

Creating Paradise Through Training

Written by B. Crisorio
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Throughout the years, a dealerships business manager seems to have more process-oriented concerns than any other position in the front end of the operation. Some common issues include shaky turnovers, minimal desk support, month-end washouts, and the like. The root of many of these problems arises from the simple fact that the business manager is a department of one. Many times, he stands alone to battle with the sales manager and his sales staff, the dealer and his GM or the service manager and his writers. Throughout the years, a dealerships business manager seems to have more process-oriented concerns than any other position in the front end of the operation. Some common issues include shaky turnovers, minimal desk support, month-end washouts, and the like. The root of many of these problems arises from the simple fact that the business manager is a department of one. Many times, he stands alone to battle with the sales manager and his sales staff, the dealer and his GM or the service manager and his writers.

Imagine an island off the Florida coast inhabited by a single oak tree. The effects of the wind, the surf, the rain, and the salt eventually remove the leaves and bark from the tree. In the hot sun, without any protection, it withers and dies.

Replace the oak tree with a palm and now you have a different scenario. Mother Nature has provided the palm tree with a trunk designed to bend in the wind, leaves that absorb even the slightest amount of water and roots that are impervious to salt.

Like the oak tree, the typical business manager allows the effects of negativity towards the business office to eventually wear him down. Feelings of isolation, combined with a reduction in both income and self-esteem, finally get the better of him. Hence, another swing of the revolving door.

Now, on the other hand, the business manager who takes the time to train, develop and nurture his people develops the same symbiotic relationship with them as the palm tree and the island. Both work in unison to assure the survival and prosperity of the other. This business manager is constantly reassuring the sales staff and management that he is there for them. His priorities lie in getting the deal done, protecting the sale, protecting the gross, and creating mental ownership. He does not ask to have his job done for him- he only wants to make it better for his peers.

It is obvious the business managers who invest time in the training and education of their sales staff reap the rewards of higher quality turnovers, more collateral support, and a general feeling of being a part of the team. Everyones attitude improves, and the workplace begins to develop.

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We all know that salespeople are the biggest benefactors of what goes on in the business office. It is important that the business manager create the proper perception of F&I and all that it does for them. Some studies have shown that as many as 48 percent of all deals that are sold and not delivered fail because they were not T.O.d properly at the point of sale.

If, through the business managers efforts in training and development, the sales staff has a renewed respect and a proper perception of what that position entails, we may begin to see the symbiosis that Mother Nature built into our palm tree and the island.

Quality T.O.s allow the business manager to fulfill their responsibility to the sales staff. They will protect the sale, protect the gross and deliver the car. It is as simple as that!

Dave Sipus is the director of training for United Development Systems, Inc. in Clearwater, Florida. He can be reached at 727-507-8200 x213 or online at www.UDSDealerServices.com.