



Everybody Wins!

@TheDealership

Delivering Instant Transformation In The Trenches

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Are Your Blind Spots Costing You? You Betcha They Are!

What if in *just one day* you could transform your complacent consultants into sales superstars and turn picky prospects into satisfied fans?

Would that be of value to you?



Don't Overlook the Power of the Female Pocketbook

- ▶ Women purchase 60% of all automobiles and influence over 85% of all car purchases

(J.D. Power & Associates)

- ▶ Women spend \$300 billion annually on car sales, maintenance, repairs and service

(Road & Track Magazine, Female Buyer Study)

- ▶ More than 65% of customers who take their vehicles in for repair are women

(J.D. Power & Associates)



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Don't Overlook the Power of the Female Pocketbook

- ▶ 9 out of 10 women believe that car dealers treat them differently – in a negative way.

(Car Care Council Survey)

- ▶ Trust is by far the most important factor to the female consumer, and convenience is secondary

(Automotive Aftermarket Industry Association)

- ▶ Women make up only 7% of the car dealerships' workforce, and only 4.9% of all car dealerships are owned by women.

(CNW Marketing Research)



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5 Points Of Value You'll Get From Our Time Together

1. Instant behavioral change during the meet and greet process.
2. Immediate insights into reading people/prospects to get them in the door.
3. Measurable implementation of word tracks during the Everybody Wins! process.
4. Tangible change to delivery.
5. Instant results in CSI/CEI and Closing Ratio.



I Don't "Train" Employees... I Transform Teams & Dealerships

- ▶ I make the learning fun. I'm playfully relentless!
- ▶ I know how to "sell it" instead of just "tell it" and demonstrate that I "get it."
- ▶ Your team members will be ready to implement new tactics with the next customer that walks in the door.
- ▶ Your consultants will learn the strategies to succeed...ready or not.



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Give Boring Presentations the Boot with Dr. Beth

“The hands on training was fun and informative, and it was great having multiple visits with Beth so we could see the employees’ and dealership’s progress over time.”

Kelli Lyons: CR Manager,
Stevens Creek VW 12/7/11



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Transformation in the Trenches

I Don't "Train" Employees... I Transform Teams & Dealerships

- ▶ I've transformed the most angry, closed, bitter, old timers into loyal "Everybody Wins!" program participants (while leaving them begging for more...)
- ▶ I have worked in the trenches, behind the desk, on the front line, in the Saturday a.m. conference room for hundreds of stores and multiple franchise operations.
- ▶ I've been a confidante to hundreds of dealership executives behind closed doors.



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Transformation in the Trenches

Dr. Beth Involves Every Consultant So That Everybody Wins!

“Beth Halbert is not like any other trainer/coach we have ever had. She keeps it interesting and has an unusual demeanor that keeps everyone involved. She has patience and understanding with the guys who are disinterested – and plays with them until they come around. She keeps the presentation going and makes the experience productive.



Dave Halvorsen General Sales Manager

Capital VW 12/9/2011

Transformation in the Trenches

I Don't "Train" Employees... I Transform Teams & Dealerships

- ▶ I've logged 1000's of hours of cutting edge training from automotive manufacturers like Saturn Plant, Cadillac, Volkswagen.
- ▶ I've worked with dealership executives and every employee in the trenches, zone support, one on one, and even groups.
- ▶ I've written, lead, and facilitated hundreds of different improvement programs, sales classes, and empowerment endeavors.



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Dr. Beth Turns Slumps Into Sales Success

“Thanks to Beth we improved our delivery process and became more knowledgeable about the products. She helped the managers determine what the sales consultants needed to present the material to our customers more effectively. The sales consultants immediately implemented the new selling features to customers with great success. Now the managers know exactly what we need to do on a weekly basis to address our areas of weakness.”

Raza Tharamarajah; Sales Manager

Stevens Creek VW, 12/7/11



Transformation in the Trenches

Exactly How Is What I Do Different Than Training?

