



SENTIENCE
AUTOMOTIVE SOLUTIONS



INSTITUTE
OF THE
MOTOR
INDUSTRY



DEALER DEVELOPMENT PROGRAM

YOUR BUSINESS, BETTER

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INTRODUCTION

This high impact, action focused, measurable and fully supportive program is for dealers who want to have a clear plan to maximise their business.

It is for dealers who want to improve, get ahead and to prepare for the current, and future, market place.

Let's get straight to the point: we will work alongside you during this program to get you and your business in the right shape to grow your revenues. Simple as that.

This IMI approved program is delivered in YOUR premises over 3 full days across an 8-week period. In between the dealer sessions, we will be coaching you via telephone and online to ensure the plan is being achieved. We partner with you, side-by-side, and work together with you to take your business to the next level. Real solutions, for a real business, delivered by real people. Upon successful completion, you will not only be awarded Professional Development Certification from the Institute of the Motor Industry, but you will also be in the best shape possible for the opportunities ahead.

This guide provides an overview of what you can expect.

THE DEALER DEVELOPMENT PROGRAM



3 DAYS OF BUSINESS DEVELOPMENT DELIVERED AT YOUR PREMISES
PLUS TELEPHONE & ONLINE COACHING IN BETWEEN

DAY 1



Evaluate current performance, challenges and opportunities



Identify areas for immediate impact and improvement (from stock, to pricing, to finance sales, add-on sales, warranty sales, cost base and more)



Evaluate online presence – How do we sell more online? - The plan



Social Media – No matter where you are (start, middle or established) we will help you to improve your strategy, generate leads and grow your business (and following) in this key area



Design processes to drive increased performance



Coach your business on “how” this is done (anyone can give you the “what”, we do the “how”)



Complete our performance tracker (we are going to measure every penny)



Agree actions and targets for the next four weeks

TESTIMONIAL

“4 months of work = £81,622 increase in profit.
Amazing programme and great support. Nothing more
to say as the numbers say it all. Thank you!”

JP – Owner - Independent

DAY 2



Evaluate progress and performance since Day 1



Online presence – The processes and strategies to drive more leads, sales and profit



Sales process – What can be improved? Coach and train



Enquiry management/lead generation – Doing better with what we have



Advertising/Marketing – Is yours working?



Selling more Finance, Warranty and products – How to maximise your revenue



Outbound calling – putting it into practice and increasing sales



Update performance tracker – how are we doing?



Agree actions and targets for the next four weeks

VIDEO TESTIMONIAL

<https://www.youtube.com/watch?v=EreaoU1-xcs>

Peter Quinn – CEO - Emerald Cars

DAY 3



Evaluate 8-week performance



What went well? What do we need more support on?



Profit trends – a full analysis of just how you have progressed



Gaps – what do you need now to ensure you maintain your profit growth?



Coach and train the processes in-line with your targets



Agree the plan to ensure your business is ready for the next 6 months



Leave you with a fully completed action plan – The map to take you forwards

VIDEO TESTIMONIAL

<https://www.youtube.com/watch?v=u1IWKbkhULQ>

Andrew Railton - FD - Martins Group VW

TESTIMONIALS

During the **Dealer Development Program**, we will hold a weekly call with you to keep your focus, and hold you accountable, to our agreed actions. We will support you every step of the way and are here to mentor, coach and support you.

We will have some fun and work hard. Your success is our absolute priority.

Take a look at what dealers, just like you, have had to say about the impact on their business of working with us:

“Having never used a consultancy, we were a little apprehensive as to what value Sentience could bring. Following a recommendation, we had a chat with Ali and agreed a course of action for our sales teams.

We have been blown away to be honest. The Sentience team slotted straight into our business, engaged us from the start, and the communication and delivery was exceptional.

It is, however, all about the results and I must say they have been outstanding. Virtually all areas have improved, more retail new sold than before and our F&I income has hugely improved.

More sales, more profit and one happy client!

Thanks guys and thank you for being part of our business”

RD - Director - Multi Franchise

“Working with Sentience was, simply, the best money I have ever spent on myself. Immediate increase in sales, metal profit, finance and add-ons.

Using just one of the things I learned, sold us our Cayman straight away!

Credit where credit is due and I just wanted to let you know how big a difference you have made.

Thank you!”

Stephen - James Glen Car Sales

TESTIMONIALS

<https://www.youtube.com/watch?v=OjznmOFBca0>

Jack - Sales Manager - Moorelands Ltd

"I decided to ask for some help in taking my business to the next level. This is when I spoke to Ali at Sentience and we had an open, and brutally honest, chat about what could be done.

This resulted in us signing up to the IP3 program. Ali worked with us in our business, over a 12 week period, to identify, train and coach us to achieve the targets set.

Not only did we have a good laugh (he is alright for an Arsenal fan!) but we also grew our profit to a level we have never achieved before. A record 12 weeks for sales, profit and add-on sales. The return on investment is crazy.

Thank you guys and we look forward to working with you throughout 2020 and to the next level!"

Richard - Owner - Storm Motors

REVIEWS

<https://www.sentienceas.com/?review=reviews/>

NEXT STEPS

With only limited spaces available, we will only be accepting the dealers who are prepared to work hard, commit and engage fully. For more information, and to be considered for the **Dealer Development Program**, please contact us at enquiries@sentienceas.com.

Let's get cracking!