



# DIGITAL DEALER 27 CONFERENCE & EXPO

Employees Are The Secret Sauce  
To Digital Retail Success

Attract, Engage & Retain Top Talent

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**HIRE**

**TRAIN**

**RETAIN**

**MOTIVATE**

**INSPIRE**

**REWARD**

**PROMOTE**

**INVOLVE**

**MENTOR**



## NEWS ALERT

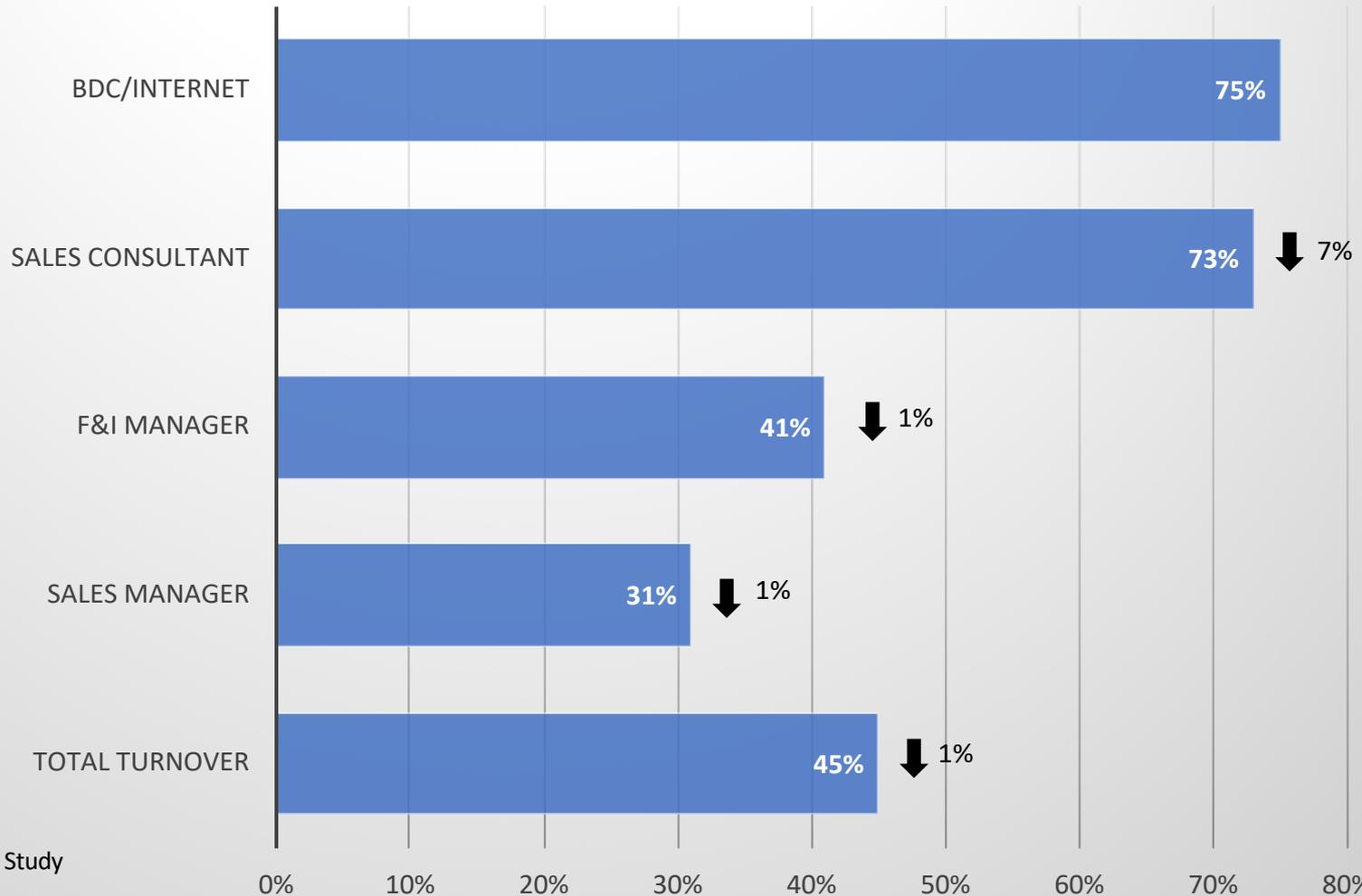


### More Job Openings than Job Seekers for 15th Straight Month

There were 7.3 million job openings at the end of May, [according to the latest JOLT survey](#) from the U.S. Bureau of Labor Statistics. This was the 15th straight month that the number of job openings was higher than the number of job seekers, and follows the employment report from June, which showed employers added 224,000 jobs as the unemployment rate rose to 3.7 percent. The JOLT survey lags the BLS employment report by a month.

