

Learning To Succeed:

A DrivingSales University Case Study

*How A Florida-Based Dealership Strengthened Its Business Structure, Invested in Process and Drove an **86% Increase** in New Car Sales*

EXECUTIVE SUMMARY

Allen Turner Hyundai turns to DrivingSales University and achieves measurable results.

Through the example of an actual automotive dealership, this case study will illustrate how utilizing DrivingSales University's interactive training program can equip dealerships of all sizes with key information on marketing, planning, and execution; on website efficiency; and on effective business structuring. This leads to increased sales, lower turnover, and strong customer retention.

KEY IMPROVEMENTS

- New Car Market Share: **Increased 14.7%**
- Used Car Market Share: **Increased 2%**
- Internet Leads Converted Into Sales: **Increased 111%**
- Website Traffic: **Increased 88%**
- BDC Sales: **Increased 130%**
- Performance Scores (New car sales): **Before - 188 / After - 324**
- Performance Scores (Used car sales): **Before - 176 / After - 311**

TURNING TO EDUCATION

Allen Allen Turner Hyundai has been serving the heart of Pensacola, Florida since 1981. Sitting on 11 acres, the dealership sells Hyundai new vehicles, certified pre-owned vehicles, and operates a full-service maintenance department. About 18 months ago, the dealership hit a snag: their BDC was cut to one person and their management was experiencing a series of fatal disconnects. With 82 employees, they were selling an average of 225 new and used cars per month – not enough to sustain profit.

“To say we were lacking an effective digital marketing process would be putting it lightly,” stated Allen Turner, Owner of Allen Turner Hyundai. “Our strategies for attracting customers were dwindling. We were unable to convert the warm Internet leads we did receive, and our website traffic was declining. Most harmful to us, there was such a disconnect in our management that we had no way to track the effectiveness of the simple procedures we did have in place.”

Enter Jared Hamilton, founder of DrivingSales. The Internet Director at Allen Turner Hyundai, Mark Rask, met Hamilton at an industry meeting and their conversation quickly focused on the best ways to improve their dealership performance. Rask explained to Hamilton that their management was structured wrong, something was broken, and proceeded to describe the challenges the dealership had been facing. Hamilton mentioned DrivingSales University (DSU) and the positive impact it could have in his dealership. Rask knew something at the dealership had to change, so he decided to take a chance and give DSU a try.

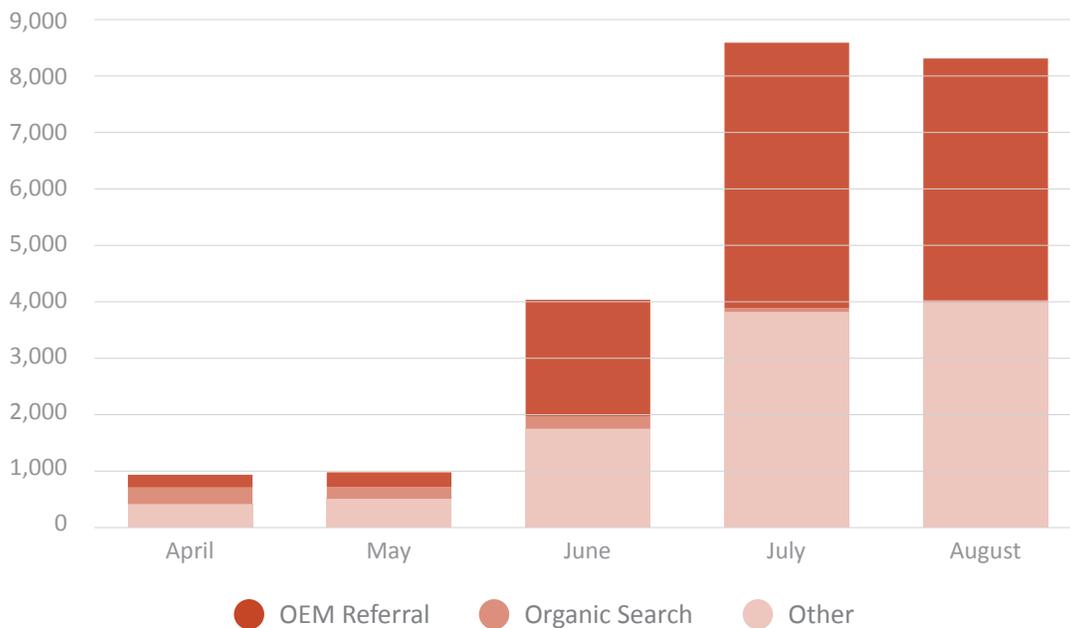
Acting as the dealership’s key contact and DSU liaison, Hamilton walked management through key components needed to equip the dealership with the tools needed to attract and maintain its customer base. From BDC setup, to phone etiquette and how to answer calls, to establishing a process for Internet leads, and incorporating a sales team philosophy and process, the dealership’s business structure was gutted, re-planned, and rebuilt.

