

NEW MEXICO AUTOMOTIVE DEALERS ASSOCIATION

JULY 2023

# The Inside Track to Associate Development

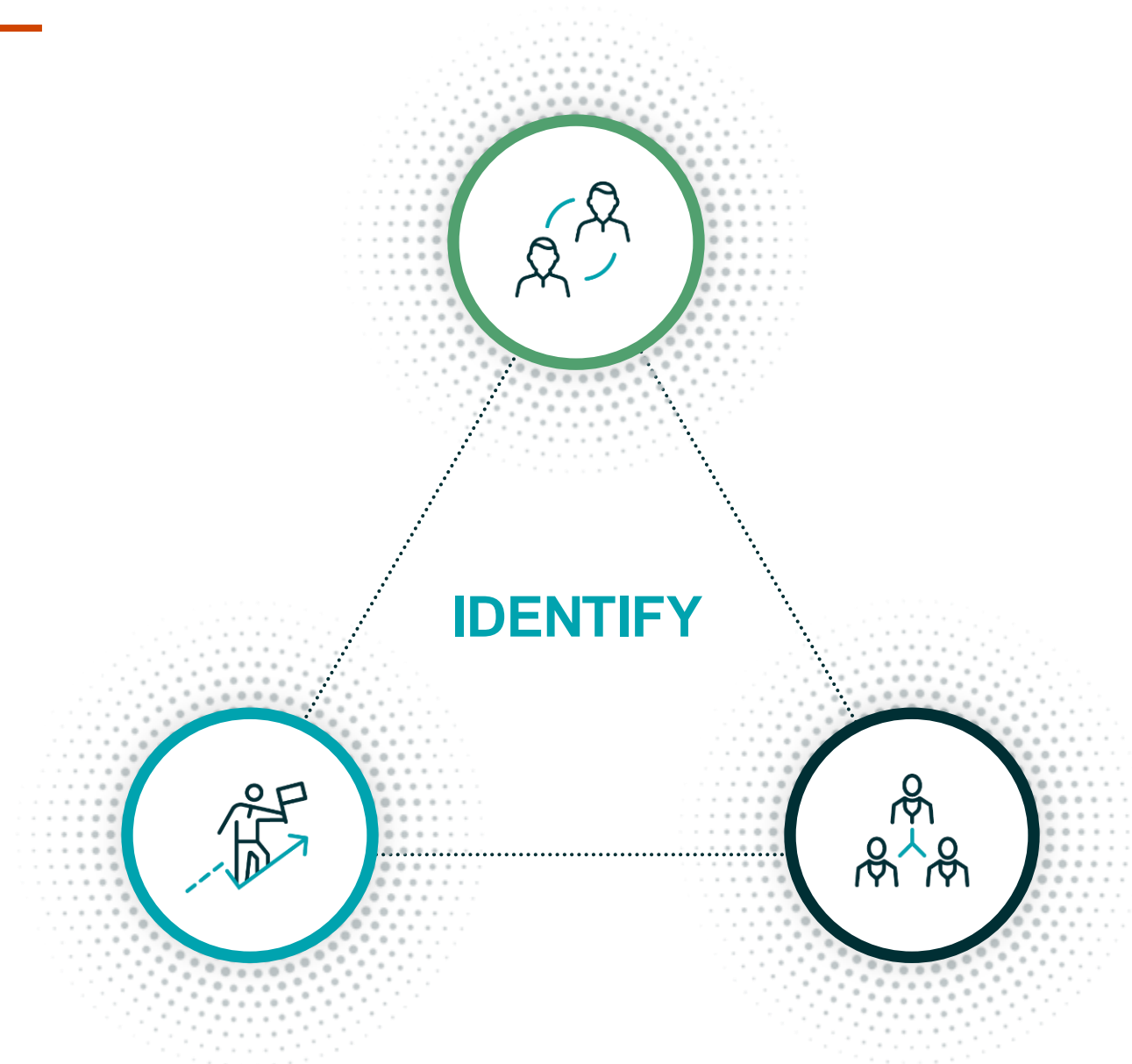
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# Agenda

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- **High Powered Bullpen**
  - Identify
  - Develop
  - Monitor
- **Virtual F&I update**
- **Open Q&A**

# High Powered Bullpen Associate Development – Identify



## Why

- Loyalty and retention of associates
- Structured career path
- Cost management
- Opportunities for recruitment

## How

- Predictive Index-style tools
- Performance
- Feedback from management
- Sales and Organizational Skills

## Who

All departments

# High Powered Bullpen Associate Development – Develop

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**Class Cadence**



**Accountability**



**Task/Assignments**

# High Powered Bullpen Associate Development – Monitor





# Focus Meeting



## Performance Tracking

What is going well, what is not, peer-to-peer accountability through dealer scorecard (Stone Eagle)



