

Why are we here

- ❖ No Amazing New Tech
- ❖ Nothing will be something you never heard before
- ❖ Just sharing our perspective selling cars in today's climate
- ❖ Have absolutely nothing to sell you here but our journey
- ❖ Would like to learn more and see more Dealer Participation in these conferences.

LEXUS OF PEMBROKE PINES

**THANK YOU SOUTH FLORIDA!
SALES CHAMPION!
5-YEARS RUNNING!**

#1

Volume Lexus Dealer
on the Planet!
2017 • 2018 • 2019
• 2020 • 2021

BASED OFF 2019, 2020 & 2021 SALES DATA REPORTED BY LEXUS



AMAZINN AUTOMOTIVE EXPERIENCES

Sold over 15,000 cars in 2021 despite:

- ❖ Being in the most saturated Lexus market in the world
- ❖ Top 3 Lexus Stores in the country within a 30 min drive
- ❖ 10 customer parking spots
- ❖ Every excuse in the Book!



Referral Comes in
asking for you



Now you need a
salesmen for them

Your “Go To” Salesmen

Why him or her?



What about the rest of
the Sales Team?





Our Journey

Cultural Change

NEXT EXIT



Accomplish What!?!?

- ❖ Start with “END” in mind
- ❖ Processes you want applied daily
- ❖ What do you want to remove?
- ❖ What kind of Culture you want to see in the store



After Collaboration

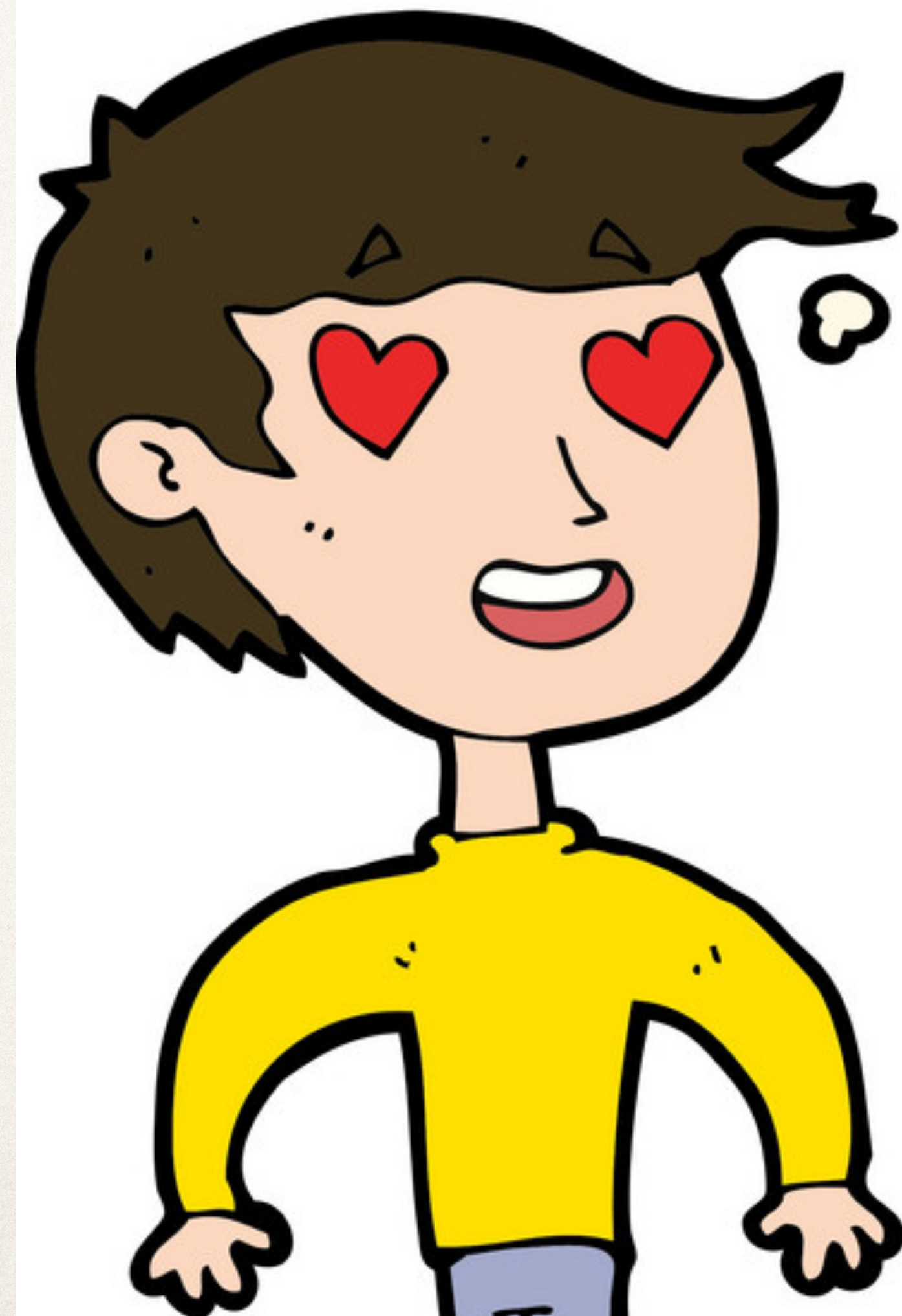
- ❖ It starts from Management
- ❖ Build Staff Camaraderie
- ❖ Create a Home away from Home...
- ❖ Different Hiring Process
- ❖ >>>>>>>>>>



Our “Hit List”

- ❖ Manager Entitlement - Culture Killer
- ❖ Salesmen Entitlement from Vets who think everything belongs to them
- ❖ Finance Manager Involvement
- ❖ Improve Sales and Desk Management relationships
- ❖ Diverse Staff
- ❖ How we respond to under performing salesmen
- ❖ New Follow up Process for Salesmen
- ❖ Faster ways to determine breakdowns in our Follow up
- ❖ Raise our standards in Salesmen
- ❖ Salesmen with Phone Skills, Process, Product knowledge than BDC
- ❖ Alignment of Sales and BDC - Clear Communication

CULTURE CHANGE
WILL TAKE
AT LEAST
1-2 YEARS



Your culture starts with your Sales Team



What do you look for when hiring?

✦ Mo

✦ Typ

✦ Yea

✦ ???

✦ ???





