

# DealerPrincipal

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DEALER SYNERGY™

**Redefining  
The Way Dealers  
Look At Training**



# Dealer Synergy

Redefining the way dealers look at training



## THE COMPANY

## THE PROCESS

**S**elling cars in today's changing environment creates many challenges for dealerships. New vendors, products and technology are always coming and going and too often dealers don't have the resources to determine what's best for their operations. Dealer Synergy, a nationally recognized training and services provider has been helping dealers navigate these tricky waters for the last 3 ½ years. They have been focusing on helping with Internet sales; BDC initiatives, phone sales and special finance projects with an end goal to create an infrastructure for the dealership that can be maintained for the long haul after their trainers have left the building.

Their success is in no small measure due to the energy, enthusiasm and knowledge of their founder, Sean V. Bradley. He learned the business from the ground up. Beginning as a sales consultant, he has since held positions at dealerships

as Sales Manager, Internet Sales Manager, Special Finance Manager and Business Development Director. At his first dealership, he averaged over 30 units per month—taking the sale from start to finish. Sean was recruited to a dealer group, Pine Belt Automotive, where he moved their Nissan/Kia/Cadillac store from 20 units per month online to over 100! He repeated those results two years later when he took over the Internet department of Cherry Hill Nissan and grew their volume from 27 to over 100 units per month.

After starting Dealer Synergy he used that experience to get similar results for other dealers, not just on an irregular basis, but time and time again. Nelson Mazda, a single point store in Tulsa, Oklahoma went from seven Internet sales per month to over 80 units. Peruzzi Toyota in Hatfield, Pennsylvania went from 30 to 107 online unit sales in seven months. Crown Ford in Nashville, TN went from 10 to 65 online sales in four months and LaFlam Chrysler in Runnemede, New Jersey tripled their

Internet business and maintained an average online gross of over \$2,900 per copy. These results validate the process and follow up that Dealer Synergy implements for their clients.

Without giving away all their secrets, we can share a high level overview of what they focus on for their training. It starts off with what they call D.I.M.E.; here are the steps.

### **Design**

Dealer Synergy researches the dealership and asks about the dealership's vision for the future. They then craft a roadmap to get the store from where they are to where they want to be.

### **Implement**

After the design phase the training stage is next in the implementation phase. This also encompasses setting up the dealership technology and promotions.

### **Manage**

It's been said you can't manage what you can't track. Dealer Synergy helps dealers develop measures of performance on a daily, weekly and monthly basis.

### **Evolve**

In January 2001, no one ever heard of an iPod. A few years later that certainly has changed. Since technology is constantly evolving, it is important for dealerships to change and adapt with the technology being offered and to constantly meet the needs and desires of their customers.

After the process issues are identified, Dealer Synergy uses their 4P methodology to analyze the next steps. It is their belief that the Internet Department or Business Development Center needs to be separated into four key quadrants: Products, People, Process and Promotions. To be truly efficient and operate at maximum levels all four quadrants must be optimized.

In addition to the 4P's methodology program used by Dealer Synergy, the company has differentiated itself from all other training companies through the implementation of their one-of-a-kind Analyst Program. They are not just cheerleaders or trainers, but offer long term solutions where they completely support, partner, mentor and coach the

dealership to reach their goals and achieve success. Their analysis team is separate from other divisions of the company and they are completely dedicated to the tasks they perform. The analysts view metrics, watch call volumes and appointment ratios, analyze phone call content and communications streams and then provide detailed reports with invaluable information for their dealer clients.

Recognizing that each client has different needs and works in different markets, Dealer Synergy does not have a cookie cutter system. The program is completely customized to the individual dealership or dealer group. They recognize that each dealership has its own unique:

- Franchise
- Demographics
- Geographic location
- Allocation of inventory
- Budget
- Human Resources
- Vision
- Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.)

Dealer Synergy begins each engagement with a strategy session over the phone to properly qualify the dealership. This is where they identify the dealership's



**FRONT ROW:** Amy Trahey, Scott Rainville, Sean V. Bradley, Brian Hurley. Amy Lyons  
**STANDING BACK ROW:** Andrew Daniel, Jim Bean, Karen Uriarte, Tyrek Greene, Mark Gayed



**Sean V. Bradley**  
Founder & CEO



**Scott Rainville**  
President



**Tyrek Greene**  
Vice President of Training



**Karen Uriarte**  
Business Development Manager

current status via a 4P health check. Not only does the 4P health check identify the dealers resources and products used for the Internet or BDC initiatives, but it also determines how these resources are set up and the cost involved. Then Dealer Synergy focuses on the HR area. They look to see who is involved and at what level; and if the infrastructure is working smoothly.