# 2018 Annualized Turnover

## Employee Turnover By Key Position



*Bureau of Labor  
Statistics: 2018 US  
Non-Farm Private  
Sector 49% Up 1%*



40% of Sales Consultants are terminated in the first 90 days



Only 19% of the dealership workforce is female, 50% TO



3-Year Employee Retention

Total Dealership	47%▲
Sales Managers	59%▼
F&I Manager	53%▲
Sales Consultants	35%▲
BDC/Internet	27%▲

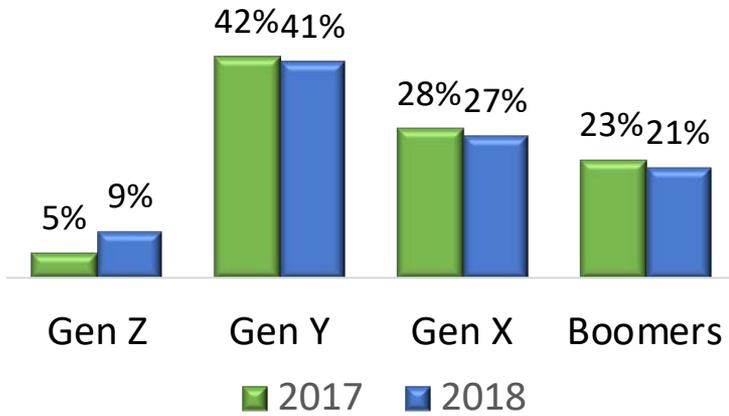
A 10-point Increase in Retention increases GP about **\$500,000**



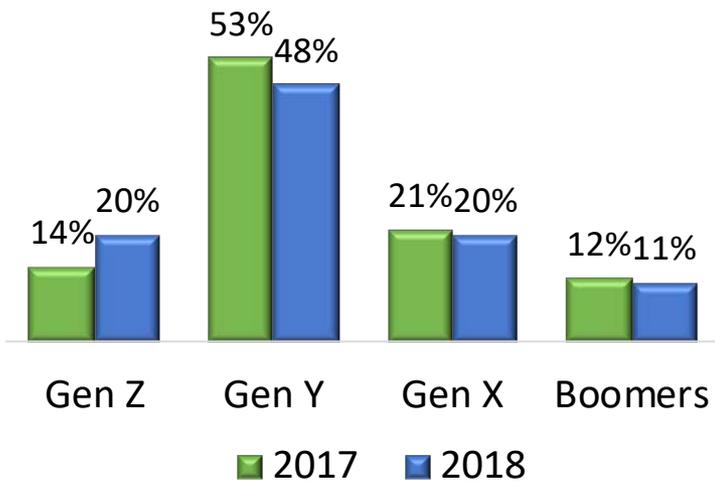
Annual Turnover

Gen Y	56%
Gen Z	74%

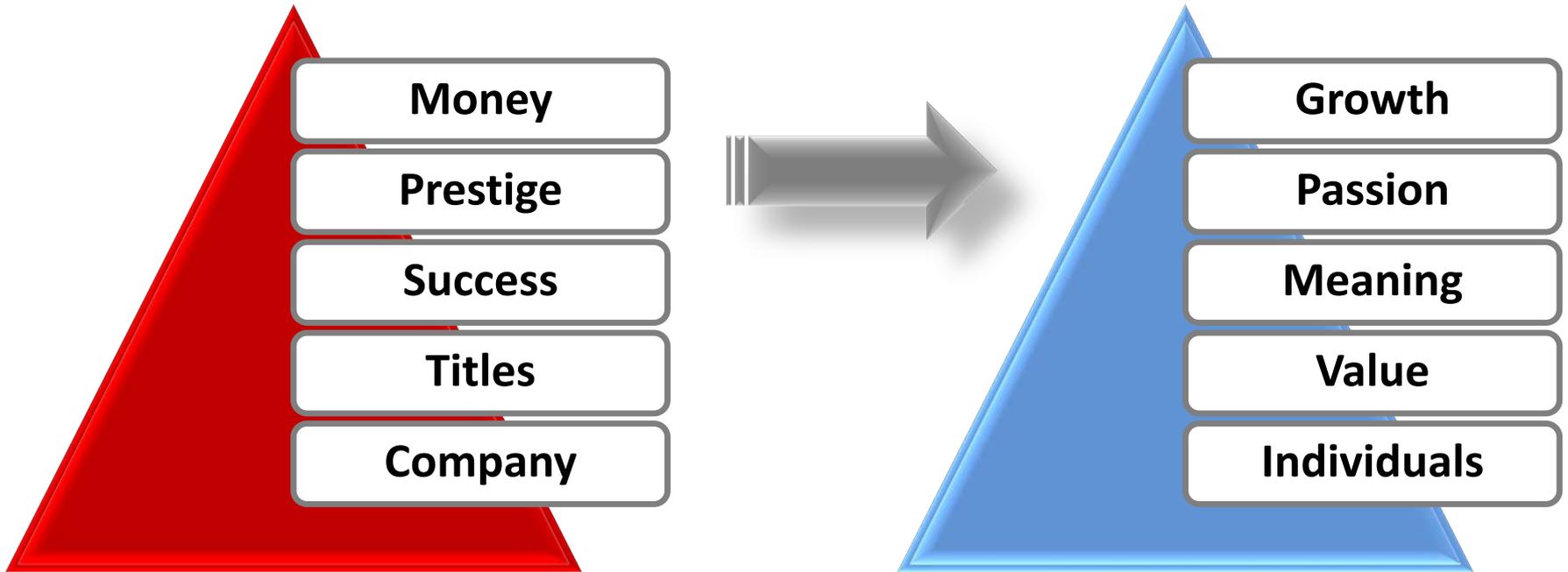
## Workforce by Generation



## New Hires by Generation



# The Changing Workforce Are You Ready?





Survey  
Says!



