Business Development for Managers

Designed exclusively for all managers. This series focuses on helping managers understand the importance of a clearly defined strategy for how employees in their department(s) interact with clients. The outcome of completing this series is to have a fully designed and easily implemented plan for how the dealership will optimize each unique opportunity to do business for their respective department(s). Managers are taught the importance of driving a predictable business model and will define and document process maps that detail the interactions with clients. Process maps should be used to align technology solutions to support their desired strategies' execution.

BD4MGR101 BD Overview / KPI / Appointment Ratio – Take an in-depth look at how Business Development Processes™ impact your business and how to execute a predictable appointment driven business model. We will take a look at the data that drive growth daily and how the Appointment Ratio is the true measuring stick of a successful business development initiative in your store for your Sales and Service Departments.

BD4MGR102 Appointment Cycle™ for Sales & Service –The Appointment Cycle™ business model is a proven and easy to implement tactical and strategic approach to managing your daily appointment setting practices. When implemented correctly the Appointment Cycle™ gives you an easy to follow and easily executable plan for each day.

BD4MGR103 Bridging Sales & Service – Look at the critical connection points that bring these two departments together, working for a common purpose, benefiting both, and most importantly, working together to create a more consistent and impactful client experience.

BD4MGR104 Process Mapping Sales – However, only one is the main culprit for most organization's inability to implement change that drives growth. When the plan is missing or unclear, chaos is inevitable. Blueprint a clear and concise method that allows you to illustrate your vision for how your sales interactions will be accomplished. Remember, the client views the organization as a whole and from what you learn in BD4MGR103 you will now be capable of having continuity and consistency in how your clients are engaged and converted.

BD4MGR105 Process Mapping Service – Continue the mapping processes for your client interactions in service. The architecture and thought you put into these process maps provide the critical safety nets, tactics and approach you will take with each area of opportunity in service. Sales drives service and Service drives sales. Never forget that these two departments are connected through the one thing that truly matters; your customers. Their experience in your Service Department and Sales Department will, in most cases, determine your capacity to drive advocacy and loyalty.

BD4MGR106 No Show and PR Calls – Your No Show and PR processes are critical safety nets for your business. In BD4MGR106 we will present the right way to approach these two imperative pieces to the puzzle. The "Who", "When", and "How" must be done correctly if you are to optimize your total business. Both your Service and Sales Departments require solid strategies on how you will address and attack your No Show and PR opportunities.

BD4MGR107 Getting to a 1:1, 2:1, 3:1 and Beyond – Predictability, consistency and a growth trajectory for most organizations is beyond their grasp. The key elements to driving appointment performance seem simple, but often can be daunting to embrace due to the sheer number moving pieces and parts of a BD process. Most organizations can't reach the first set of milestones for Sales and Service Appointment Ratios, and most will never get beyond them. Why? They don't know how! Learn exactly how to achieve and exceed the ratios that drive growth for your business quickly.

BD4MGR108 Business Development Models – A successful Business Development Model is the derivative of understanding your unique market, competition, and environmental factors right now. Business Development's permanent success means that it develops into a culture. This is why copycat approaches simply don't work. To create a culture, a culture that truly embraces and owns their model, demands the right solution and at the right time for your organization. In BD4MGR108 we will explore over a dozen different, proven and successful models.