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*“A Veteran Owned Business”*



# Becoming a Dealer of Choice™ “Employee Retention Certification Program”

AutoPersonnel<sup>SM</sup>, Inc.

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# Workforce Turnover



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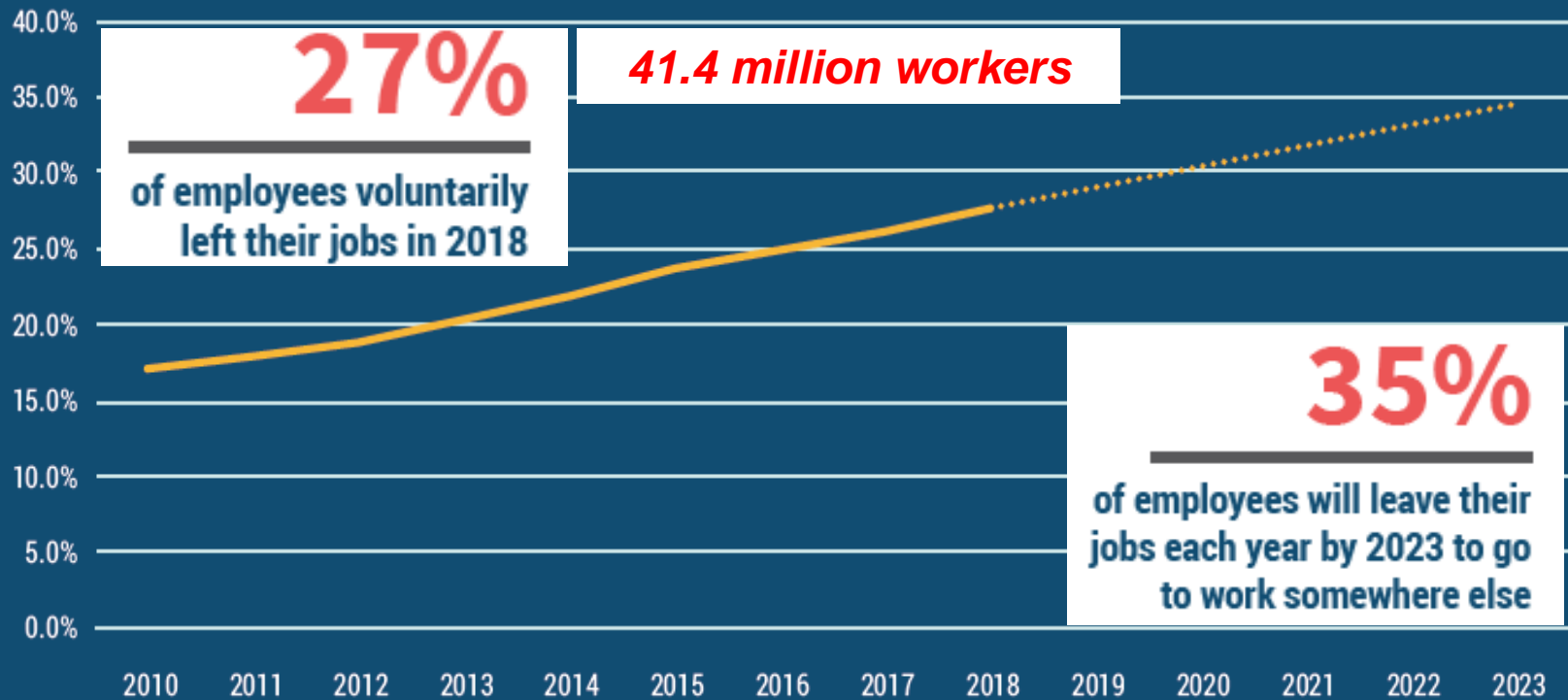
- 27% in 2017 in the U.S.
- 39% quit within a year
- One replacement may cost 50 - 200% of the annual salary
- 52% of voluntary departures are preventable
- 51% say no one talked to them about their satisfaction or future
- Only 20% of the workers have skills required for 60% of the 21st century jobs
- 6% growth (45.9K) in the next 7 years
- 3 million more autos on the road each year