AKA “Other Dealership Failures”
or “Successes”



RECRUITING

1st Day of Sales....Previously

✦ CRM ACCESS

✦ KEY-TRACK

✦ SHOWED THEM GARAGE

✦ SINK OR SWIM

Our Sales Team had:

- ❖ Poor Phone Skills
- ❖ Not bought into with CRM
- ❖ NO Product Knowledge
- ❖ No understanding of follow up Process
- ❖ Didn't want to work with BDC
- ❖ Vets Set in their ways



Wish List for “Days 1 of Sales”

- ❖ Had Proved Phone Skills
- ❖ Product Knowledge
- ❖ Understood Your Current Sales Process
- ❖ Owned CRM
- ❖ Sold Paperwork
- ❖ Accustomed to Sending Videos
- ❖ Busy Pipeline of engaging customers

- ❖ Trained In-House
- ❖ How do we do this?



EVERYONE STARTS HERE.....EVERYONE



PROMOTED TO PORTFOLIO!

- ❖ LEARN EQUITY TOOL
- ❖ BUILDING YOUR OWN PIPELINE
- ❖ SHADOWING OTHER SALESMEN
- ❖ LEARNING HOW TO HANDLE PAPERWORK
- ❖ NEW CAR DELIVERY PROCESS

A close-up photograph of a hand holding a white rectangular card. The card is held between the thumb and index finger, with the rest of the hand visible in the background. The card has the words 'REPEAT' and 'CUSTOMERS' printed in a bold, dark grey, sans-serif font, stacked vertically. The background is a soft-focus image of a person's arm and hand, suggesting a professional or sales environment.

**REPEAT
CUSTOMERS**

“I HAVE”

- ❖ 150 - 200 ORPHAN LEASE END CUSTOMERS WITHIN 6 MONTHS IN MASTERMIND
- ❖ PIPELINE WITH ENGAGING CUSTOMERS
- ❖ ACTIVE CRM PHONE NUMBER FROM BDC
- ❖ UPCOMING APPOINTMENTS
- ❖ UNDERSTANDING HOW TO BE PRODUCTIVE
- ❖ HUGE OPPORTUNITY -



