

Channel [★]ideas

Success Through Innovation

Channel Ideas – 25147 Foothills Dr. N. – Golden, CO 80401
303-526-9620 – nframe@channelideas.com – www.channelideas.com

DEALERSHIP

- ❖ OPERATION MANAGEMENT
 - NEEDS ASSESSMENTS FOR EACH DEPARTMENT
 - ACTION PLANS FOR DEPARTMENTAL IMPROVEMENT
 - IMPROVING EMPLOYEE RETENTION
 - ROLES AND RESPONSIBILITIES (JOB DESCRIPTIONS)
 - COMPENSATION DISCUSSIONS AND PLANNING FOR ALL DEPARTMENTS
- ❖ FINANCIAL MANAGEMENT
 - BUDGETING
 - GOAL SETTING
 - UNDERSTANDING FINANCIALS
 - SHARING FINANCIAL REPORTS THROUGHOUT THE MANAGEMENT TEAM
 - APPLYING FINANCIAL DATA TO MANAGE THE DEPARTMENTS AND DEALERSHIP



SALES

- ❖ DAILY PLANNING
- ❖ SALES MANAGEMENT TRAINING:
 - RECRUITING
 - HIRING
 - TRAINING
 - MOTIVATING
 - RETAINING
 - PROSPECTING FOR ADDITIONAL CUSTOMERS
- ❖ ESTABLISHING AND IMPLEMENTING STRUCTURED SALES PROCESS
- ❖ SALESPERSON TRAINING
- ❖ GROWING THE PRE-OWNED PROFIT CENTER
- ❖ SALES AND ADVERTISING PLANNING, FORECASTING AND BUDGETING BENCHMARKS AND MEASUREMENTS

F&I

- ❖ F&I PRODUCT TRAINING
- ❖ IMPLEMENTING A FORMALIZED F&I SALES PROCESS
 - SALES WORKSHEET
 - INSURANCE QUOTES
 - "MENU" SELLING
 - CREDIT BUREAUS
- ❖ DEVELOPING SALES/F&I GOALS
 - F&I BENCHMARKS
 - PROFITABILITY ANALYSIS
 - ESTABLISHING GOALS FOR EACH KEY MEASURE

- FOLLOW-UP ROUTINES FOR MISSED OPPORTUNITIES (I.E. ESP OR PREPAID MAINTENANCE)
- ❖ F&I LOG REVIEW - MANAGEMENT ASPECTS

SERVICE

- ❖ BUILDING AND MANAGING AN EFFECTIVE SERVICE DEPARTMENT
- ❖ MAXIMIZING TECHNICIAN EFFICIENCY
- ❖ EVALUATING PERFORMANCE
- ❖ BENCHMARKS AND MEASUREMENTS
- ❖ ALLOCATING RESOURCES
- ❖ SCHEDULING
- ❖ COMPENSATION AND INCENTIVE PLANS
- ❖ SERVICE P&L STRUCTURE
- ❖ MENU SELLING
- ❖ PROMOTING AND SELLING SERVICE

PARTS AND ACCESSORIES

- ❖ PARTS
 - PARTS DEPARTMENT EFFICIENCY ANALYSIS
 - PROPER PROCEDURES FOR SERVICE PARTS
 - PROPER USE OF BIN LOCATIONS
 - INVENTORY PRACTICES
 - CYCLE COUNTING
- ❖ ACCESSORIES AND CLOTHING
 - EFFECTIVE CLOTHING AND ACCESSORY DISPLAY
 - PROPER CLOTHING AND ACCESSORIES MERCHANDISING
 - SQUARE FOOTAGE PROFITABILITY ANALYSIS
 - BENCHMARKS AND MEASUREMENTS
 - CLOTHING/ACCESSORIES SPECIALIST TRAINING
 - USING A STRUCTURED SALES PROCESS
- ❖ CUSTOMIZED PROGRAMS/TRAINING
 - AVAILABLE ON REQUEST

MANAGEMENT OPERATION AND CONSULTING SERVICES

- ❖ CREATING ADVERTISING, PROMOTIONAL EVENTS
- ❖ DRAFTING POLICIES AND PROCEDURES MANUALS
- ❖ DRAFTING "OPEN TO BUY" PROGRAMS
- ❖ BUSINESS MANAGER (F&I) TRAINING
- ❖ DRAFTING DEALER NEWSLETTERS

- ❖ ANNUAL ADVERTISING PROGRAMS
- ❖ HIRING PROCESS ONGOING TRAINING PROGRAMS
- ❖ ESTABLISH ONGOING CUSTOMER SERVICE PROGRAMS AND FOLLOW-UP
- ❖ SECRET SHOPPER SERVICE AND ANALYSIS
- ❖ MANAGEMENT DEVELOPMENT PROGRAMS

MERCHANDISING AND TRAINING SERVICES

- ❖ OPEN TO BUY PROGRAMS
- ❖ OEM SIGNAGE PROGRAMS
- ❖ MERCHANDISING PROMOTIONAL CALENDAR
- ❖ STAFF TRAINING ON SALES PRESENTATION, INCLUDING UP-SELLING GUIDANCE AND IMPLEMENTATION
- ❖ MERCHANDISING TRAINING FOR MANAGEMENT & STAFF

STORE DESIGN LAYOUT AND REMODEL SERVICES

- ❖ GROUND UP NEW FACILITY
- ❖ EXISTING FACILITY REMODEL
- ❖ STORE SITE VERIFICATION, REVIEW AND EVALUATION
- ❖ EXTERIOR AND INTERIOR DESIGN
- ❖ SQUARE FOOTAGE LAYOUT
- ❖ CUSTOMIZE FIXTURE DESIGN AND MANUFACTURER