

JANUARY 2018

NCMIDA

NEWSLETTER



NATASHA BROOKS-CARDONE SALES TRAINING

How can you push forward and grab marketshare?

Train Daily

I am working with 130 Harley-Davidson stores. I will share training processes that I have seen turn stores around, even in a down powersports market--while most dealers are retreating. How can you push forward and grab marketshare? Most sales training is a reactive response to a lack of production, but exceptional salespeople do their sales training as a proactive enhancement of skills, rather than a knee-jerk response. If your customer is not buying on service and value---they will make a decision on one thing- PRICE.

All the Money is in the Follow-Up

A customer spends two hours on your showroom floor on a Saturday, it's two weeks later, and your sales person still can't get them back on the phone. When they finally do get them on the phone, they learn the prospect bought from another dealer. Sound familiar? How do you get them re-interested? Whether it's powersports or any

other industry, follow up is the biggest area of opportunity to increase sales. There are simple techniques that are effective in follow up- I look forward to sharing them with you.

Grant Cardone is a New York Times bestselling author, the #1 sales trainer in the world, and an internationally renowned speaker on leadership, real estate investing, entrepreneurship, social media, and finance.

His 5 privately held companies have annual

revenues exceeding \$100 million. Forbes named Mr. Cardone #1 of the "25 Marketing Influencers to Watch in 2017". Grant's straight-shooting viewpoints on the economy, the middle class, and business have made him a valuable resource for media seeking commentary and insights on real topics that matter. He regularly appears on Fox News, Fox Business, CNBC, and MSNBC, and writes for Forbes, Success Magazine, Business Insider, Entrepreneur.com, and the Huffington Post. He urges his followers and clients to make success their duty, responsibility, and obligation. He currently resides in South Florida with his wife and two daughters.



Natasha Brooks is a sales and marketing manager for Grant Cardone. She moved from Michigan to Miami Beach over 4 years to work for Cardone and is now one of his top producers. Over the last 2 years she has focused in motorsports helping her clientele list of over 130 Harley-Davidson dealers increase their sales revenue- most of the top volume stores in the industry.

Congratulations to the North Carolina 2017 Power 50 Dealers
Brewer Cycles Incorporated, Henderson NC
Ray Price Harley-Davidson, Raleigh NC



CHRIS BREWER



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LETTER FROM THE PRESIDENT

Dear Members and Friends:

2017 has come to a close and the Holiday season is over. I welcome 2018 with great excitement and expectations of a strong profitable selling season in our new economy. I am just excited about our annual winter meeting January 27 and 28 at the Kimpton Hotel in centrally located Winston Salem, NC. Saturday night in the bar area at the Hotel is a great time to learn, share and get to know other members and friends.

We have Natasha Brooks from the World renown Grant Cardone sales training. She will have a two part presentation consisting of proactive enhancement skills and All the money is in the follow up. For two years we did Grant Cardone online training four times a week and the wealth of sales training has paid for itself over and over. We cannot as dealers afford not to do training in order to improve our business bottom line and to keep up with the ever-changing market. We will also have our associate sponsors on hand to present their products and services. I welcome them and look forward to hearing there presentations. We could not have our meetings without their support

and financial support. Please take a look at what they have to offer you and your business. Come prepared to spend the day Sunday learning, listening and enjoying fellow dealers and friends. We will break for lunch and then return to the meeting room for our afternoon presentations.

I would like to welcome our new members to NCMDA and look forward to seeing you at the meeting and in the future.

Remember you can always visit us online at ncmda.com to stay abreast of current issues and member information. Email Or call for member log in information.

Feel free to reach out to our Lobbyist David Ferrell for any legislative issues. You can also hire him if you have business issues you need to address.

Let's keep our association strong in 2018. Reach out to non-members to join our association as strength is in numbers. Thank you for being a part of our association. Ride safe and the best of luck to all of you in 2018.