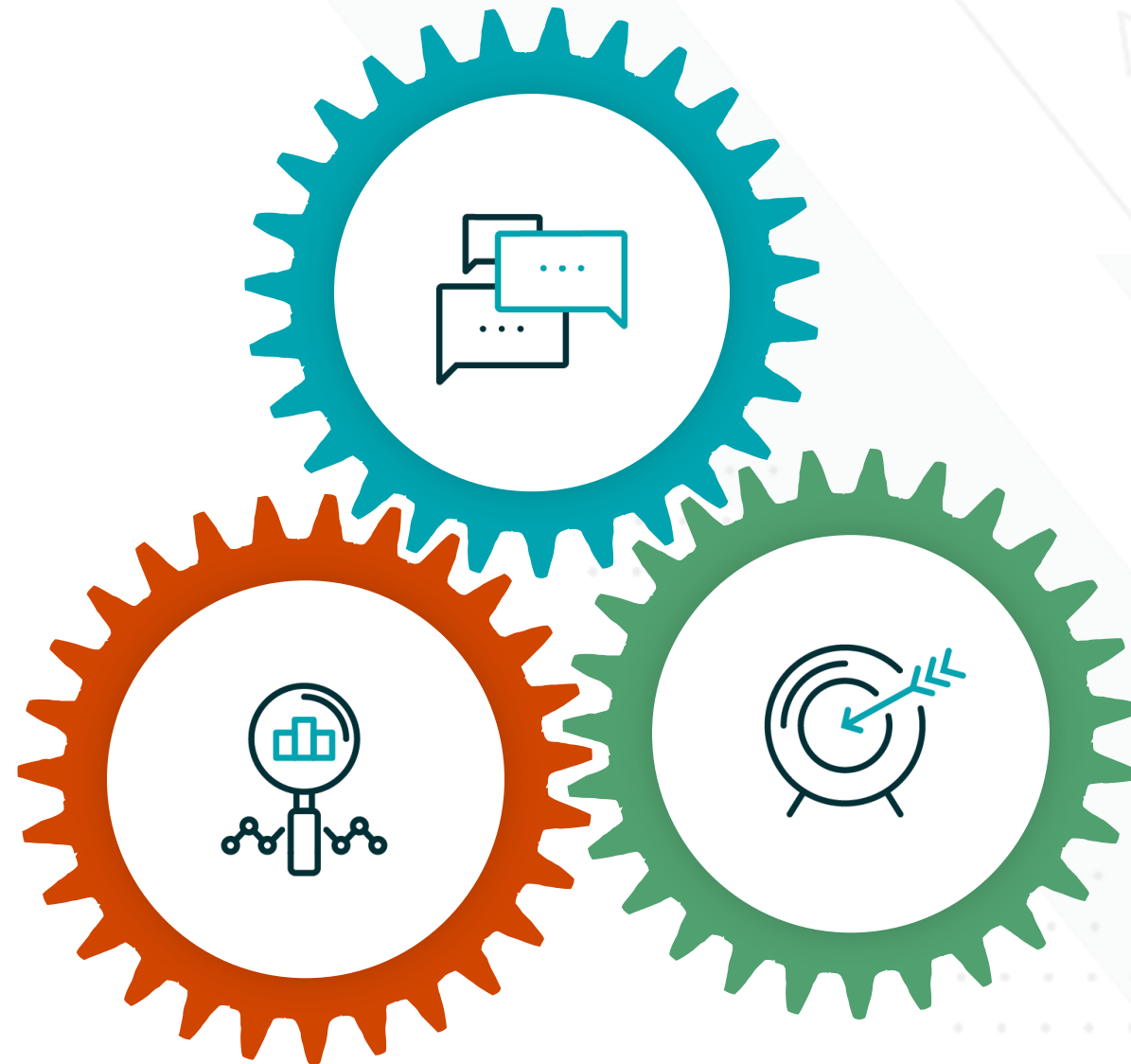
## Roundtable Topics

Sales process, guest experience, lender trends/relations



## Team Commitment

Goals and a way forward



# The Results

## BUYING TALENT

**\$500-\$1,000**

Job Boards

**\$15,000**

Recruiter Fees

**\$41,000**

Lost Revenue

**\$56k+ Per Hire**

plus time & resources

## BUILDING TALENT

**\$200/YR**

Compliance Certification

**\$3,800/YR**

Training Costs

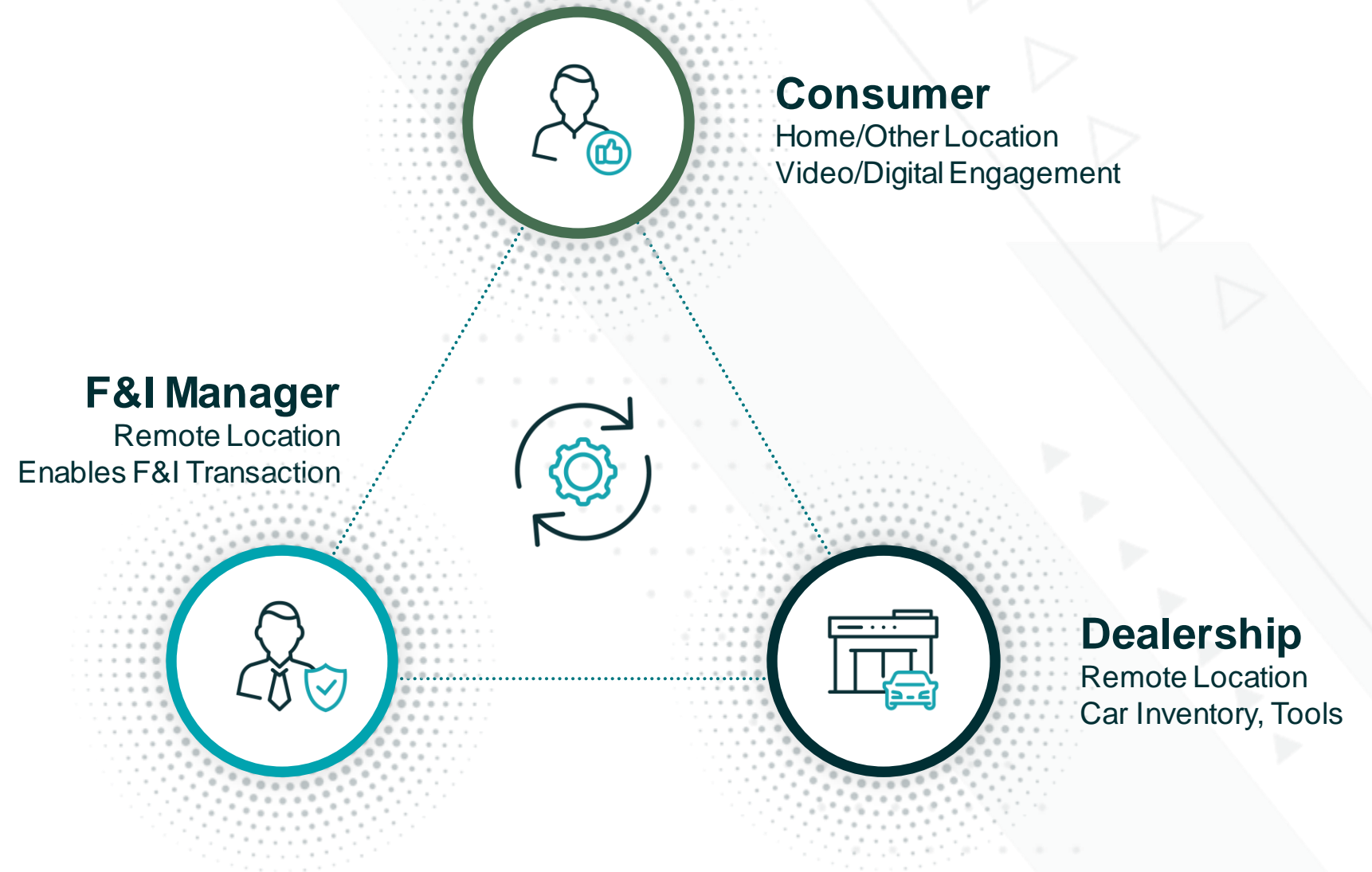
As little as **\$4k** per  
employee per year

# Virtual F&I

When the **customer** is in a **different location** than the F&I Manager

**Adapting** in-store processes to the “**virtual**” world

Retaining the **human touch** and **interactive** experience





# Virtual F&I Models



**01**

## Virtual F&I

Enable dealerships to conduct the F&I process on remote and offsite deliveries.



**02**

## Centralized F&I

Train dealer groups to increase efficiencies in their F&I departments by consolidating operations.



**03**

## On-Demand F&I

Augment dealer F&I staff by delivering deals on behalf of the dealer from a JM&A Group call location.

# The Results

**28,000+**

Total Deals

**\$106<sup>▲</sup>**

PVR Performance  
(Virtual vs In-Person)

## 15-Store Group

Virtual F&I Deals are outperforming conventional with an increase of \$361 PVR on close to 1000 deals

## 11-Store Group

Virtual F&I has doubled their PVR & VSC on over 100 deals



**9 out of 10** prefer Virtual F&I for the next time, averaging **16 minutes** for interview and menu.

# Thank you!

If you'd like a copy of this presentation,  
please go ahead and scan this QR code.

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