- ▶ Training is usually about telling and “talking at” rather than teaching and “talking with.”
- ▶ Training tends to be full of theory. My transformational program applies real-world solutions to tough to tackle issues.
- ▶ I offer on-going support after the program to ensure you keep getting the best, long-lasting and measurable results.



Dr. Beth Proven Methods Work Fast For Dealerships

“Beth Halbert has been tremendous in coaching and training our team at Capitol VW. Her consulting has helped our CEI score improve every month, up 5 percent from 90% to 95% in a short span of only three months. Our customer satisfaction is at an all-time high and now our staff is competent and confident. I highly recommend Beth to anyone who wants to get amazing results in their dealership.”



Giovanni Barboza; Sales Manager,
#1 VW Volume Dealership
in Northern California

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Transformation in the Trenches

3 Reasons Why Your Dealership Needs Dr. Beth – Right Now!

#1: The **Employee Retention** at your store is low and the current cost of staff turnover is too high to ignore.

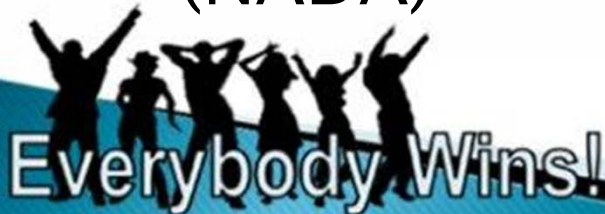
#2: Overall your **Closing Ratios** aren't where you need them to be and you've got to fix it fast.

#3: Your **Customer Satisfaction** experience and scores continue to slump despite your best efforts.



California Dealerships Have Been Dealt a Harsh Blow

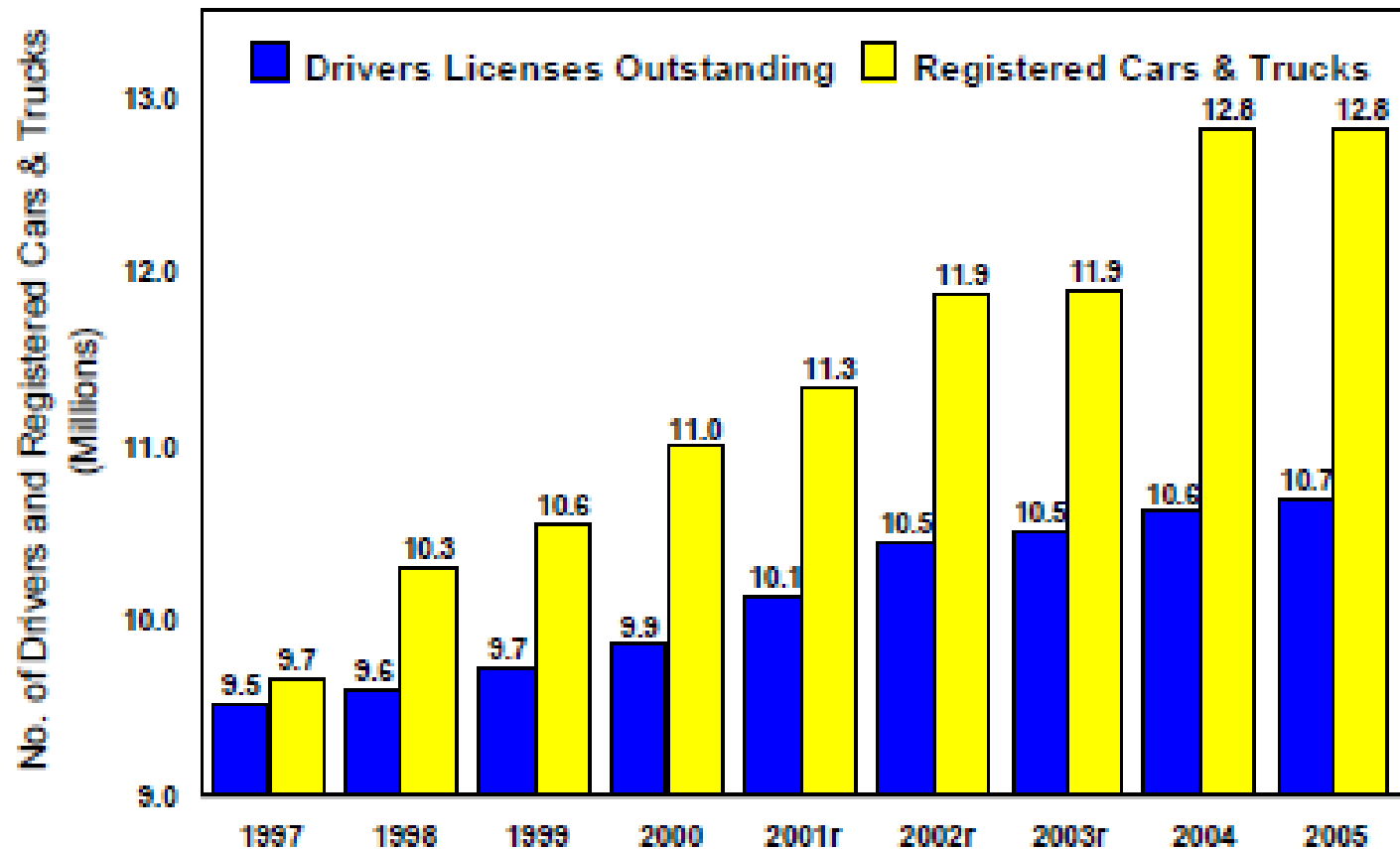
- ▶ The California New Car Dealers Association, which represents most of the state's dealerships, estimated that 70 dealers out of about 1,300 members closed this year
- ▶ The markets most vulnerable to dealer closings are California, which has the most dealers of any state, followed by Texas, Pennsylvania and New York, according to the National Automobile Dealers Association (NADA)