BDC

GROWTH

BUSINESS PLAN
PROJECT

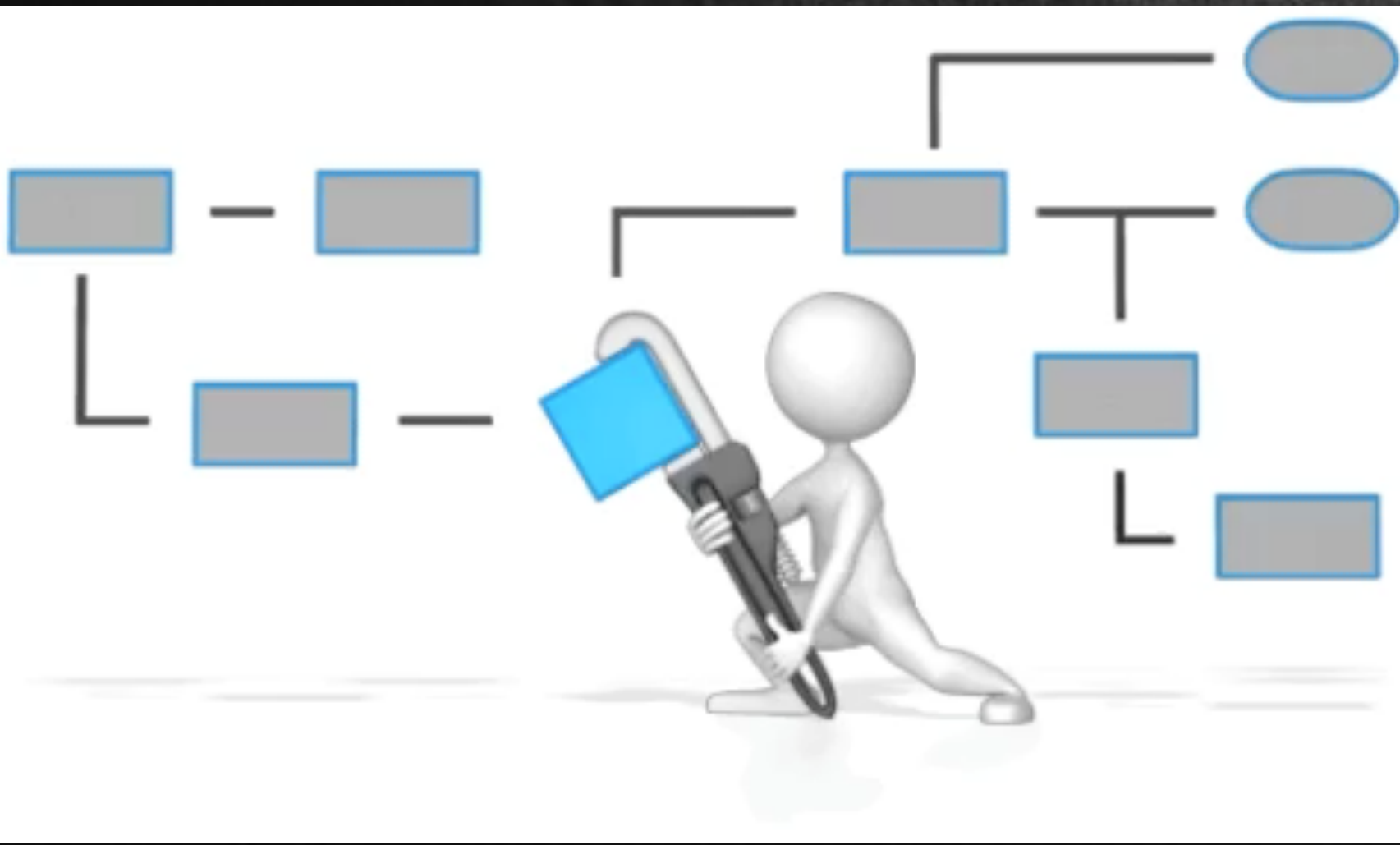
? +  = !
METHOD

PLAN

COST

PROCESS IMPROVEMENT

RESEARCH

