

Let's talk about BDC's

First of all you may have an opinion that a BDC is a critical part of the dealership. Or, you may have an opposing view that BDC was something that was appropriate 10 years ago before current advanced sales and phone training existed.

Whichever view you take, the bottom line remains that we got to do a much better job communicating with buyers on the phone. For now, smartphones are the pipeline to "now" buyers.

If the gold standard automotive salesperson of today is someone who is Internet savvy, strong at test-drives and walk-arounds, plus powerful and convincing on the telephone, then what we are describing is a rockstar salesperson.

When I was selling cars, although wasn't for very long and I wasn't very good, all the current best practices that exist today were being used then as well. But what changed in the subsequent years is who actually performs these tasks.

For example spending time in the service bays chatting up trade-in values to potential new car buyers was something we did to our downtime. Calling lease-end customers and sharing the fact that their payment to be the same or a brand new model was something we did on rainy days. Calling current customers asking about their satisfaction level with the purchase was something we did on our off hours. This is all in addition to working a lot attending sales meetings and doing other basic tasks it takes to be a sales professional.

So if we think about a BDC of today are we really talking about people that are removed from these successful processes, or are we talking about peeling back some of this responsibility from our current salespeople to a specialized team that can do a better job of it?

In our work with auto dealers we have come across salespeople selling 40 cars a month working side-by-side with someone who can barely sell 10. If you stood them together you would hardly be able to tell the difference and not be able to tell which is selling more. But when we speak to these top performers, we find out that they take responsibility for all successful sales processes. In addition they've developed personal best practices weaved through those responsibilities so that they don't have to assign those tasks somewhere else. These top sellers see process as important to the customer and important to their success.

I recently was chatting with a high performer, and one thing that stayed with me was his feels that that he “is” the dealer. Interesting. In his mind he is convinced that he represents the dealership and will spend 95% of that customers purchase time one-on-one with a customer, while 5% of that customers purchase time will be with actual dealership management.

How many of your salespeople feel that they “are” the dealership? Or, do they just feel that they work there?

How do we build that level of emotional “by in” amongst our sales staff?

How do we convince our sales staff that they in fact “are” the dealership. Could make them excited about making the calls, working the best practices, and making the contacts required to sell 20 cars each per month? What about your reward system? Would you work hard for the reward?

In future articles we plan on peeling back best practices, habits, and innovative techniques that the best in class are using to be top performers.

Who will be leading this change? One person is a man named Warren Buffett who is now a dealer principal. Warren Buffett owns some of the most successful retail and furniture companies in America you can be sure that some of his retail business practices work their way down into those dealerships.

Stay with us, because the car business is about to go through yet another revolution.

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