Sure Supply Outpaces Demand, But...

There are more registered vehicles than licensed drivers

More Drivers and More Cars



Source: California Department of Motor Vehicles


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Why Your Dealership Needs Dr. Beth

Reason #1: Employee Retention

Huge turnover and lagging loyalty are symptoms. The root cause reasons for low employee retention are:

- Employees don't feel valued, acknowledged, or heard
- Another dealer offers higher commission/carrot and promise of "greener pastures"
- Feeling mistreatment by management (commission based employees are made to feel inferior by salaried employees)



Why Your Dealership Needs Dr. Beth

Reason #1: Employee Retention

- ▶ Lack of effective, measurable training
 - Green peas" are thrown into the deep end and made to sink or swim/trial by fire to determine IF they'll get access to sales training
 - Antiquated training from 5 decades ago, doesn't address the 21st century customer of which 85% are women
 - Sales trainings are written by man, presented by men and intended for the male purchaser, or to treat women as married "little ladies" who need their husbands approval to make a decision.



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Why Your Dealership Needs Dr. Beth

Reason #1: Employee Retention

- ▶ Ineffective tools and inconsistent rules
 - Feel set-up to loose (think they're following the desk guidelines, are doing what they're told, but don't see results)
 - “If I sell cars and make my numbers, I don't have to follow the rules.” Or “I'm measured against a different standard.”
 - Favoritism is rampant and cancerous it effects CSI, turn-over and sales



Why Your Dealership Needs Dr. Beth

Reason #1: Employee Retention

- ▶ Overall feeling that success is impossible

Everyone feels "set-up" to fail, there is an unspoken adversarial relationship from the top down:

- Manufacturer to zone rep
- Dealer/owner to manager
- Manager to employee
- Employee to customer
- Sales dept fights service dept
- Service fights parts dept...
- Then the office acts as "bad cop" and is set-up to fight with everybody!



