



## Measuring Your Dealership in a Different Way

**Normalization of Deviance** - Behavior from individual(s) that deviates from that of *known* rules, regulations, behaviors, standards and/or norms

“Social normalization of deviance means that people within the organization become so much accustomed to a deviation that they don’t consider it as deviant, despite the fact that they far exceed their own rules for the elementary safety”

### Traffic Log Definitions

1. Greet - A sales person initiated greet of a potential customer. This can be as simple as “man in blue hat” or as detailed and actionable as “Bob Jones, interested in a ABC1000, 303-546-9088, Bjones@gmail.com”
2. Sit Down - Anytime that a customer is taken off the sales floor and is sat down at a desk. Information such as brochures, business cards, product catalogs can be shown to a customer or numbers can be presented to a customer as a first offering of price. In the sit down, while the customer may discuss number and discounts, they *do not* make a signed commitment to buy today under any terms.
3. Write Up - A customer makes a signed commitment to buy today under any terms. This could be a credit app, worksheet, or napkin – provided it is signed. Anything prior to the signature should be logged as a sit-down.
4. Close - The dealership and the customer agree to the terms of a sale under circumstance that are amenable to both parties. This step happens before the business office.
5. Delivery - The deal is taken through the business offer, the client been approved for financing or has purchased the vehicle by other means than dealership financing (cash, check, different lender).

**Transactional Data** - A transaction is a forward facing, customer initiated transaction that occurs in the Parts Department, Pro Shop, Service Department or Marina.

#### Transaction to Greet

- 3:1

#### Transactions to Sit Down

- 7:1

#### Transactions to Delivery

- 25:1...12:1...50:1???

- Your scorecard is not your P&L
- Transparency with staff: Does your staff even know if you are winning or losing?
- What gets measured Gets Done
- Direct Costs per Department are essential to understanding profitability
- Meetings
  - Breakfast of Champions
  - Daily Exit Interviews
  - Save a Deal

In the Absence of Management , Culture is What Runs Your Dealership



**MARINE DEALER**  
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