Allen Turner's website efforts were fragmented; two separate websites were creating a confusing online brand experience. An older, outdated website was eliminated and combined with the other site to reduce confusion, improve search results, and improve conversion rates.

The new primary website was also analyzed to improve overall performance. On-page optimization recommendations were provided, such as:

- Keyword selection and formatting preferences
- Unique page descriptions for all pages
- Improved keyword usage within page copy
- Home page structure and layout with regards to primary calls to action
- Site-wide calls to action to eliminate dead-end pages
- Mobile optimization best practices to ensure better mobile experiences

Website Visitors

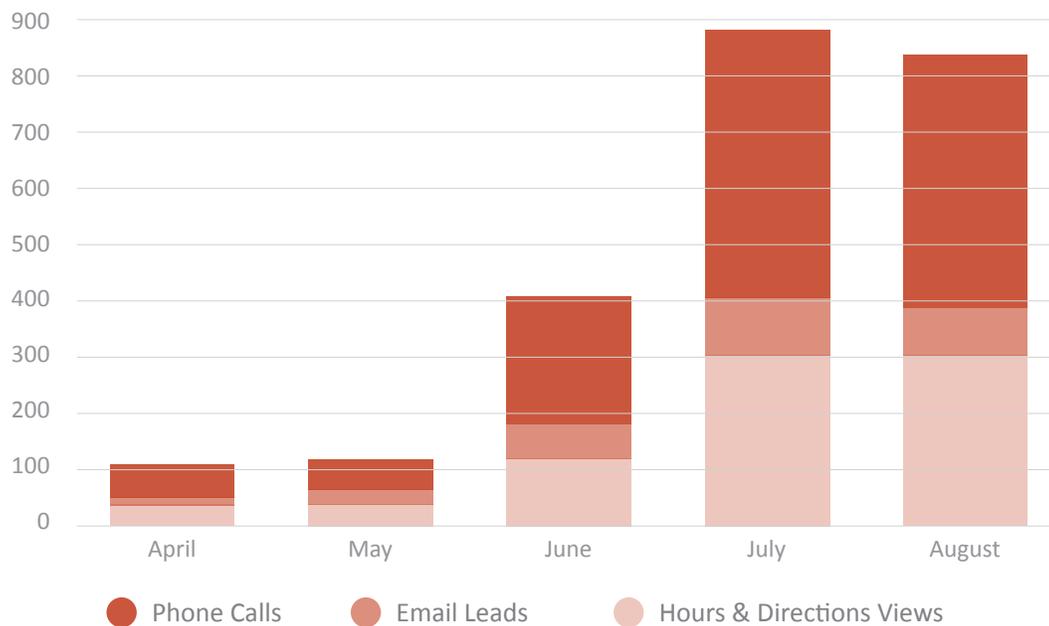


Source: Cobalt. "Allen Turner Hyundai - Online Performance Summary." 2012: Page 2.

