Dealership Checklist

As the traditional market matures, new vehicle sales growth will be found among Growth Audiences. There is a suite of available tools to help you connect with these growing customer audiences and build loyal, lasting relationships. This checklist was prepared to support Dealer efforts to:

- Create awareness of the importance of building relationships in the local multicultural community now
- Help you and your team become familiar with the resources on the portal
- Support your efforts to create an Action Plan to improve your dealership’s performance with Growth Audiences

**DATA GATHERING**

Use the points below to build the business case for prioritizing Growth Audiences and to understand your current performance.

- Review the Multicultural Performance Report (MCPR) to understand your performance within your PMA vs. OEM competition, state and MSA competitors, and your financial gain based on performance improvement.
  
  Note: Link to FBMI available on the Growth Audiences Portal.

- Ask your Zone Manager to review your YOY Growth Audience performance and how this compares to the National, Regional and Zone performance.

- Ask your Zone Manager to review with you the IHS Polk/Catalyst Dashboard to better understand Enhanced Ethnic data by segment/vehicle and how your performance compares to National, Regional, Zone and other OEMs in your PMA.

- Be a Mystery Shopper to better understand the current customer environment online, over the phone and within the dealership facility.

  Note: Available on the reverse side of this checklist.

  Best Practice: Complete this mystery shop on two local competitive OEM stores in addition to your store.

**GROWTH AUDIENCES PORTAL**

Access data visualization, additional data points and audience-specific cultural information, tools, videos and more.

Click below to access the Growth Audiences Portal:

growthaudiences.dealerconnection.com

- Use the Business Case to demonstrate the opportunity and reinforce the ability to improve your share by setting a reasonable share performance target and illustrating the results.

  Note: This section is available only to users at your store who have been assigned the roles of Dealer Principal or General Manager.

- Complete the blank Self-Assessment regarding the dealership’s staffing, languages spoken, facility, sales process, community involvement, and marketing/advertising.

  Best Practice: Print the blank Self-Assessment and complete it before inputting the information into the Growth Audiences Portal.

- Review Portal Resources to gain insights and ideas on how you can improve in your targeted focus areas. Resources include H2H/Customer Testimonial Videos, Market Research and Dealer Best Practice Videos, Marketing Dos and Don’ts, and Key Passion Points.

  Note: See Growth Audiences Portal Guide for more information on examples of resources available. The guide is available on the Growth Audiences Portal – News & Articles section.

**MANAGEMENT REVIEW/ONGOING IMPROVEMENT ACTIONS**

Review all findings on current performance with Growth Audiences to determine what actions need to be implemented and who will be responsible for those actions.

- Zone Manager/Dealership Management Consultation:
  Meet with your Zone Manager and management team to review all the information you gathered, including YOY performance, MCPR, Self-Assessment, Business Case and Mystery Shop results.

- Initiate an Action Plan: Together with your Zone Manager and management team, determine the key target areas of focus and review the Growth Audiences Portal. Select appropriate tools, programs, and available best practices to assist in creating a performance improvement Action Plan. Set an action completion date and assign responsibility to an employee at the store.

  Best Practice: Consider creating a Task Force/Employee Resource Group with individuals who understand the Growth Audience markets and are empowered to develop/implement actions in this space.

- Monthly Follow-Up: Review performance and Action Plan monthly with your Zone Manager and management team. Consider what is working and what other actions or best practices can be used to improve performance and address gaps. Visit the Growth Audiences Portal regularly and use the materials to update and develop continuing Action Plans that meet changing local needs.

Best Practice: Complete this mystery shop on two local competitive OEM stores in addition to your store.