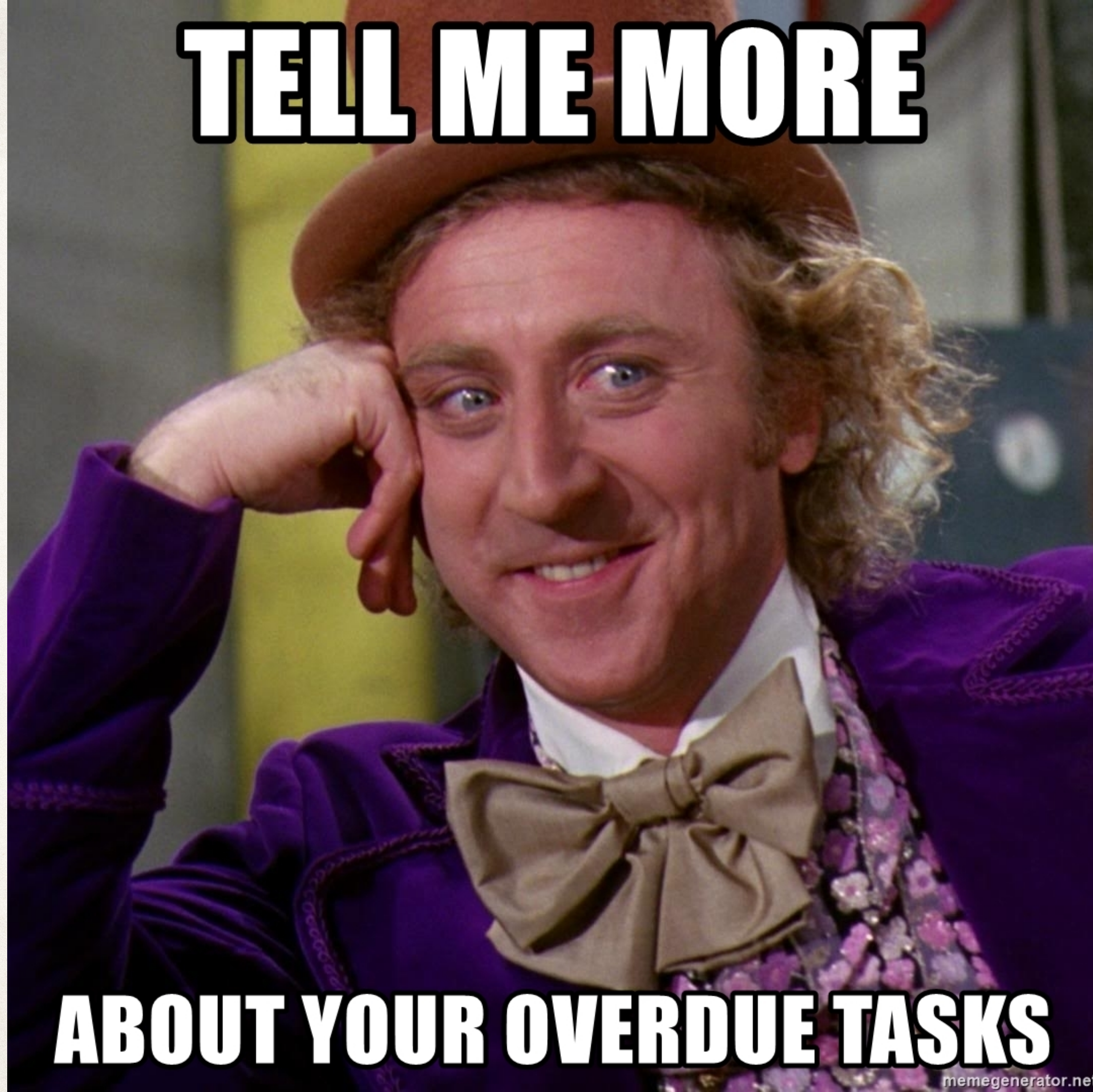



ANALYSIS

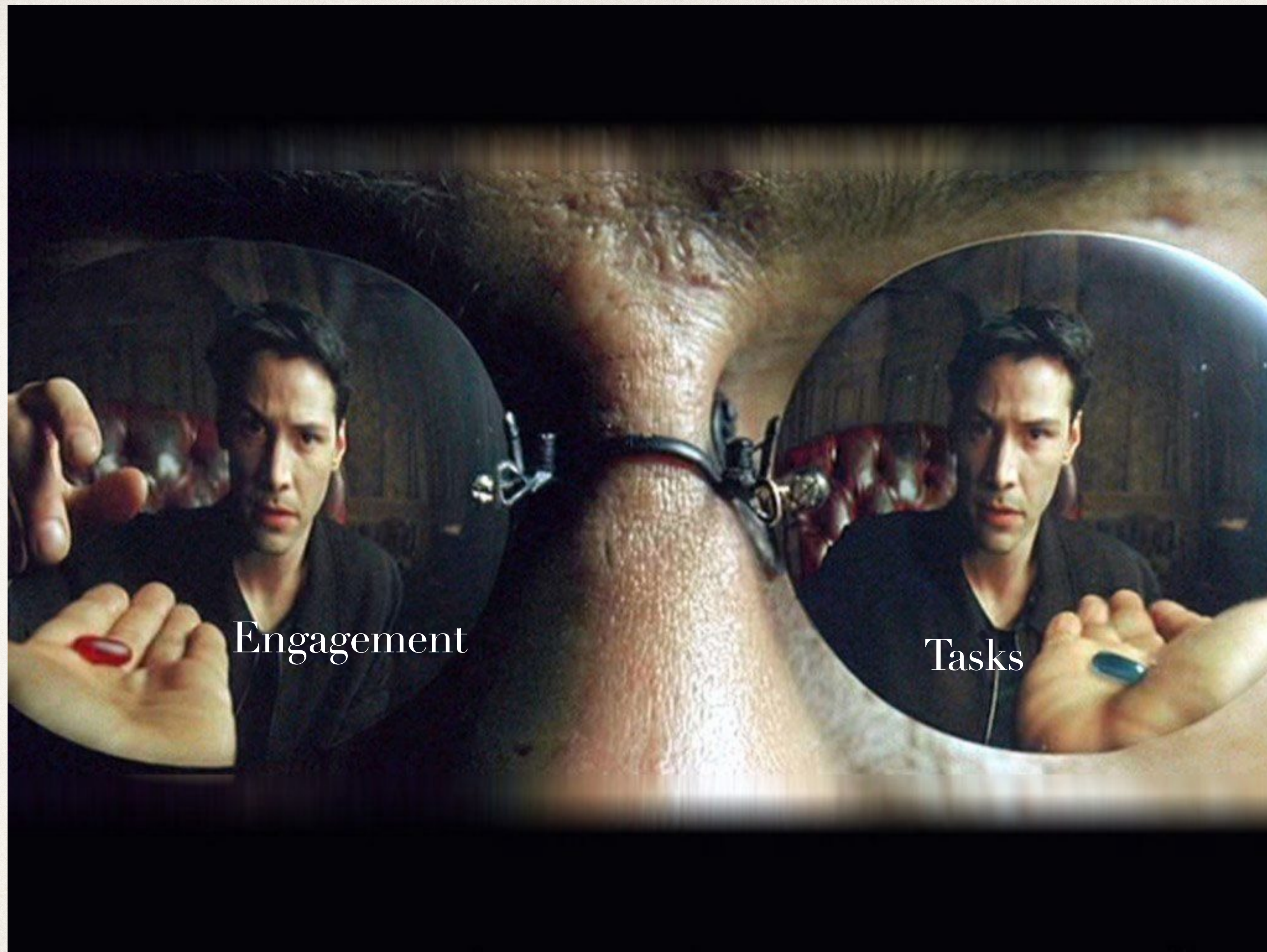

GOAL


EVAL

TELL ME MORE



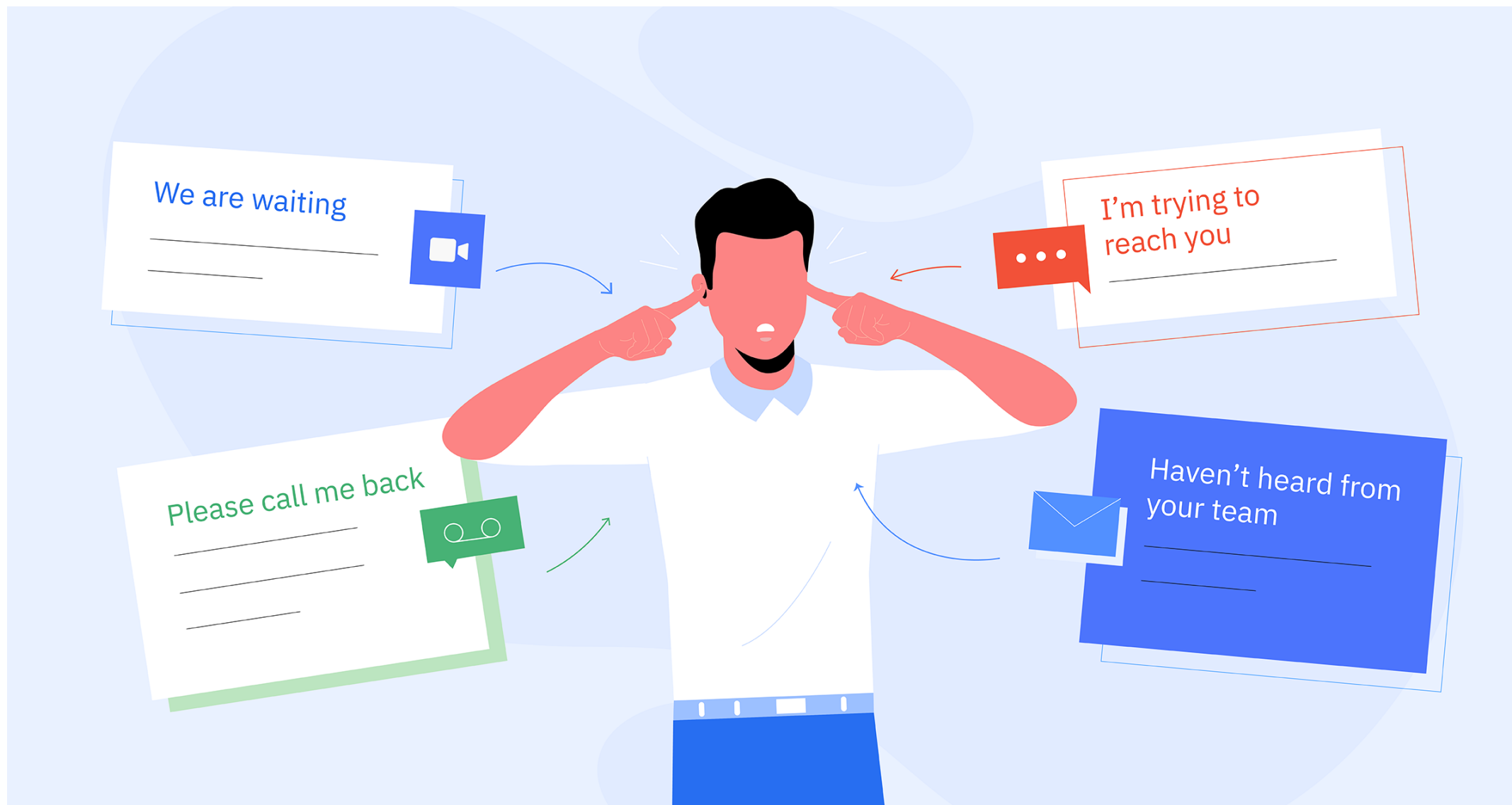