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Warm Bodies Don't Equal Hot Sales

Even if you have a full staff, you still might not be making your numbers. Why?

Because when employees feel like they are being used– they disengage and “check out” after they clock in.

- ▶ “Presenteeism” –an employee showing up in body to work but no one is really present or cares to be there – could actually be worse than absenteeism.
- ▶ But...when employees are heard, included, and feel like they can win – they will work as if it is their own business and it'll reflect in sales results.

A graphic showing the silhouettes of several people in a celebratory pose, with arms raised, against a blue background. The text 'Everybody Wins!' is overlaid on this graphic.

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When You Put Staff First Sales Will Follow

“Don’t mess with Dr. Beth. She will make sure you know your stuff before the learning experience is over!! Thanks so much Beth for all your help getting everyone trained.”



Ron Simi: Sales Elite,
12 Yr VW Rep, Top 50 in the country,
Internet Manager, Dirito Brothers 12/13/2011

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Why Your Dealership Needs Dr. Beth

Reason #2: Closing Ratios

Dealerships are missing the mark big time when it comes to attracting, courting and closing clients; here's why:

- ❑ Bad first impression/customer experience.
- ❑ Sales consultants that act “desperate”, “pushy”, “starving”, and flat out unprofessional.
- ❑ Manipulative sales tactics pushed by management are resented and poorly executed.



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Why Your Dealership Needs Dr. Beth

Reason #2: Closing Ratios

- ❑ Sales consultants are self-centered vs. customer focused.
- ❑ Customer come in with their “guard up” and expect to be tricked.
- ❑ “Getting on the point” makes female customers feel like shark bait or “meat.”



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Service Trumps Selling Price

- ▶ The manner in which customers are treated by the dealership is more important to overall new vehicle buyer satisfaction than the actual transaction price. (*J.D. Power and Associates*)
- ▶ You have just 7 to 17 seconds to make a positive first impression required to establish a selling relationship.



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9 Ways to Kill a Sale – Fast!

- ✓ “Choke on Smoke” at the Meet and Greet
- ✓ Lose your grip while dragging them in the door
- ✓ Talk ‘em to death during the demo drive
- ✓ Lose your cool/start a fight during final negotiations
- ✓ Put them to sleep waiting for the paperwork
- ✓ Rob them blind with Mop and Glow during F&I,
- ✓ Crash and Burn by flying through the delivery process
- ✓ Forget their name, especially after the sale ...

And then to really botch things up...

- ✓ Dump them on the Service and Parts team without a clue of what they’re supposed to do



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You Catch More Clients with Honey than Vinegar

“Beth Halbert inspired and taught our sales team how to take the time to WOW the customers. The sales consultants love to see a surprised look on the customers face when they have gone the extra mile for the ‘Wow Effect!’ She created an eye opening experience to the small things that have made a big impact overall with the management team and the staff. Our CSI is consistently 8 points higher than when she started.”

Rich Fox; General Manager

Roseville Volkswagen, #1 Sales Volume in Northern CA

12/15/2011

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Why Your Dealership Needs Dr. Beth

Reason #3: Customer Satisfaction

1. Lack of employee longevity leads to poor customer treatment and low service levels.
2. Dealerships are chasing numbers vs. authentic customer experiences – prospects can “feel” it.
3. Management only focuses on CSI numbers when they are in trouble. Honestly it’s not really a top priority.
4. Processes, procedures, and people are not set up to get the job done right the first time.



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Would You Talk to Your Mother Like That?

It's puzzling to me how industry wide sales consultants (and management too) will make up names that are demeaning about the very people who are responsible for paying their bills, putting their kids through college and funding their lifestyle.

From words like "*Mooch*" or "*Slug*" and phrases such as "*Tire kickers*" is there any wonder so much animosity exists between sales consultants and prospects?

A graphic at the bottom left of the slide shows several black silhouettes of people with their arms raised in celebration, standing on a blue and white gradient background that resembles a rising sun or a path. The text "Everybody Wins!" is overlaid on this graphic in a white, bold, sans-serif font.