A green rectangular sign with rounded corners and a white border of small dots. The word "Empowerment" is written in a large, white, sans-serif font across the center of the sign. The sign is supported by two wooden posts. The background is a plain, light color.

**Empowerment**

A large, detailed silver film reel is positioned on the left side of the frame, showing its central hub and several oval-shaped perforations. To the right, a strip of golden-brown film is shown in a dynamic, looping motion, extending from the bottom right towards the center. The background is a dark, gradient blue, creating a cinematic atmosphere.

Attract the Best Talent

*Movie Montage*

Assess Talent Bench

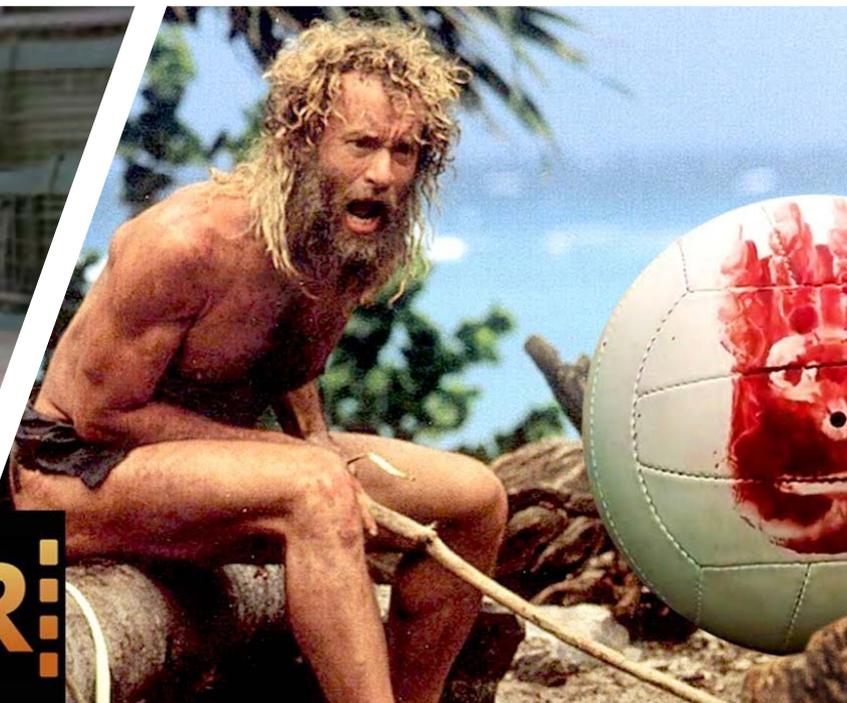


## Rethink Roles



# What's Your Value Proposition?



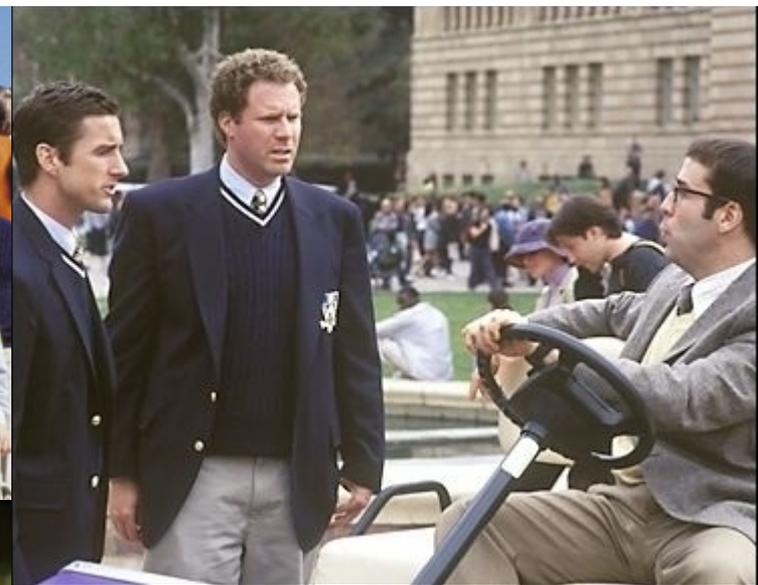


OR!

“Show Me The Money”



Don't be "Old School"



Don't Be These Guys!



Be These Guys!



Don't Wing It!



Don't Make It Sink Or Swim!



Don't Be One!





**Survey  
Says!**



Leader

Coach

Manager

Subject  
Matter Expert

YOU!



Culture







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### SPEAKER CONTACT INFO:

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