ABOUT YOUR OVERDUE TASKS



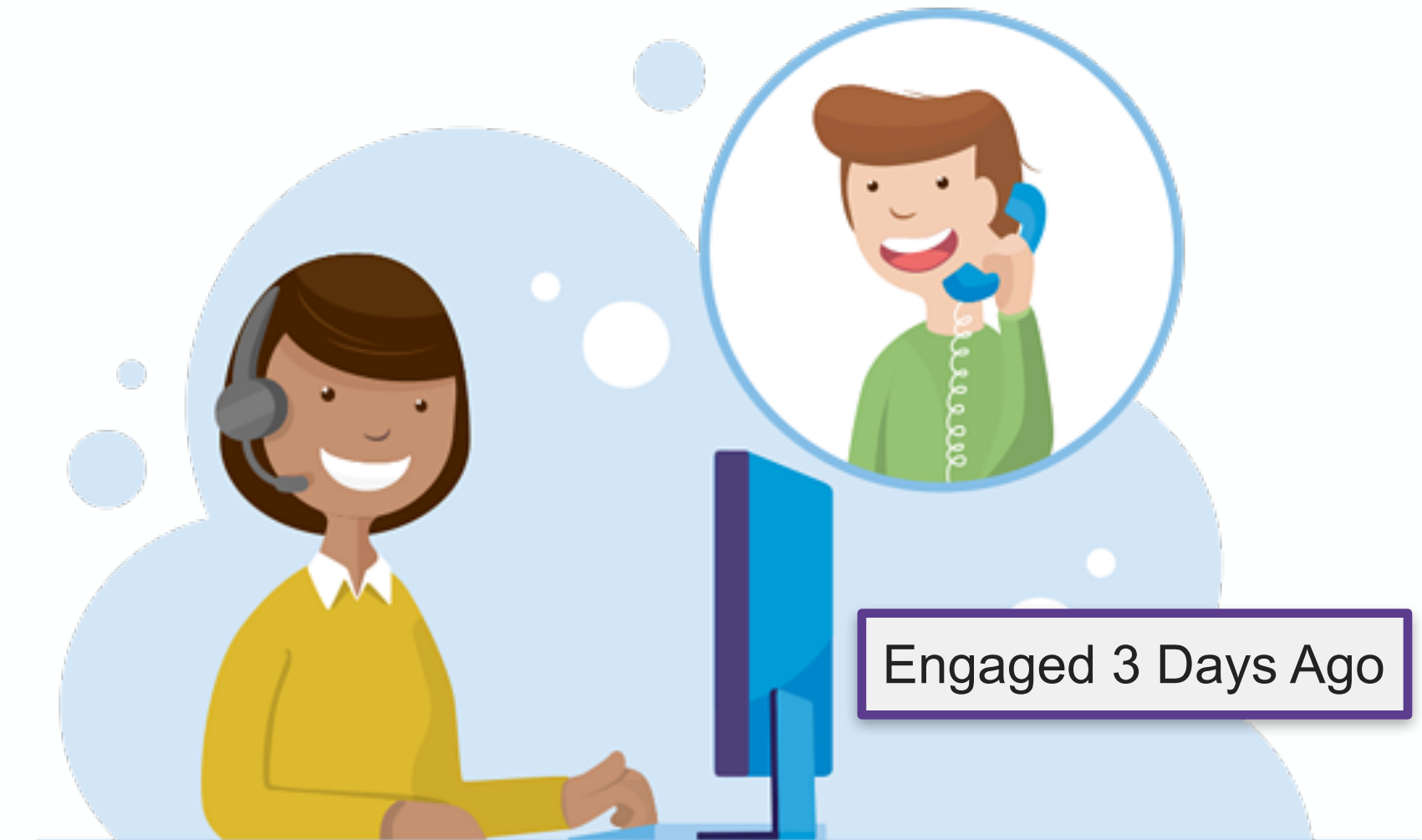
Tasks don't prioritize
who your team should
be calling NOW!