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Client Satisfaction Is High Stakes Stuff

Right Now Technologies reported that after suffering a negative service experience:

- 13 percent fought back by posting a negative online review or blog comment.
- 29 percent reported they experienced a headache, felt their chest tighten, or even cried.
- 47 percent swore or shouted because of it.
- 74 percent registered a complaint or told others.
- 80 percent of U.S. adults decided to never go back to the company had a bad experience with.



Increased CSI Scores Make You Money

“Beth knew her stuff and if she ever didn’t know the answer she found out. She was open and supportive to whatever we needed and if she said she was going to do it – She did it!!

My personal CSI went from red to green, low 80’s to a high of 96. Thanks Dr. Beth.”

Mike Ellis, Sales Consultant Internet Department
Roseville Volkswagen, #1 Sales Volume in Northern CA
12/15/2011



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Would that be of value to you?



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What You Can Expect From the Everybody Wins! Program

- 1) Instant behavioral change to the meet and greet process
- 2) Immediate insights into reading people to get them inside the door
- 3) Measurable implementation of word tracks during the “Everybody Wins!” process
- 4) Tangible change to delivery
- 5) Instant results in CSI, Closing Ratio as well as measureable increases in F&I



Dr. Beth Delivers Rock Star Results

“Beth was instrumental in identifying some of our problem areas that needed more focus. She coached us in how to develop and implement new processes that have helped us greatly in the last 90 days. As a result, our sales CEI scores steadily increased as follows:

August	September	October	November
92.0	92.8	95.8	95.0

Plus she helped me to organize my duties as a General Manager; we developed a simple Dashboard with daily, weekly, and monthly duties to stay on top of my tasks and to be more organized and productive. I highly recommend hiring her!

Dennis Billings; General Manager
Capitol Volkswagen, 12/26/2011



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Transformation in the Trenches

Which Everybody Wins! Program Is Right For You?

Segment	Quick Start Bronze Basic	Gold Standard	Platinum Plus
Timing	1 One-Day Seminar	4 One-Day Seminars	4 One-Day Seminars Plus Personalized Support
Owner-Management Session	√	√	√
Manager-Employee Sessions (Same program split into 2 Sessions)	√	√	√
Owner-Management Wrap-up	√	√	√
Customer Appreciation Event		1 per Qtr.	1 Per Qtr.
Lunch Meeting/Inspirational Keynote			1 Per Qtr.
Monthly Follow-up via E-mail			1:1
Monthly Phone Coaching Sessions (60 Minute Call)		Public Group (Managers Only)	Public Group (Managers Only) And Private Group (Dealer-specific)
Management Coaching		1:1 Quarterly (Max. 5 hours) Add. Hrs. \$500/hour	1:1 Monthly (Max. 5 hours) Add. Hrs. \$500/hour
Ten 24-page Behavioral & Assessment Inventory Profiles	10	15	20
On-site Coaching			1 day/Qtr
Additional Behavioral & Assessment Inventory Profiles (one-time cost)	\$125/each	\$125/each	\$125/each
Program Pricing Value	\$15,000	\$60,000	\$120,000

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Owner-Management Session	√	√	√
Manager-Employee Sessions (Same program split into 2 Sessions)	√	√	√
Owner-Management Wrap-up	√	√	√
Customer Appreciation Event		1 per Qtr.	1 Per Qtr.
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Ten 24-page Behavioral & Assessment Inventory Profiles	10	15	20
On-site Coaching			1 day/Qtr
Additional Behavioral & Assessment Inventory Profiles (one-time cost)	\$125/each	\$125/each	\$125/each
Discounted Program Pricing	\$4,995	\$17,995	\$25,995

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When Would You Like to Schedule Your Everybody Wins! Session?

My schedule fills FAST, so let's get your session scheduled NOW!



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