One of the key areas where the dealership needed improvement was sales team efficiency; the existing strategy for closing sales and dealing with customers was performing poorly. So, nearly 40 sales team associates and managers received DSU's intensive training that taught them to establish a process for each step of the sales procedure. The dealership created and implemented a performance scale using the DrivingSales University curriculum. Sales people who were not certified according to that scale were not allowed to take Internet leads. Most importantly, DSU-empowered sales associates were to 'be of one mind', i.e. all work together with a unified action plan and clear goals in mind.

Efforts were then focused on improving the volume and the quality of the Internet leads. Through the detailed instruction of DSU's program, Allen Turner Hyundai was able to establish an efficient process for handling Internet leads: from receiving the customer's information, to setting appointments, to closing the deal. As a part of this process, the company met with outside SEO specialists to improve its Internet search results and website ranking. This resulted

Leads & Prospects



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in a higher volume of leads and Allen Turner's improved process turned more of those leads into sales.

"We were impressed at the outset by the knowledge and experience of the DSU staff, as well as the specific and results-oriented curriculum," said Rask. "But what made us realize we had made the right decision bringing DSU in was that there was no doubt that they were working with one thing in mind: the best interests of the dealership."

A major part of the transformation within Allen Turner's dealership was the understanding of how the lead management system needed to change and the accountability associated with this process.

- Incoming leads needed to be touched immediately – no more cherry picking
- Lead dispositions and tracking needed to be understood and applied – lead sources are key
- Follow-up schedules needed to be created and followed – 120 day follow-up schedules in place
- Email responses needed to be improved – better templates implemented
- Improved lead distribution process – better round-robin format improved quality

"The best part about DSU is that they are so accessible," continued Rask. "Working with DSU, you know you're getting the inside track. Their cutting-edge approach to teaching, along with their comprehensive measurement system, and designated performance coach, ensures that not only will your dealership's problems be addressed, but areas you never realized were issues will be reorganized for better results."

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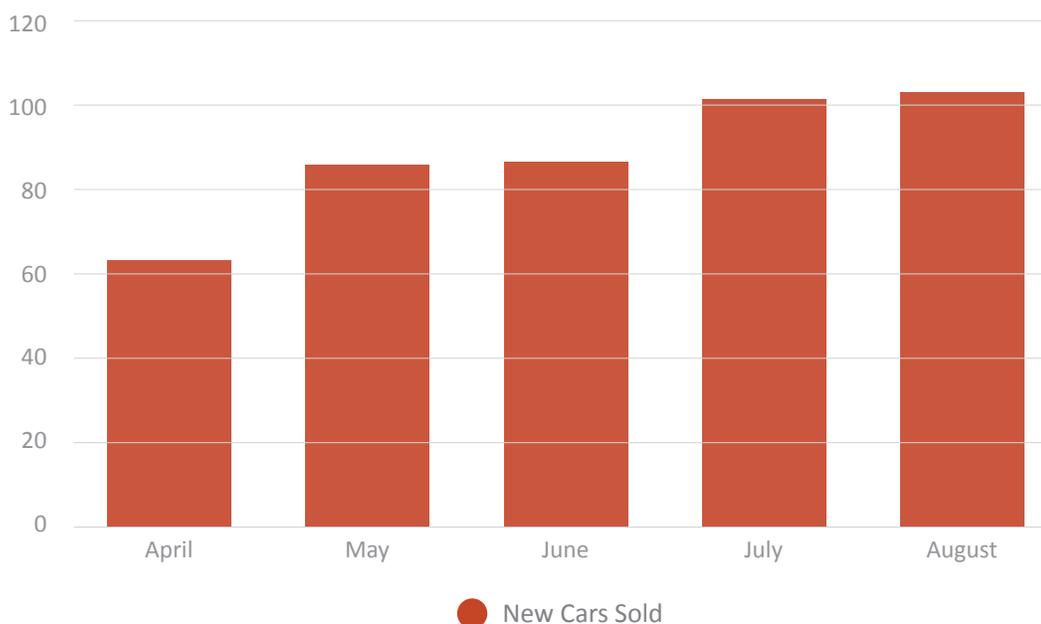
Mark Rask
Internet Director
Allen Turner Hyundai

RESULTS - A NEW STANDARD OF SUCCESS

DSU began working with Allen Turner Hyundai in April 2012. Within a few months, they saw phenomenal growth. The dealership's market share increased month over month – from April to August 2012, they experienced a record 89% growth in their overall Internet vehicle sales, allowing them to stock more inventory and attract a wider range of customers.