A big concern during the analysis phase is looking at their Standard Operating Procedures (SOP) for each department. Often they find there is no SOP in the Internet area, and the dealership is just winging it. Finally, they look at all of the marketing and that means both digital and conventional efforts.

After the 4P's health check, goal setting is the next critical step. Like Stephen Covey says in the 7 Habits of Highly Effective People, they start with the end result in mind. That means find out the dealerships' goals. After they find out exactly how many units and what kind of unit mix; new, used, special finance, high gross, volume or a HYBRID model they target Dealer Synergy can get a better idea of what needs implementation first.

After all that work, analysis and review the company uses their decade of experience to draw up a very powerful strategy and business pro-forma (This is the design part). Next they help them execute the strategy and their new business model (This is the Implement phase). Then they engage the full blown

Dealer Synergy monthly support program with certified Analyst teams (This is the Manage phase) and finally grow into developing a long term relationship with their dealers. Whenever Dealer Synergy holds local or regional training events, they offer clients either free admission or substantial discounts to attend these events such as their national Synergy Sessions.(the Evolve phase).

## The Dealer Synergy NETWORK

There is a saying that you are known by the company you keep, and if that is the case, then Dealer Synergy is in very good company.

Dealer Synergy has a multi-year contract with Dealerskins, one of the top dealership web design firms in the country, as their exclusive national training solution for their dealers. Dealerskins has over 2,000 clients nationally and is a subsidiary of Dominion Enterprises. Dealerskins has also engaged Dealer Synergy for numerous national and regional training sessions for their sales team and executive and technical staff.

Dealer Synergy is also the preferred training solution for CarsDirect.com. CarsDirect has leveraged Dealer Synergy's expertise to provide training for its entire national sales team which is comprised of approximately 40 professionals from around the country. Additionally Dealer Synergy has assisted

**What separates Dealer Synergy from ANY other training company is our Analyst Program. We are not just cheerleaders or trainers, we have a long-term solution where we completely support, partner, mentor and coach the dealership to reach their goals and achieve success.**

CarsDirect in putting on other national training events

Dealer Synergy has also been contracted by Interactive Financial Marketing Group (IFMG) to train and consult on the subject of automotive internet sales. Interactive Financial is a special finance lead provider and offers dealers a myriad of related services. Dealer Synergy conducted a high level workshop for the IFMG executive team and brought them up to speed on Internet Sales and automotive Business Development.

Dealer Synergy has also been engaged by AVV, a software solutions provider and subsidiary of Autobyte. Dealer Synergy conducted an intensive three day training seminar at their headquarters for their entire team which included Customer Service, the sales team, executive management as well as representatives from their technology area. Since Dealer Synergy is “dialed into” the dealer Internet sales process, AVV wanted them to share the many intricacies of dealership Internet sales with their team.

Visible Customer is a solutions oriented company offering tools to help dealers stay close to their customer and build strong relationships via loyalty programs. Dealer Synergy was brought in to consult and train the entire executive team on various aspects of the Internet arena at dealerships.

Marketing and public relations are also critical, and Dealer Synergy has selected The Dubis Group to help in that area. Mark Dubis, the director of The Dubis Group has over 25 years in the automotive industry and was most recently the Editor of Digital Dealer magazine and the Interim Executive Director of the Association of Automotive Internet Sales Professionals. Mark has extensive media contacts and provides invaluable guidance to Dealer Synergy in developing its marketing and advertising plans.

behind the company is its founder and CEO, Sean V. Bradley. During his tenure at various dealerships he was able to experience first hand the courses offered by the top industry trainers and by a number of the OEMs. This gave him a good foundation of what traditional training was providing to dealerships at that time. Much of it was old school techniques that Sean felt didn't always apply in today's technology minded environment. And thus began his review of current process and seeking better solutions to the challenges that dealers face everyday.

While we covered Sean's dealer background above, there is a lot more to Sean that becomes quite apparent once clients and associates spend time with him. If he doesn't know the answer to a question, he will do some research to find out the correct information. In the early days of dealer websites, Sean knew they would play a vital role in driving customers to the dealership. With that said, he started to analyze websites, taught himself html programming language and started to get familiar with

## THE TEAM

You don't get to be a nationally recognized training company without an experienced and focused team. The driving force



The team at work in the Dealer Synergy three-floor loft office in a converted warehouse in Philadelphia

the popular web building programs of the day. This knowledge helped him develop functionality on the websites that created more leads for the dealership and thus more sales. His drive to be the best at what he does is never-ending and that helps to push his associates to play at the top of their game too.