Visited 30 Days Ago

📍 Check In



📍 Check In



“Aggressive” 14 day

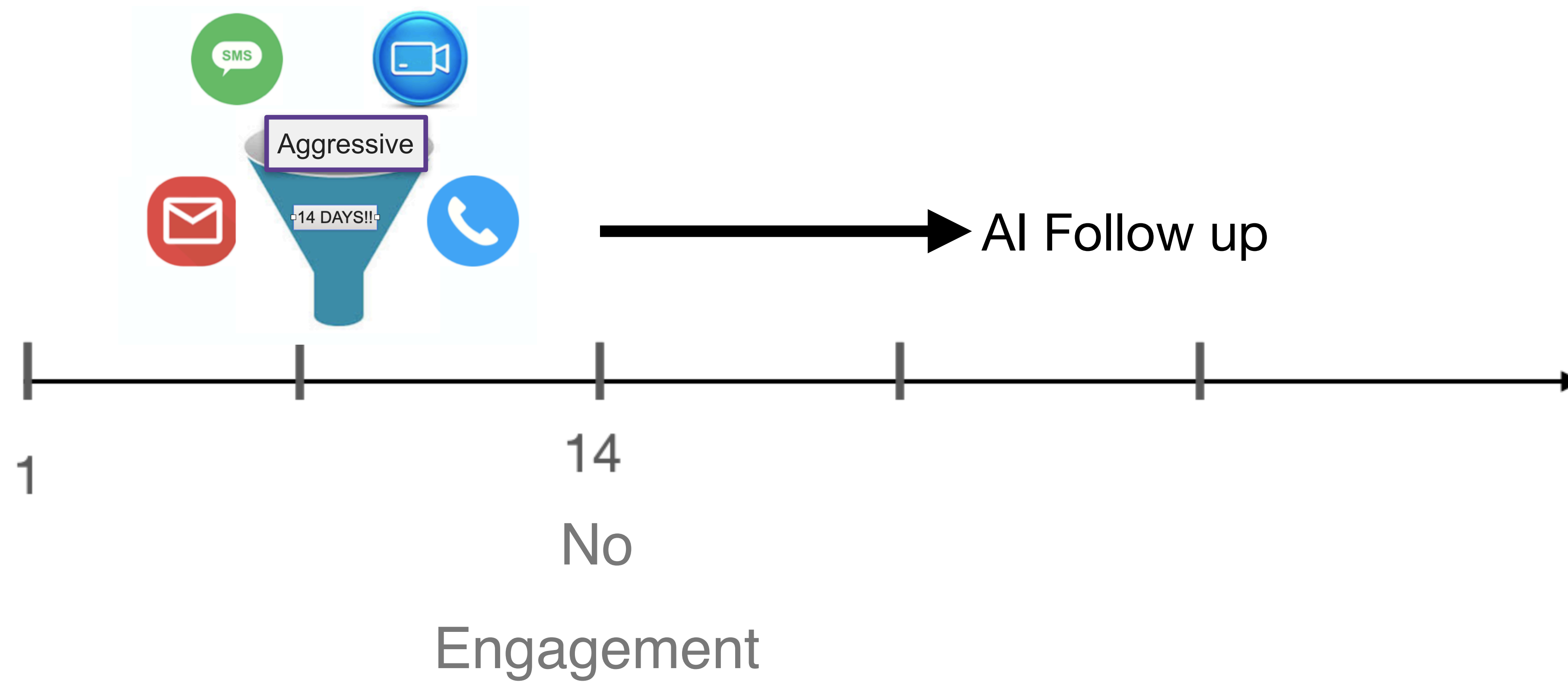
Day 1 Engaged

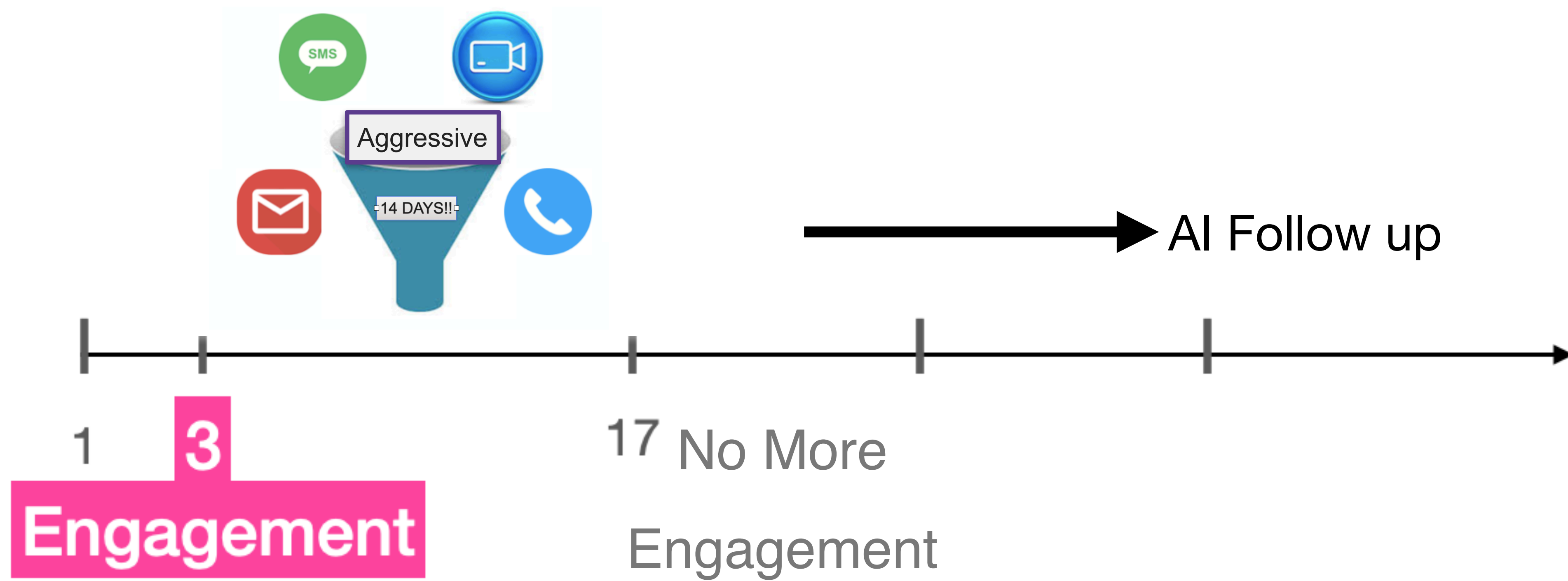
- Call daily
- Text every other day
- Video on days 1, 3 & 7
- No gaps over 3-days
- Everyone has same Column Set Up
- Engagement Restarts Aggressive F/U

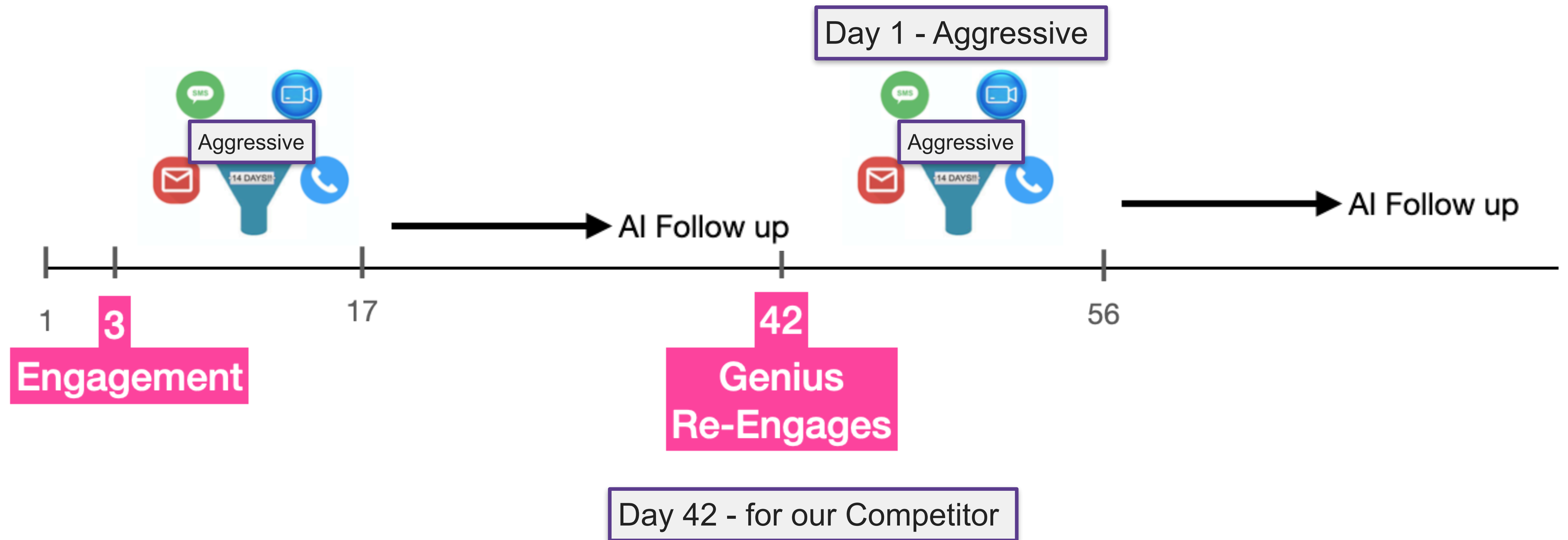
AI will follow up after 14 days

- AI picks up where we left off
- AI Engagement Restarts Aggressive F/U









LAST ENGAGED	LAST ATTEMPT	NEW/USED	PHONE	TEXT	EMAIL	VIDEO	DATE	CUSTOMER	CREATED
37 minutes ago	40 minutes ago	New	13	4	1	1		EK Elena Khrapova	2 months ago
40 minutes ago	40 minutes ago	New	2	1	2	1		MF Maria Franco	2 months ago
40 minutes ago	40 minutes ago	New	-	-	-	-	Thu, Feb 24, 2022	DS Denisha Stevens	an hour ago
43 minutes ago	26 minutes ago	New	2	36	13	-		SP Shawn Parker	2 months ago
44 minutes ago	30 minutes ago	Used	-	9	1	1	Sat, Feb 26, 2022	JC Jamie Cross	an hour ago
44 minutes ago	42 minutes ago	New	-	1	-	-		AA Alexander Alvarez	a day ago
an hour ago	an hour ago	New	5	16	2	4		FS Fnette & Victor Scalero	7 days ago
an hour ago	38 minutes ago	New	1	6	1	2		JG Jare Green	an hour ago
an hour ago	an hour ago	New	-	-	2	2		SS Sheldon Silbiger	an hour ago
an hour ago	an hour ago	Used	1	1	n/a	-		DB Dawn Bereijo	an hour ago
an hour ago	an hour ago	Used	1	5	1	2	Sat, Feb 26, 2022	AB Ashley Brice	11 hours ago
an hour ago	an hour ago		4	n/a	-	-	Thu, Feb 24, 2022	A AYO RAIFORD	5 days ago
an hour ago	an hour ago		36	4	3	3		KK Kevin Knapp	16 days ago
an hour ago	an hour ago	New	-	5	3	3		KR Koonce Rachel	12 hours ago