The dealership is also following through with its newly established process for handling Internet leads. Hundreds of new leads were created, which enabled the BDC department to close a new all-time high of 107 sales and consistently allow the department to contribute 100 sales per month. Efforts to increase Internet search results also proved to be effective; the dealership's unique Internet traffic more than doubled May to June, and June to July in just six months. Website visitors also spent 55% more time on the site as a result of better organi-

New Car Tracking



Source: Cobalt. "Allen Turner Hyundai - Online Performance Summary." 2012: Page 2.

zation of content on the home page and bolder, specific calls to action to direct visitors to the most helpful pages within the site.

Performance improvements have been truly impressive within the dealership. Based on DSU's suggested performance scoring system, the used car sales team increased their average performance score by 154% in just four months. Using the same scoring system, the new car sales team increased their average score by 70% in the same four months.

As a result, the dealership, including associates and managers, transformed into an efficient business center. Strategic decisions are made in regards to marketing planning and advertising budgets. The dealership is attracting and maintaining quality employees, leading to a greater customer experience.

"Because of the wealth of experience and knowledge at DSU, we were able to implement new processes that really work. As a result, traffic to our website increased, the time people spent on our site doubled and we found better ways to handle Internet leads," continued Rask. "Overall, these new processes drove an increase in business, and we are now stocking more cars. We are a much stronger store today because of DrivingSales University!"

Today, Allen Turner Hyundai is making better business decisions because of their focus on website data, vendor reporting, and improved internal processes thanks to DSU. They are motivated and prepared to tackle their list of goals to continuously improve their dealership performance and their customer buying experiences.

DRIVINGSALES UNIVERSITY: A POWERFUL PERFORMANCE IMPROVEMENT PLATFORM

DrivingSales University offers a fully-interactive online training platform, which provides subscribing dealership professionals with a curriculum that is available 24/7. Going beyond video training on demand, DSU adds performance coaches who help develop and monitor tailored training plans for each dealership. It is dedicated to uncovering the most pertinent profit-building information and delivering it in real-time through multiple channels from a team of top digital automotive experts.

The subscription-based performance improvement platform is designed to help dealer principals and GMs develop digital strategies across every department, while also providing their staff with the skills to execute it. The curriculum pivots around the three key operational pillars of a dealership:

1. **Process** – how to handle Internet traffic and to close Internet leads
2. **Structure** – how to structure the dealership to scale, including hiring, testing, compensation, job responsibilities, etc.
3. **Marketing** – how to increase the quantity and quality of phone and Internet traffic

DrivingSales University is comprised of over 200 classes arranged in categories ranging from social media, to improving online search results, to restructuring staff. The expanding curriculum involves regular testing and reporting. Instructors are highly qualified digital market leaders and experts with tried and tested experience.

The DSU platform consists of a fully interactive system combining social media, Web TV, and DrivingSalesTV, allowing users to consume and interact with university content across these channels. The platform also provides interactive Q&A and reporting functionalities that help dealerships detect information weaknesses and opportunities for skills improvement across departments.

Setting DSU even further apart from other automotive training and education platforms is the human element found in the program's Dealer Support Specialists. Real people – advocates of each dealership's success – provide accountability and assistance throughout the entire program. This layer of the University is critical to keep DSU students engaged and progressing toward greater knowledge and curriculum completion.

*To learn more about how DrivingSales University empowers dealerships to improve, please contact Ron Henson at ron.henson@drivingsales.com or call **1-866-943-8371**.*

*You can also learn more online at **DrivingSalesUniversity.com**.*

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