



20 Group Ideas

Here are the 2009 Ideas exclusively yours as a valued 20 Group member. These ideas represent the most widely accepted of thousands of ideas presented at NADA and ATD 20 Group meetings during the past year. In addition, you may recognize several previously published ideas that have stood the test of time. You should read these ideas carefully because you alone can decide whether a particular idea might work for you. Always be sure to comply with local and state statutes which may be different from the authors'.

Whether you are an automobile or truck dealer, we encourage you to explore all the different departments. We hope that you and your management staff find this CD a valuable reference in the day-to-day management of your business. Without your meeting contributions, creation of this CD would not be possible.

Click the buttons on the right to sort the documents by General Management, New Vehicle Department, Used Vehicle Department, and Service, Parts & Body. Use the bookmark bar on the left to return to this menu or to the other menus.

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General Management

New Vehicle Department

Used Vehicle Department

Service, Parts & Body

Contact Information

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20 Group Ideas

General Management

- Apologize to the Customer with Dining Dough
- Asset Meetings
- Build Relationships with No Cost
- Build Your Team with a Weekly Barbeque
- Community Based On Line Accounting Courses for Staff
- Create After the Sale Dealership Awareness
- Create an Expense Team
- Dealership Name Badges - Your New Sales Team
- Digital Copy Your Documents
- Finance Department In and Out Sheet
- Five Minute Jump Start Every Morning
- Gasoline Savings
- Get a Full Page Ad without Paying for it
- Improve Your Internet Lead Close Ratio
- Install a Biometric Time Clock
- Institute a Wellness Program
- Know Where They are Coming From

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20 Group Ideas

General Management

- Live Camera Monitoring with Speakers Stops Theft
- Make Financing Friendlier
- Morning E-Communication
- Personal Benefit Statement
- Plug a Big Screen into Your PC
- Reduce Expenses with Black Hole Manufacturers Statements
- Remote Capture - Money from your Bank Deposits
- Specials on the Home Page Create Call to Action
- Stop the Non Business Internet Activity
- Tailgate with Your Customers
- Trade a Deductible for a Lower Premium
- Use all the Tools Available in Your DMS
- Video E-Mails

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20 Group Ideas

New Vehicle Department

- 24 Reasons Sales People Call Your Customers
- Ask Your Salespeople Who Do You Know
- Cheerleaders Create Excitement
- Complete Dealership Tours
- Control New Car Inventory
- Ensure all Customers are Presented with Accessory Options
- Form a Scrub Club
- Hang Tags to Boost New Car Delivery CSI
- Introduce Personnel with an E-Mail and Video
- Let the Whole Team Lead Training Exercise
- Make a House Call to Reinforce Your Delivery Process
- Make Delivery a Personal Experience
- Make Their First Service Appointment Now
- Promote Low Lease Payments in Window Frames
- Provide Your Customers with an Oil Filter
- Remind Your Salesmen
- Strong Finish Fast Start Bonus

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20 Group Ideas

New Vehicle Department

- The Pit Stop Card
- Try a Push Your Partner Sales Contest
- Use Your Salespeople to Market Your Service Department
- We Owe - You Owe

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20 Group Ideas

Used Vehicle Department

- 24 Reasons Sales People Call Your Customers
- Buy Direct from Rental Companies
- Charge General Supplies Back to the Used Vehicle Department
- Cheerleaders Create Excitement
- Complete Dealership Tours
- Devote Showroom Space to Used Cars
- Display a Mascot
- Ensure all Customers are Presented with Accessory Options
- Form a Scrub Club
- Introduce Personnel with an E-Mail and Video
- Make Delivery a Personal Experience
- Make Their First Service Appointment Now
- Provide Your Customers with an Oil Filter
- Remind Your Salesmen
- Steps to a Successful Wholesale Auction
- Strong Finish Fast Start Bonus
- The Pit Stop Card

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20 Group Ideas

Used Vehicle Department

- Try a Push Your Partner Sales Contest
- Twenty Minute Appraisal
- We Owe - You Owe

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20 Group Ideas

Service, Parts & Body

- 100% Money Back Guarantee on Inspections
- Assign Daily Objectives to Your Service Advisors
- Bill Charges and Apply Discounts to Add Customer Value
- Cash In on Scrap Metal
- Check Engine Light
- Complete Dealership Tours
- Daily Service Lane Specials
- Do You Know Where Your Tools Are
- Don't Replace Air Hoses - Repair
- Express Checkout
- Flip Chart Specials
- Fuel Economy Diagnostic Service
- Fuel Surcharge for Parts Delivery
- Group Parts Inventory by Repair Type
- How to Improve Daily Performance in Your Service Department
- Improve Security for Your Scanner Devices
- No Charge Repair Program

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20 Group Ideas

Service, Parts & Body

- Oil Change Reminder Sticker for Customers
- Pays Parts Counter on Service Productivity
- Place Stickers Under the Hood
- Program Navigation Units to Display Your Dealership
- Promote Specials on the Invoice
- Provide Your Customers with an Oil Filter
- Require Customer Sign Off on Service Menu
- Service Advisors at Managers Meetings
- Service Department Appointment Board
- Service Postcards
- Special for Fall Car Care Mailer
- Stimulate Express Lubes Technicians
- Technician and Service Writer Incentive Program
- Technician Bonus to Stimulate Production
- Try a New Condition Repair Code
- Try an Express Check In Card
- Upsell Free Service Carwash

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20 Group Ideas

Service, Parts & Body

- Use a Clock Change Letter to Bring More Cars in for Service
- Utilize Microsoft Outlook
- Utilize Your Web Site to Boost Tire Sales
- Warranty Expiration Notification
- Warranty Repair Quick Reference Guide
- Wireless Laptops to Speed Service

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