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THE MOTOR DEALER REPORT FROM AUSWILD & CO  
PO Box 527 Kogarah NSW 1485  
*Chartered Accountants and Dealer Management Services*

Website: [www.auswild.com.au](http://www.auswild.com.au)  
Telephone: (02) 9588 5511  
Facsimile: (02) 9588 7865

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## **FINDING THE “SUPERSTARS” FOR YOUR DEALERSHIP**

Ask any business owner what their number one problem is in relation to their business and nine times out of ten the answer would be related to staff – be it the difficulty in finding good people, or retaining them. Dealerships are no different.

Industry experts say that many of the problems associated with salespeople who are “under achievers” are due to the hiring process. More often than not, the wrong person has been hired for the job. How true is that? Think about the number of times a person has been hired for a job in your dealership simply because there was a perceived “urgent need” to fill a certain position, and that there was no one better around or the person hired was the “best of an ordinary bunch”. In better or different circumstances, would that person have been hired?

In today’s job market a good recruitment plan would not go astray. The plan typically starts with the recruiting and interviewing processes:

### ▪ **Recruiting**

First and foremost, one of the key responsibilities of a sales manager is to properly staff the sales department. So, let’s throw out all the excuses and create a game plan for finding the right people to talk to.

- Make every manager responsible for finding one recruit per month to interview for a sales position. This is a form of “prospecting” for management.
- Get all employees involved through an effective dealership referral program.
- If you have a web-site, use it as a recruiting tool. Post available jobs on your web-site and include the benefits you offer. More and more people are searching for jobs on-line. Look at setting up a link with the major job search engines in your area so that you have the opportunity to match your dealership with prospective employees.
- If you use print media, place employment advertisements in other sections of the paper rather than just the classifieds. Try the business or sports sections with a small display advertisement.

### ▪ **Interviewing**

Take the time to properly interview prospective employees. Don’t just bounce them between three managers and call that a process.

- Set aside enough time to do it correctly or reschedule the interview. We cannot spend only ten minutes trying to determine if this person is a superstar or not! Anyone can be convincing for ten minutes. Remember that you are going to live this decision, so take the time initially and prevent a hiring mistake from the beginning.

- Be careful not to tell the prospective employee what you want them to say. The interviewer should spend 80% of their time asking questions and listening to the responses, and only 20% of the time talking. Remember, just as in a closing situation, silence is pressure and it should be on the prospective employee and not on the interviewer.
- Ask follow up questions like "why do you say that?" to get them to open up and tell you the real story. When they run out of fluff, all that is left is the real deal!
- Use a group interview rather than multiple interviews. While one manager is asking questions, the others can better evaluate the interviewee's responses. Managers need to both listen to the answers and watch the body language.

## **Management Tips to Develop Your "Superstars"**

Having found your "superstars", here are some management tips to develop them:

- Stop managing and start leading. There is a huge difference in the response you will get from your sales team.
- Change your perception of your job from that of a manager to that of a coach. Coaches are on the field, leading the team. They know the plays and develop their leadership skills, habits and attitudes.
- Look for and reward the things that your team does well. We are all great at catching our employees when they do something wrong and correcting them. Try to catch them doing something right too, and complement them when you do!

## **AUSWILD STUDY TOUR – 2010 NADA CONVENTION & EXPOSITION**

*The NADA Convention & Exposition returns in 2010 to Orlando, Florida. We at **Auswild** are delighted to be conducting our 6<sup>th</sup> annual study tour to this major industry event which will be held from **13 February to 15 February**.*

*The theme of the 2010 NADA Convention & Exposition is **GO TO KNOW!** NADA have compacted the convention into 3 days but with a special Executive Track of workshops designed to cover all your business concerns. In addition to this, the exhibition floor will be open longer each day and there will be the usual impressive line up of expert speakers including Stefan Jacoby, President & CEO of VW and Michael Jackson, Chairman & CEO of AutoNation*

*Denise Robinson, our Travel Manager has again put together what we believe will be the best value for money premium "all-inclusive" study tour to this event.*

*Download a full brochure and registration form at: [www.auswild.com.au/Nada2010](http://www.auswild.com.au/Nada2010) or alternatively contact us on 02 95885511 or email us at [admin@auswild.com.au](mailto:admin@auswild.com.au) and we will be delighted to send you a brochure and registration form.*

For additional information, please contact your  
Auswild Dealer Management Services Team

Vincent Choy      Greg Jepsen      James Dick

(02) 9588 5511

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