _____ The Proper Meet & Greet
- _____ Selecting a Vehicle from Stock
- _____ Turnover to the Business Manager
- _____ Write Up
- _____ It's Time to Negotiate & Close
- _____ Delivery of the Vehicle
- _____ Fact Finding
- _____ Trial Close
- _____ Follow-Up After the Sale

Section 2: The Proper Meet & Greet

Ask the group to do some role-playing, practicing friendly, open greeting styles. Then have them discuss what was good and bad about the demonstrations done.

Section 3: Fact Finding

Again, role-playing can be useful. Have salespeople take turns being the customer in an interview to find out more about the customer's current vehicle and what they need in a new car or truck.

Section 4: Selecting a Vehicle from Stock

Ask the team to talk about recent sales they've closed and how they went about choosing the right car. Also talk about the times their first choice didn't go over well and how they rescued the sale with their second choice.

- Many managers fail to train due to a lack of training material
- Have managers reinforce training content delivered online
- Supply them with training material!
- Schedule regular training sessions





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The Road to the Sale: Overview

USER WORKBOOK

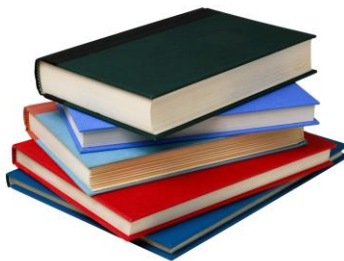
This Workbook Belongs To:

Name: _____
Dealership: _____
Address: _____
City: _____ State: _____ Zip: _____
Cell Phone: (____) _____
Email Address: _____

If lost, please call me. Thank you!

Independent Study

- Hold individuals accountable for taking part in their own performance development
- What's wrong with a little homework?

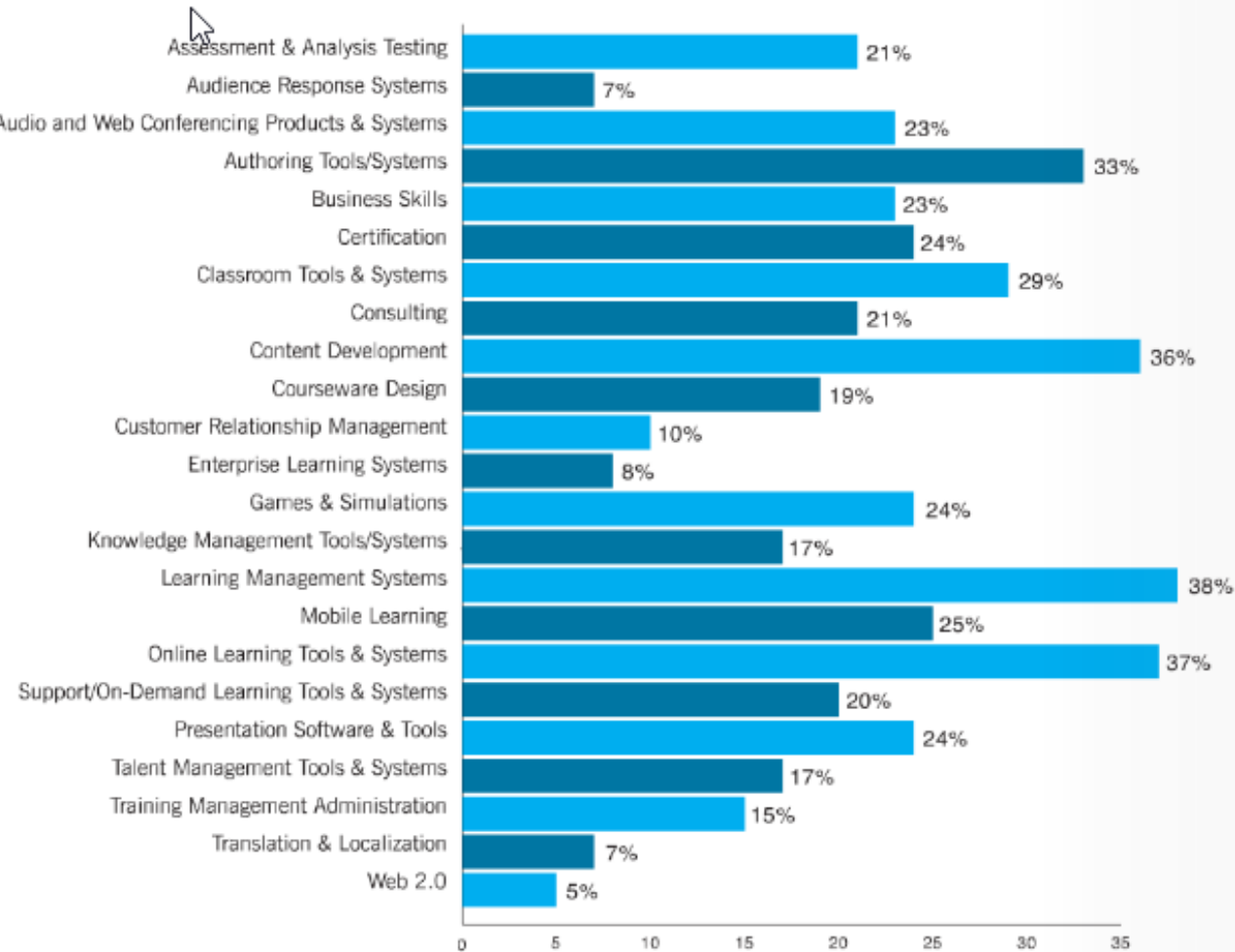


Online Training

- Highly interactive
- Inexpensive
- Convenient
- Delivered regularly
- Automated reporting
- Consistent training experience
- Online-to-offline



Types of Training Products and Services Intended to Purchase Next Year



The 2015 Training Industry Report: Key Findings and Future Trends

February 10, 2016



Employees Love Online Training

- It's convenient
- It's interactive
- Varying exercises
- Puzzles
- Sense of accomplishment



Get Started On Your Plan NOW!

- Define your training program goals
- Use job descriptions to identify needed training
- List employees who need training
- Set up a training schedule
- Choose blended learning methods for each topic



Wrap-up

- Training improves employee performance and helps reduce employee turnover
- Dealerships must invest in training to maximize their return on the technologies and strategies they bring in for their people
- Blended learning is the best approach to training
- A 1-year training plan, led by a champion in the dealership, is the best way to start a training program



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