



Consulting and Training Packages

Business Development Center (BDC) is the department of the 2000's that F&I was in the 80's. Not everyone has a BDC, but most have heard of both the successes and pitfalls. Our staff has worked with dealerships with very successful BDCs as well as those which overcame numerous challenges. Our consultants will work with you and your staff to build the ideal BDC that will meet your goals. We will guide you through staffing decisions, interviewing, room setup, process mapping, staff training and ongoing process execution. We will also work with your BDC to measure growth and to maximize the effectiveness of your CRM tool, in addition to providing you with monthly reports to track progress and monitor your desired return on investment.

BDC Process Consulting and Training Packages: The focus of our packages is to implement effective Business Development Center strategies that maximize all of your dealership's sales opportunities. Our BDC approach uses a modular installation of processes for each of the sales opportunities within your dealership's Retail Sales or Fixed Operations departments. Our modular approach allows you to custom tailor your BDC to handle the lead opportunities you feel are most important for your BDC to handle today.

The BDC retail sales modules include:

- Inbound Phone Sales Calls
- Inbound Internet Leads
- Showroom Data Collection
- Unsold Follow-up
- Sold Follow-up
- Lease Renewal
- Database Marketing

The BDC Fixed Operations modules include:

- Inbound Service Appointment Calls
- Inbound Internet Service Appointment Requests
- First Appointment Follow up
- Appointment No Show follow up
- Special Order Part Follow-up
- Unsold additional needed repair follow-up
- Next appointment follow up
- CSI follow up
- Service Database Marketing

2-Day BDC Process & Feasibility Assessment: We have geared this Assessment for start-up BDC departments looking to establish the basic processes for a successful BDC, as well as for the seasoned veteran BDC departments looking to improve their current performance. We highly recommend having us come in and perform this assessment, before investing in any training to determine your best course of action. This assessment includes one 2-day on-site visit where we will perform the following:

- ✓ Pre-Visit Internet & Phone Mystery Shop
- ✓ Onsite Assessment of current BDC, Variable & Fixed Ops processes.
- ✓ BDC Staffing needs assessment
- ✓ Pay Plan Development
- ✓ Strategy Meetings with key managers and staff members
- ✓ CRM, Lead Manager, DMS tools review
- ✓ Determine Areas BDC to handle initial and long-term
- ✓ Discuss integration of BDC into current processes
- ✓ Review successes and failures of BDC's at other dealerships
- ✓ Measure commitment of all stakeholder for a successful BDC
- ✓ Provide Checklist to set-up a BDC to prepare for launch

Mayo Automotive, Inc

(866) 529-1499 * Fax (866) 603-7125 e-mail * jerry@mayoautomotive.com

Please contact us for customized training and consulting pricing to fit your specific needs.



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BDC Start-up Package: We have geared this package for start-up BDC departments looking launch their BDC processes from the ground up. It includes one 2-day Process Mapping & launch preparation visit, 4-day launch (up to 3 processes) and two 2-day follow-up visits onsite, plus eight hours of remote contact schedule, template & script development plus remote phone script training with your internet staff. This package will include up to three module installations. Timeframe: Approximately 6 months start to finish and requires the 2-day BDC Process & Feasibility Assessment to be completed prior to initiation.

- ✓ Process Development and Documentation
- ✓ Scripts and Template development
- ✓ Strategy Meetings with key managers and staff members
- ✓ Best Practice review with BDC staff
- ✓ Lead Management Tool review
- ✓ Onsite staff training on e-mail & letter templates and phone scripts
- ✓ Role playing with BDC staff
- ✓ Showroom sales staff meetings reviewing handling of BDC appointments
- ✓ Process Launch
- ✓ Establish Department Goals for ROI
- ✓ Establish Metric Reports
- ✓ Six monthly conference calls reviewing metrics and progress

BDC Re-Launch Package: We have geared this package for BDC departments looking to improve current processes or re-launch their BDC processes from the ground up. It includes one 5-day Prep & BDC process re-launch visit plus four 2-day onsite follow-up visits. This package will include up to four module installations. Timeframe: Approximately 9 months start to finish and requires the 2-day BDC Process & Feasibility Assessment to be completed prior to initiation.

- ✓ Process Review, Documentation & Re-Launch
- ✓ Scripts and Template review and modification
- ✓ Strategy Meetings with key managers and staff members
- ✓ Best Practice review with BDC staff
- ✓ Lead Management Tool review and modification of contact timeline as needed
- ✓ Onsite staff training on e-mail & letter templates and phone scripts
- ✓ Role playing with BDC staff
- ✓ Showroom sales staff meetings reviewing handling of BDC appointments
- ✓ Establish Department Goals for ROI
- ✓ Establish Metric Reports
- ✓ Eight monthly conference calls reviewing metrics and progress

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Internet Mystery Shopping Packages: We have geared these packages to keep you in touch with how your staff is handling your internet leads via e-mail and phone contact. Utilizing this service will help you maintain consistent execution of your processes while allowing you the opportunity to catch any deviation from them or any potential regulation compliance issues.

Mystery Shop Basic: Includes two mystery shops per month, two weeks apart with results reports, copies of e-mail correspondence and recorded voicemail messages to a live phone number provided with each lead for your staff's phone follow-up call. (3-Month Minimum)

- ✓ Auto Reply evaluation
- ✓ Lead response time evaluation
- ✓ Quality response evaluation
- ✓ Comparison to expected response provided by dealer
- ✓ Follow- up points comparison to documented process
- ✓ E-mail correspondence collection
- ✓ E-mail and phone contact evaluation
- ✓ Live customer contact phone number provided with voicemail recording for review.
- ✓ Monthly Mystery Shop Details Report and conference call review

Mystery Shop Pro: Includes two mystery shops per month, two weeks apart with results reports, copies of e-mail correspondence and recorded voicemail messages and conversation recording to a live phone number for future training review. (6-Month Minimum)

- ✓ Auto Reply evaluation
- ✓ Lead response time evaluation
- ✓ Quality response evaluation
- ✓ Comparison to expected response provided by dealer
- ✓ Follow- up points comparison to documented process
- ✓ E-mail correspondence collection
- ✓ E-mail and phone contact evaluation
- ✓ Live call back script usage evaluation
- ✓ Monthly Mystery Shop Details Report and conference call review

Maintenance Training Packages:

Basic Maintenance Package: This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 8 days of onsite visits per year (2-days/Quarter), plus four hours of remote contact schedule, e-mail template & script review plus quarterly conference calls in-between visits to review performance and metrics.

Pro Maintenance Package: This package will help you successfully maintain continuous improvement within the skill sets and processes originally developed. It includes 12 days of onsite visits per year (Six 2-day visits) plus six hours of remote contact schedule, e-mail template & script review plus bi-monthly conference calls in-between visits to review performance and metrics.

Per Diem Consulting and Training Rates: You may also engage us on a per diem basis for the skill set of your choosing. Call us for a quote of our daily rate for on-site work including all expenses or on a plus travel expense basis. *Note: Two-day minimum for all onsite visits.

Hourly Remote Consulting and Training Rates: You may also engage us on an hourly basis to maintain or modify your web-site, CRM tool schedules, e-mail templates, scripts, menus or any other scope of work which can be performed remotely. Call us for a quote for your particular needs.

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