

LEADERSHIP IN THE POST COVID AUTOMOTIVE MARKETPLACE



OVERVIEW

The collateral effect of the corona virus era can only be guessed at. Especially the long term effect.

In harmony with our motto "Be The Benchmark," we offer this one day event for your brand. I will provide strategic options in all areas of automotive dealership operations with a view to being proactive and setting trends rather than following them.

WHY?

Isolations, lock-downs and the growth of doing business on-line has diminished the impact of personal interaction, aesthetic appeal and strategic selling. Consequently it has changed the dynamic of account management.

"Account management" as a protocol has always been a potential point of difference but now, it needs to serve as **a point of attraction and a means of retention**.

In a perfect world, if (Your Brand)'s agents could create and maintain 100% loyalty, the cost of marketing would be **nil**. In the absence of a perfect world, we need to revisit leadership and sales/service protocols with a strategic leaning toward the examples leaders set, the standards they maintain, the accountability they demand and the behaviours and words exhibited to (Your Brand)'s customers that they tolerate and promote. Personally; this is my legacy to the industry I love - and it's timing is perfect.

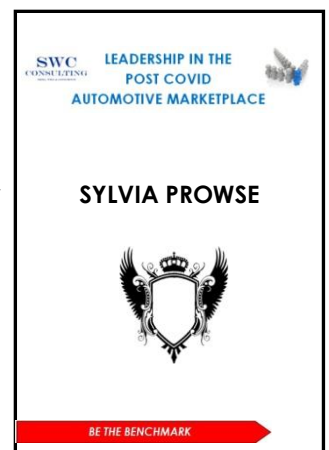
HOW?

This leadership event cannot in and of itself change what's required in a day. Therefore SWC will offer unprecedented post event support to ALL delegates, the stakeholders at (YOUR BRAND) and liaise at your discretion over ALL the subject matter on offer. (See "what" below). The outcomes will be completely measurable.

Personalised, branded, interactive, workshop style notebooks/presentation. Subject matter that is harmonious with the pedigree of your brand and the vision of your stakeholders. Should any issues close to your heart need to be included, this can be done at literally a moment's notice. No hype, no stand up comedy or outmoded fads. Just hard core current intel and a range of strategic options that can be implemented immediately.

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BE THE BENCHMARK



WHAT?

This is NOT about management. It's 100% leadership. Some managers don't consider themselves front line players. Some service advisors forget that they actually 'sell.'

Therefore delegates could and should include any person within a sales or service team that is either influential or instrumental in the creation and perpetuation of the three most vital "R's".
Reputation - Retention - Revenues.

The subject matter includes but is not restricted to:

- **Causing Change:** It's the best way to handle change - entrepreneurial approach
- **Hiring & Mentoring** Succession plans, what motivates the individual
- **Sales Strategy** Objection prevention/overcoming/CSI maintenance
Leader's role in the RTS
- **A model for Excellence** Individually and team. A "stock take" of what's required. The creation and maintenance of standards.
- **Morale** There's no spreadsheet that shows it but there's evidence of it on all your spreadsheets. Staff turnover, gross, CSI, market share
- **Marketing** On site, cyber-space, individual, data basing and remunerating teams for creating referral/repeat business. The importance of branding.
- **Accountability** Expectations, rewards, consequences, discipline
- **Effective Communication** Internal, external, written, vocal, guest-etiquette
- **Sales Skills** Gaining commitment, gross retention, dispute resolution, the creation of value, being 'attractive', creating a sense of opportunity

I say "**not restricted to**" because my experience tells me that issues on the day will arise that are vitally important to the delegates and to the outcomes. The quality of the people within your network is high and it would be foolish not to tap into the dynamic and the experience that will be on offer. I humbly suggest that I'm proud of the feedback I've received rolling this out to date and would put it down to the dynamic of the events - contributed to as much by the delegates as by me.

HOW MUCH?

\$3500 plus GST per event. I pay my own travel/accomm and this includes ALL materials and ALL follow up, liaison, feedback, reporting to you. There is no further fee. My longevity in this business, like yours, has relied on what happens next.

Thank you for your time and interest

Stephen Wren

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