After achieving success with a number of dealers Sean was asked to share some of his insights with a number of industry publications. His articles have appeared in Digital Dealer magazine, Auto Success Magazine, World of Special Finance Magazine, Dealer Principal Magazine, Dealer Marketing Magazine and newsletters produced by Dealix, AutoUSA, Dealer Refresh, and CarsDirect.

In 2005 and 2006 Sean V. Bradley was voted best of the best trainer by Dealix, and at the 2007 AAISP Conference he was a general session speaker who was asked to repeat one of his sessions as the crowd was out the door and not everyone could listen to his presentation. On his most recent project Sean created the

curriculum and training manual for a two ½ day intense training session which NCM Associates has branded as one of their Internet Sales Bootcamps. The first event held in Atlanta this past May was a sellout and NCM promptly scheduled two more of those events to be held before the end of 2007. The next event is September 18th in San Diego.

Scott Rainville, the president of Dealer Synergy is a seasoned business professional with experience in the automotive and technology industries. He has over 16 years experience in project management, systems development and strategic planning at various levels of corporate enterprises. Scott's expertise lies in helping companies achieve extraordinary results through the alignment of people, process and technology. He has been recognized by Arthur Anderson as a specialist in the field of employee attraction and retention and worked as an e-business technology consultant with several fortune 500 companies.

With his background and knowledge of sales and marketing, he is able to assist

Dealer Synergy in ramping up their marketing efforts and seek out new alliances to further the value the company provides to dealerships and the training of their teams.

As Vice President of Training, Tyrek Green has over seven years of Automotive Internet Sales and BDC experience. He learned the business from the ground up, working various dealership positions including Sales Representative, Internet Sales Coordinator, Internet Sales Manager, and Business Development Director.

At his first dealership Tyrek averaged over 26 units per month. He was recruited by Dealer Synergy as an analyst, and from there, he was able to attain a tremendous amount of knowledge and experience. He then used those talents as a certified trainer for Dealer Synergy, and then progressed into his current position. Tyrek currently heads up the Dealer Synergy Training division. He has installed over 50 dealerships for Dealer Synergy in the last 3 ½ years.

Business development is critical in



**Sean V. Bradley, Founder & CEO of Dealer Synergy**

dealerships and it is no less important for Dealer Synergy. Karen Uriarte, Business Development Manger has been charged with building the business and growing the client base as well as looking for additional alliances that will benefit the company. She also assists with planning major training sessions and Internet Sales Bootcamps hosted by NCM. With her outgoing personality she is a natural at networking and already has a number of potential projects in the works.

While the management team is critical for success, so are the folks on the front lines everyday. That's the analysts who work with dealers and monitor activities, evaluate productivity, and even listen in on phone calls to assess the skills of the team handling calls in the dealership. The current team is comprised of Amy Trahey, Brian Hurley, Andrew Daniel and Jim Bean. The value and information they provide to dealerships cannot be overstated. It's their reports that make sure dealer personnel are accountable for the activities that need to be completed in a successful Internet department.

## PRODUCTS & SERVICES

In addition to training Dealer Synergy provides other products, services and support for dealers. They are resellers for dealer websites, Internet Lead Management systems, toll-free phone numbers, call monitoring, customer rewards cards to build loyalty, data mining tools and focus websites to leverage the search engines and drive more traffic to a dealers website.

Providing consulting, coaching, mentoring and phone support are part of their offerings. Dealer Synergy offers private label or customized training sessions to meet the needs of specific dealer group's or OEM's needs. They have recently created a new company SynergyVT to provide on-demand virtual training via video on the Internet. Their program will provide tracking, testing and certification software that is cost effective and scalable. They are utilizing Kaizen Multimedia to deliver top notch quality and insure speed to delivery on a solidly maintained platform used by companies like Disney, General Motors,



**Reviewing analyst reports is a critical component of the dealer's success.**

Dodge and Toyota.

With all the attention special finance is getting, Dealer Synergy continues to generate leads for that market. Their AutoCreditApproved.com website has been helping identify prospects for dealers in this segment and consumers are pleased with the service they receive. Dealer Synergy also helps dealers create or fine-tune their Special Finance Departments and offers marketing plans to insure sold volume growth month after month.

What does the future hold for Dealer Synergy? CEO Sean V. Bradley says, "We are excited about our growth opportunities, but our main focus now is our upcoming Synergy Sessions event in Long Beach, California. We've brought major sponsors like Kelley Blue Book, Kaizen Multimedia, Visible Customer and AutoRevenue to help us create an event that will help Internet Sales Managers and Dealers take their departments to a whole new level." Dealer Synergy strives to hone their processes, and enjoys working with dealers looking to take their proficiency and profitability to the next level.

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**Our drive to succeed and the passion we exhibit in our work is what makes dealers appreciative of our efforts.**

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**Scott Rainville  
President**