

# BDC Process Evolution



Stan Sher – Dealer eTraining

# Agenda

- Understanding the BDC
- Why BDC Departments Fail / How to avoid the failure
- Discuss BDC processes dealers need today
- Effectively measure your results
- Set up an action plan to stay current



# Who is Stan Sher?

- 10 years automotive industry experience
- Held positions in Sales, Sales Management, eCommerce and BDC Director
- 2007: Single point Honda dealer from 25 to 70+ /mo at \$2,000/copy (Internet Department Alone) \*15% Closing Ratio
- 2010: Single point Nissan dealer in suppressed market from open to 90+ units/mo (BDC Alone) at \$2,700+/copy (Top 20 Nissan Dealer / #1 CPO Nationally)
- Dealer Association Speaker GNYADA/NJCar
- Writer for numerous industry publications



# Understand The BDC

- Marketing department to drive opportunities
- Increase productivity (phone, email, social)
- Sole responsibility: Take marketing opportunities and convert into quality showroom/service traffic (Appointments)
- Follow processes to create and retain business using proper follow up

# Why BDC Departments Fail

- Dealer/Upper do not buy in to support efforts
- Middle management politics – Finger pointing
- No real action plan for success  
(CRM/Training/Budgeting)
- False expectations = No accountability





# Importance of Process

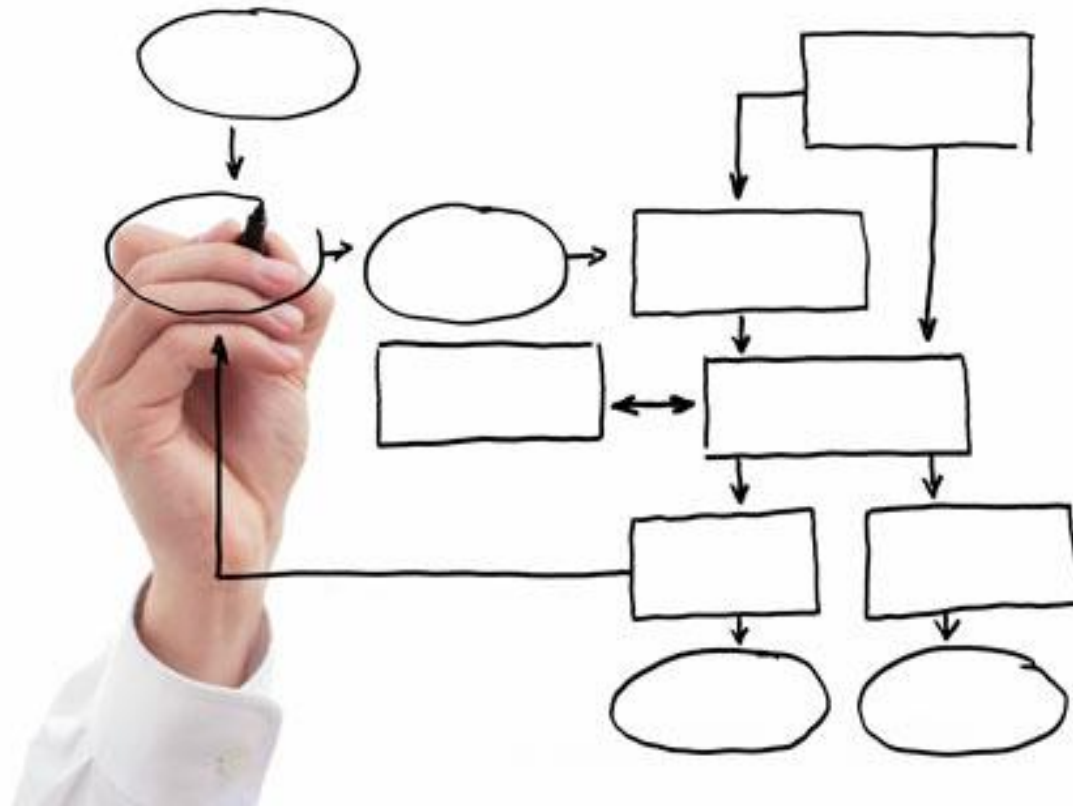


# BDC Process

- Internet Lead Management (180 days)
- Incoming Phone Calls (180 days)
- Unsold Showroom Follow Up (5-10 days)
- Lease Maturity / Retention (9 Months)
- Equity/Service Opportunities (Varies)



# What does an effective process look like?



# How to measure results



# How to measure results

- Setup proper CRM reporting
- Make sure dealership uses CRM properly at all times...NO EXCEPTIONS!
- Monitor communications with prospects
- Create benchmarks by using data provided by vendors, lead providers, and OEM
- Maintain year over year and month over month reports

# What to measure

- Analytics (Google, CRM, Vendor Reports, Budgets, etc)
- Internet Lead Quantity: Appt Set -> Appt Show -> Appt Sold
- Incoming Calls: Appt Set -> Appt Show -> Appt Sold
- Retention/Data Mining: Opportunities Contacted -> Appointment Set -> Appt Show -> Appt Sold
- CRM Process Improvement (quarterly adjustment)

# What to measure

- CRM Process Improvement (adjustment)
- Call Monitoring / Phone Training
- Create customer processes for monthly advertising plan to include new phone scripts and email templates (digital/traditional marketing)
- Sourcing in the showroom
- Sales Management

# Setup Action Plan – Stay Current

- Continue to educate yourself
- Sales/BDC ongoing training
- Network with other professionals and learn from each other
- Attend conferences like AutoCon
- Be compliant with OEM guidelines and think outside the box to brand the dealership

# Setup Action Plan – Stay Current



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