Day 60-74 For our Competitors

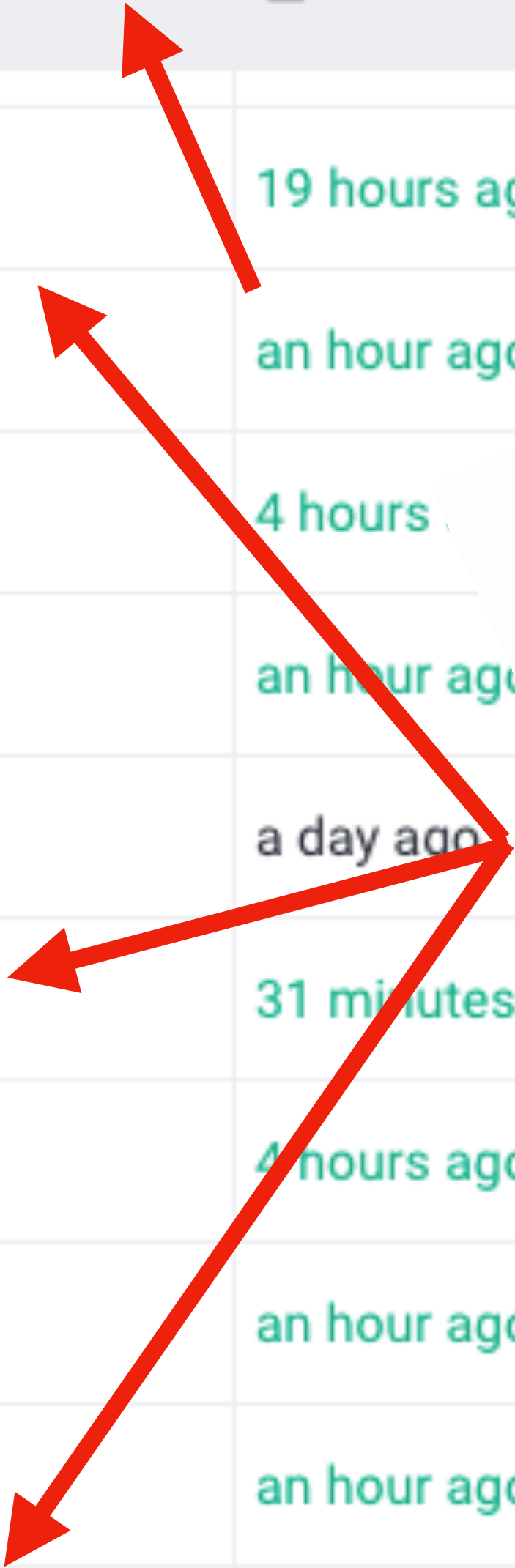
Day 5 - 19 For our Competitors

Day 16 - 30 For our Competitors

Proposal

📅 DATE PROPOSAL	📅 LAST ATTEMPT	📅 LAST ENGAGED	📞 PHONE	TEXT
18 hours ago	19 hours ago	19 hours ago		
20 hours ago	an hour ago			
a day ago	4 hours			
a day ago	an hour ago			
a day ago	a day ago			
a day ago	31 minutes ago			
a day ago	4 hours ago			
a day ago	an hour ago			1
a day ago	an hour ago	an	1	-
2 days ago	an hour ago	never	2	2
2 days ago	4 hours ago	2 days ago	1	3

MISSED OPPORTUNITY



📅 DATE PROPOSAL	📅 LAST ATTEMPT	📅 LAST ENGAGED	📞 PHONE	💬 TEXT	✉ EMAIL	📺 VIDEO	📅 DATE	📅 CREATED
4 hours ago	5 hours ago	5 hours ago			11/4			5 hours ago
3 days ago	5 hours ago	5 hours ago	1	1	-	-	Thu, Feb 24, 2022	3 days ago
5 days ago	5 hours ago	6 hours ago	2	2	-	-		5 days ago
2 days ago	4 hours ago	6 hours ago	4	10	2	1		5 months ago
13 days ago	4 hours ago	18 hours ago	3	7	-	-		16 days ago
12 days ago	18 hours ago	18 hours ago	3	6	-	-		12 days ago
a month ago	4 hours ago	18 hours ago	10	22	2	-		a month ago
18 hours ago	19 hours ago	20 hours ago					Sat, Feb 26, 2022	a day ago
2 months ago	4 hours ago	20 hours ago						3 months ago
5 days ago	20 hours ago	20 hours ago						5 days ago
4 days ago	20 hours ago	21 hours ago						5 months ago
12 days ago	20 hours ago	21 hours ago						a month ago
5 hours ago	21 hours ago	21 hours ago						a day ago
2 months ago	4 hours ago	21 hours ago						2 months ago
12 days ago	a day ago	a day ago	4	12	-	-		12 days ago
7 months ago			13	23	7	4		8 months ago

