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Employee and client relationships: The best business advantage in retail automotive

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Whether you are buying a new dealership because it was underperforming or you are shining up your dealership for sale, it's time to explore implementing employee and client engagement business strategies. These strategies need to be aimed at building lasting relationships.

Having been around the retail automotive business since 1986, I've seen (and done) most of the "tricks of the trade." Our slick and manipulative sales tactics were the order of the day. Wait, some stores still operate that way today! What if the customer asks about interest rate? Batten down the hatches! We must avoid answering at all costs!

We use language such as "it depends on your credit," or "depends on the car you're buying" or your down payment, etc. It's just a question – answer it! Chances are, the customer already knows the answer anyway. A tactic like this only serves to disengage the customer. The disengagement that our customers experience has driven them to rely on third parties like True Car. Let's take our futures back!

Relationships – the real competitive advantage

Years ago, delivering a car with a full tank of gas was a competitive advantage. Today, it's a non-negotiable that serves to create more customer angst if it's not done ...

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