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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 0100  
Facsimile: (02) 9588 7865

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## **MARK TEWART'S TAKE-AWAYS FROM 2018 NADA SHOW**

**Mark Tewart** is a recognised sales and management expert who has assumed every auto retail role from salesperson, general manager and executive manager to trainer, consultant and speaker. He is also the host of the TV show "On the Mark" on CBT News and the author of the best seller "*How to Be A Sales Superstar: Break All The Rules and Succeed While Doing It*".

At this year's NADA Show, Mark Tewart presented two workshops – "*Eliminating Time Vampires That Kill Productivity & Profits*" and "*7 Things You Must Do To Fix An Underperforming Dealership*." Here are Mark's takeaways from this year's convention: –

**#1** - No matter your brand, location, country or any other variable, dealerships face the same challenges and issues. All industries and businesses have mostly common threads that run through them.

**#2** - Dealers and dealer leaders are often looking to solve challenges with big fixes or technology and the solutions are far simpler and less complex than those things. Without fixing the systemic issues, technology or more advertising just adds to the issue.

**#3** - For many years, we have used a phrase in the auto industry, "We succeed in spite of ourselves." That is no longer the case. The auto business has moved from being more entrepreneurial in nature to also being extremely business oriented. In other words, it's harder for us to cover up our weaknesses and mistakes than ever before. There is a lot less margin for error in our business than ever. Because of this we must move to a lot more formalised and tighter processes for recruiting, interviewing, hiring, training, deal process, F&I process, Inventory process and everything we do.

**#4** - "If it's not written down, it does not exist." My son Jake's spring football conditioning and workout manual is over 100 pages long and is extremely detailed. Keep this in mind when looking at your business. As entrepreneurial people we tend to want to just jump into our business. One of the best investments in our business can be taking a step back and taking the time to think, review, plan, write things and better execute. Part of creating success is creating successful habits. Success is created through habitual successful thinking, actions and patterns.

**#5** - All success is an "Inside out game." Start with what you think, feel and then act upon. Be proactive and not just reactive. For many years we have dealt in 30 day cycles and been more reactionary rather than proactive. Think and act long term as well as short term. The long term actions and thoughts will help to create your culture and environment. The dealerships that I see struggle tend to think and act mostly short term and reactionary in nature. Executive leaders must not only look inside the business but outside. Executive leaders have to constantly ask, "What's next?"

**#6** - With all the data, technology, social media and everything else that has grown in our business, it's still a people business and the area we fail as an industry is people. PLEASE, PLEASE, spend more of all your resources in the area of recruiting, interviewing, hiring, and training, motivating and developing people.

**#7** - Resist the urge to go wide in business and instead go deeper. Go much deeper with everything you have rather than adding more things and going wider and spreading your resources in the search of the newest "shiny object." Shiny objects are great but nothing without the right people, trained the right way, doing the right things with the right attitude expressing the right culture creating the right environment.

**#8** - There is non-stop talk about templates, scripts etc. All these things are necessary but what's missing is personalisation. Stop being a robot and have REAL conversations. If you would not talk to your neighbour that way then don't talk to your customers that way. Also, with all the talk about email scripts, email is becoming less and less effective every day. Email is necessary and there is a place but in my opinion we are spending more and time talking about scripts and that time and effort is misguided. Frankly, some of this is vendor driven based upon trying to sell their products and services. As a note: When I am in airports, more and more elderly people are texting, face timing and using their mobile devices for everything and email is becoming a very limited form of communication. Text, chat, real time video and communication are areas to focus rather than just email scripts. Also, do not make the common mistake of hiding behind all form of communication while avoiding the phone. The phone is still the King Kong of communications to make things happen.

## ***MARK TEWART'S QUOTES***

"Don't allow tomorrows to become yesterdays without living the todays."

"Don't lie to yourself and make excuses. If you can't be honest with yourself, who can you be honest to."

"When you drive a vehicle, you look at the road ahead while you concentrate on the act of driving. Do the exact same things in achieving your goals."

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

Vincent Choy      Greg Jepsen      James Dick      Lee Payne

(02) 9588 0100

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