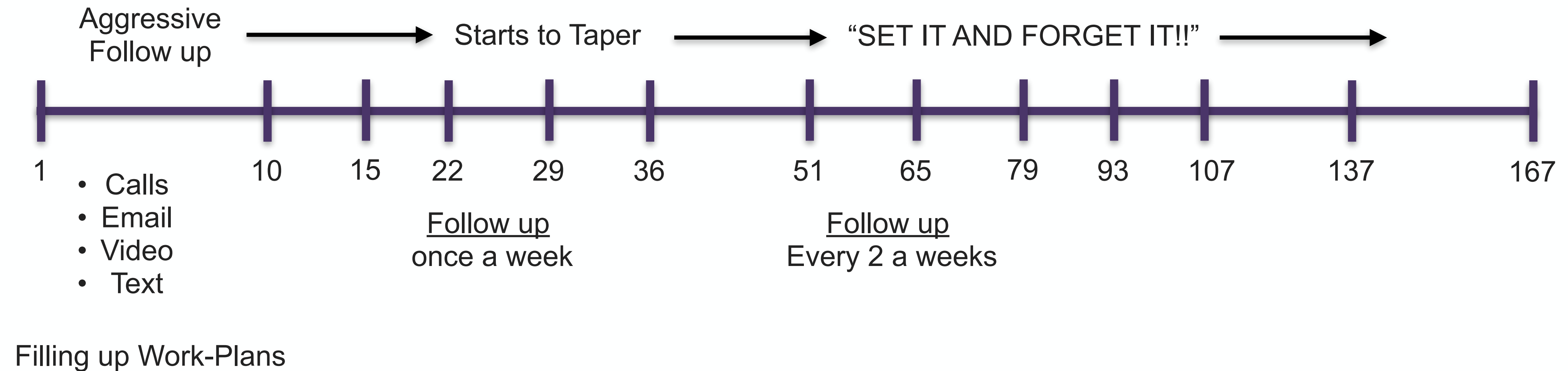


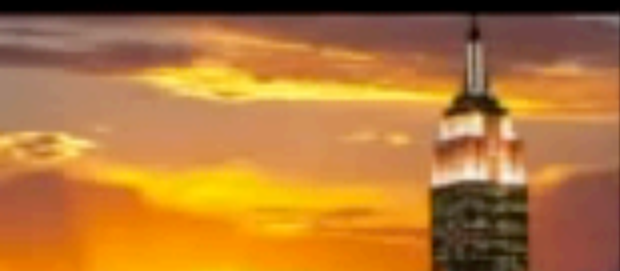
Day 210 - 224 For our Competitors

Sold Customers 30 Days After Visit



Traditional Business Rules





 **CBS**
THIS
MORNING

LET IT & FORGET IT"

TASK BASED
FOLLOW UP



BDC



- ❖ Create Engagement
- ❖ Support Sales with Engaging customers
- ❖ Internet Leads
- ❖ Phone Leads

Sales



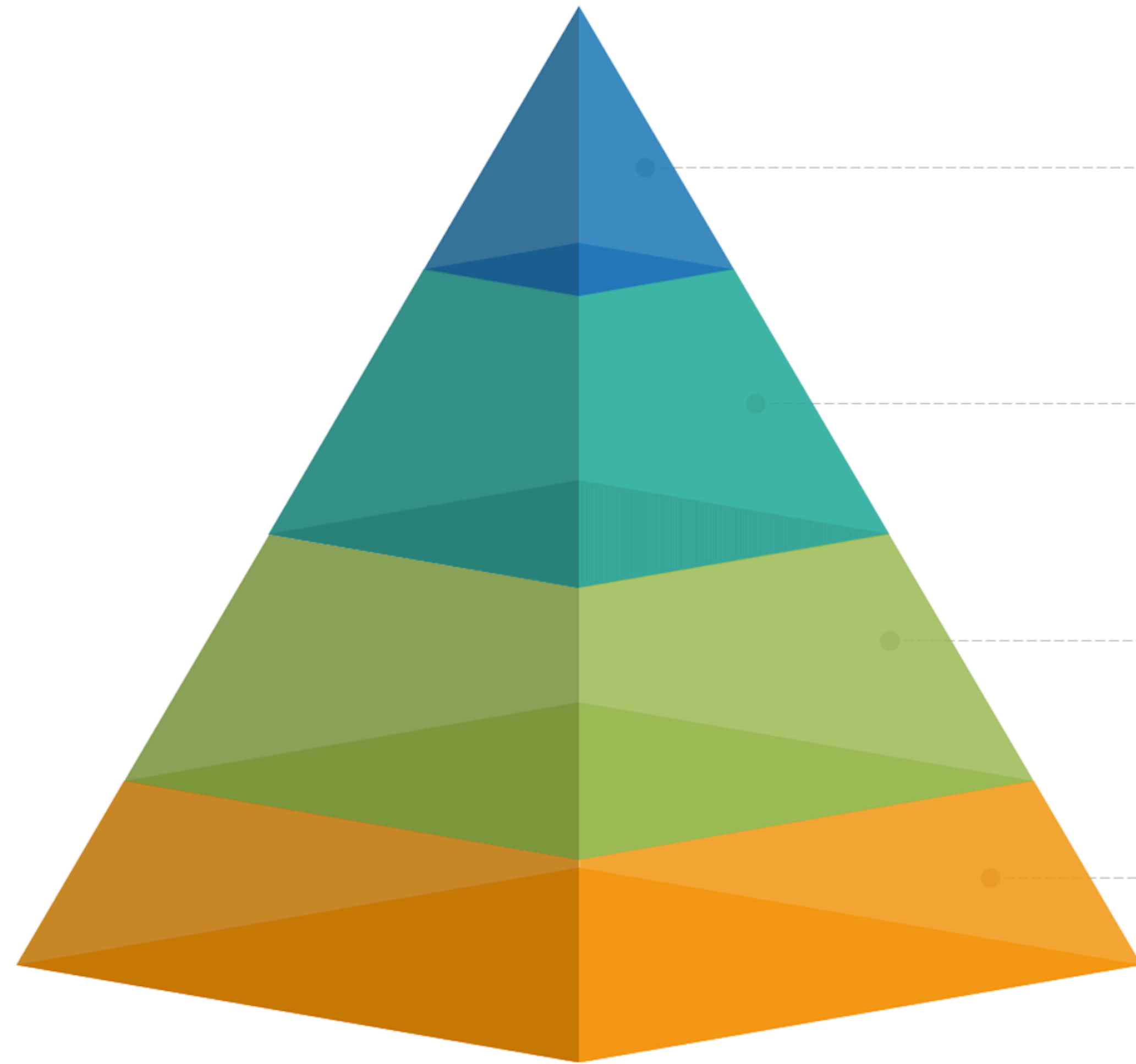
- ❖ Engaged Customers
- ❖ Visits
- ❖ Proposals
- ❖ Portfolio



A comfortable, safe, and happy work environment is conducive to good productivity levels.

-
- ❖ One to One's Weekly
 - ❖ Missed Opportunities
 - ❖ Pipeline Performance
 - ❖ Equity Tool Performance
 - ❖ Productivity
 - ❖ How Can I HELP YOU!





● Incredible Team

● Inspired Employees

● Engaged Employees

● Satisfied Employees



Thank You
For Your Attention!

Any Questions





Andre Armani
General Sales Manager
Lexus of Pembroke Pines



Carlo Castillo
Business Development Director
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