Chris Brewer

President

Sentry

**FEDERATED
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B.U.D'S FOUNDATION
Bikers United to Defend driving Safely



RIDER'S | ADVANTAGE
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DHG | dealerships

NCMDA WINTER MEETING AGENDA

Saturday, January 27

7:30pm –10:30pm Cocktails at Katharine Brasserie & Bar

Join us for cocktails at the Katharine Brasserie & Bar located within the Kimpton Cardinal Hotel. Hosted by **DHG Dealerships** and **Rider's Advantage**.

Sunday, January 28

8:00am –9:00am Board of Directors Breakfast Meeting in the Katharine Brasserie & Bar Private Dining Room

- Minutes of Last Meeting
- Financial Report
- New Laws Discussion
- Topics of Interest Discussion

9:15am –9:30am Coffee and Meeting Registration in The Lexington Ballroom
The Complimentary Coffee at registration is sponsored by **Farris Insurance**. Registration and Meeting will be in The Lexington Ballroom.

9:30am –9:45am General Member Meeting

- Greeting and Introductions
- Minutes of Last Meeting
- Financial Report
- Introduction of New Members

9:45am –10:00am Rider's Advantage

10:00am –11:00am General Member Meeting

- Legislative Issues
- Topics of Interest Discussion

11:00am –11:10am Coffee Break sponsored by Farris Insurance

11:10am –12:00pm Guest Speaker Natasha Brooks from Grant Cardone

12:00pm –12:50pm Luncheon in the east foyer sponsored by Federated Insurance & Sentry Insurance.

12:50pm –1:30pm Natasha Brooks Presentation with Q & A

1:30pm –1:50pm Sharp Benefit Logistics

1:50pm –2:10pm DHG Dealerships

2:10pm –2:30pm Federated Insurance

2:30pm –2:40pm Break

2:40pm –3:00pm BUD'S Foundation

3:00pm –3:20pm Sentry Insurance

3:20pm –3:40pm Model Finance Company

3:40pm –4:00pm RPM One

4:00pm –4:20pm Additional Speakers

4:20pm –4:30pm Door Prizes and Closing

HOST HOTEL



KIMPTON CARDINAL HOTEL

401 North Main Street
Winston-Salem, NC 27101
336-724-1009

COCKTAILS



SATURDAY JANUARY 27

From 7:30-10:30 we will be at the Katharine Brasserie & Bar located in the Kimpton Hotel for cocktails sponsored by: **DHG Dealerships & Rider's Advantage.**

LUNCH



SUNDAY JANUARY 28

A luncheon will be held from noon-12:50pm in the east foyer by the Lexington Ballroom. Thank you to our lunch sponsors: **Sentry Insurance & Federated Insurance.**

FOCUSING ON SERVICE EXCELLENCE TO ENHANCE CUSTOMER LOYALTY

Jeremy Jacobs, Associate | DHG Dealerships

The service department is an entity whose operations impact any dealership's success to some degree. For customers and dealership employees alike – if you own a vehicle, it is more than likely that you have spent some time in the service department. Whether you are dropping in for routine maintenance or warranty work, the average person does not want to spend his/her free time in the service department of a dealership. The service department is an entity whose operations impact any dealership's success to some degree. For customers and dealership employees alike – if you own a vehicle, it is more than likely that you have spent some time in the service department. Whether you are dropping in for routine maintenance or warranty work, the average person does not want to spend his/her free time in the service department of a dealership. Based on my 10+ years of experience working in and with dealership service departments, I can assert that it is a place where one's loyalty to a given dealership is harnessed. For the most part, turnover of quality service managers and consultants is low, which ultimately enables customers to build a relationship and associate positive connotations with the dealership. On the other hand, suffering a negative experience in the service department can just as easily derail that relationship, which may ultimately thwart the customer's loyalty to the dealer and, possibly, even the brand. Fortunately, there are several action items that a dealership can implement to help ensure a pleasant customer experience in the service department:

Customer Communication: Under Promise, Over Deliver

Avoid telling the customer what he/she wants to hear. For example, telling a customer that the service will take 30 minutes when it is more likely to take an hour is ill-advised. In this scenario, be realistic and upfront with your customer. If you think this particular service order will take 45-50 minutes, you may want to communicate with the customer that it will take one full hour. This allows you to put the customer back in his/her vehicle before the expected timeframe elapses. In the event that the customer leaves the dealership in the interim due to a longer service period (or any other reason), go ahead and ask what method of communication he/she prefers. Whether by text, email or phone call, using the customer's desired form of communication will go a long way in enhancing his/her journey through the service process. In the same vein, if you run into a speed bump during the course of the service work – which is common – and cannot fulfill the aforementioned time frame, be sure to immediately communicate that with the customer. Furthermore, in the event that you unexpectedly exceed the quoted price, it is imperative that the advisor call the customer prior to performing the additional work. In addition to somewhat softening the blow of the unanticipated news, the customer will likely appreciate that you took the time to keep him/her informed. Full transparency is key in establishing customer trust and loyalty.

Intra- and Inter-Departmental Communication

Running any service department effectively relies upon solid internal communication. It must exist between the service advisor and the customer as well as the service advisor and the technicians. A good service advisor must be able to communicate the customers' concerns with their vehicles to the technician in a manner that is efficient for and comprehensible to all involved parties. The less questions the technician has, the quicker they can complete the work and get the customer back on the road.

Know Your Customers

Customers notice when you remember their name. Even better, they really notice when you recall the little details about their personal lives. As a service manager or consultant, you are there to build customer relationships. As you write up the repair order, spend a minute or two asking simple questions that set you up with more intimate conversation starters the next time the customer comes in. This demonstrates passion and shows him/her that you are invested in your individual relationship – not the profit associated with their visit. Another recommendation would be to ask the customer about the scenario(s) in which he/she would rather trade in the vehicle being serviced for a new vehicle. Perhaps it's when the service required for vehicle maintenance reaches a certain level. Maybe it's when the model's design changes and he/she wants to stay up to date with the latest and greatest. In total, make it a mission to know your customer well enough to understand that a change in their lifestyle might call for a different or new vehicle. For example, the first time you see a child seat crammed into the back seat of a subcompact vehicle might indicate that it's time to have a conversation about a different type of vehicle. Learning a customer's wants and needs as it related to their vehicle preferences, driving styles, etc. will help increase customer satisfaction and will ultimately drive your department's service business.

Treat Every Customer with the Same Level of Respect

Man or woman, youth or elder, wealth of product knowledge or not even sure where the engine is – each customer has a common denominator. They drive or ride a product that your dealership sells and services. It is your job to treat each individual that walks in with the same degree of respect and attention. If you treat your customers differently based on sex, age, race, knowledge of the product, etc., it will translate as such.

Follow Up

Placing a follow up phone call within 48 hours of a completed service is something you should absolutely tack on your list of "to do's." This action is essential to bringing a positive customer experience full circle. Even if a third-party service company completes the standard five-question survey, it is a good practice to dial up the customer and speak with him/ her directly from the dealership. This is just one more step that shows the customer that you care about them and their experience. Many advisors prefer not to place these calls for a commonplace reason: they want to avoid hearing the unsatisfied customer on the other end. However, contrary to popular belief, this is a great customer to reach. Do not confuse this assertion with "unhappy customers are good"; rather, take it as an opportunity to rectify the situation. If their experience was less than positive, this extra step can only help your cause and demonstrate your effort and commitment to improve their experience in the future. In fact, not placing the call means the issue goes unaddressed and – worst case scenario – the dealership has lost a customer due to lack of attention. In total, a good practice is to call customers within 24 hours of pickup. With the exception of follow up, the above action items do not require any extra, burdensome work. However, they do require that you adjust your way of looking at and considering your current procedures. Regarding your service department as a cornerstone to customer experience and satisfaction may shed some new and welcome light upon how you run its operations, as customer loyalty and reputation go hand in hand and are impactful drivers of any dealership's success.

Jeremy Jacobs

Associate | DHG Dealerships

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WELCOME NEW MEMBERS:

Sentry Insurance
Aegis Powersports
DHG Dealerships
Sharp Benefit Logistics
Baker American Cycles
Baker Motorsports
Sport Cycles

DOOR PRIZE DONORS:

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