



## **Business Development Training Workshop – Agenda**

- 8:30 am – 9:00 am      The Purpose and Mission of a BDC  
Understanding the BDC Concept
- 9:00 am – 10:00 am    Everything You Need to Set Up a BDC That Rocks!
- Equipment, Telephones, IT Systems
  - Personnel
    - Hiring, Training, and Retaining the Right People
    - Pay Plans that Work
    - Job Descriptions and Responsibilities
  - Phone Scripts
- 10:00 am – 10:10 am    Beverage Break
- 10:10 am – 12:00 noon Mining for Gold – Turn Your Customer Base Into Sales!
- Benchmarks for Superior Performance
  - Mapping the Process
  - Managing Customer Traffic and Follow-Up
  - Developing and Managing Leads
  - The Power of Prospecting
  - Internet Networking – It’s Not Just About The Phones Anymore.
- 12:00 noon – 1:00 pm    Lunch
- 1:00 pm – 2:30 pm      These Numbers Equal the Bottom Line - Measuring Metrics
- Keeping Score and Managing the Numbers
  - You Can’t Manage What You Don’t Know
  - Gathering Information and Turning It Into Knowledge
  - Which Ads Are Working – Managing ROI
  - Comparing Departments
  - Sales Team Performance
- 2:30 pm – 2:40 pm      Beverage Break
- 2:40 pm – 4:45 pm      How to Drive Traffic to Your Dealership
- Lead Generation and Management

- Lead Allocation and Follow-Up
- Setting Appointments that Show
- Increasing Customer Traffic
- Increasing Closing Ratios
- Passion is Contagious

4:45 – 5:00 pm

Wrap-up and adjournment

- Were Your Goals Accomplished?
  - Final Questions and Answers
  - Thanks for Participating! Have a Safe Trip Home
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- You will be provided a seminar workbook with a copy of all meeting slides. Additionally you will receive an inventory buying guide, deal structuring training tools (to use back at your dealership), a scripted sales process for fresh lot ups and telemarketed appointments, outbound telephone scripts, a list of sub-prime niche lenders that are available to most dealers, deal checklists for both the sales and finance position to speed up funding and compliance, sample advertising and marketing materials, compliance guidelines, and tools for making both your advertising and sales efforts accountable. Most materials are also available electronically and will be e-mailed as requested by attendees.
  - Dress for the meeting is business casual. Please plan to bring a handheld calculator. Feel free to bring copies of advertising, scripts, forms or anything else you would like input on.