# U.S. Voluntary Turnover Rate



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## U.S. Voluntary Turnover

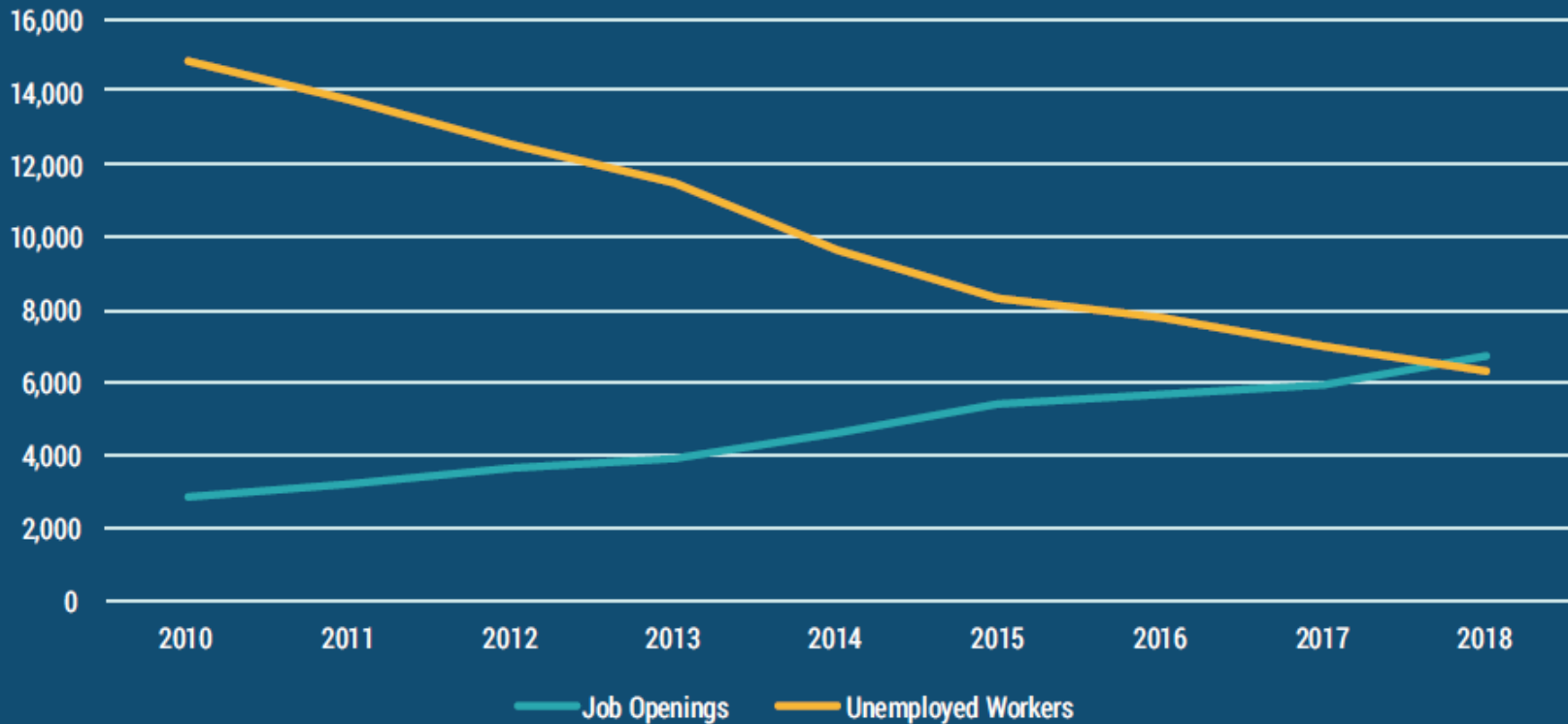


# Employee Supply vs. Demand



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## Supply/Demand (in thousands)



8

 Work Institute

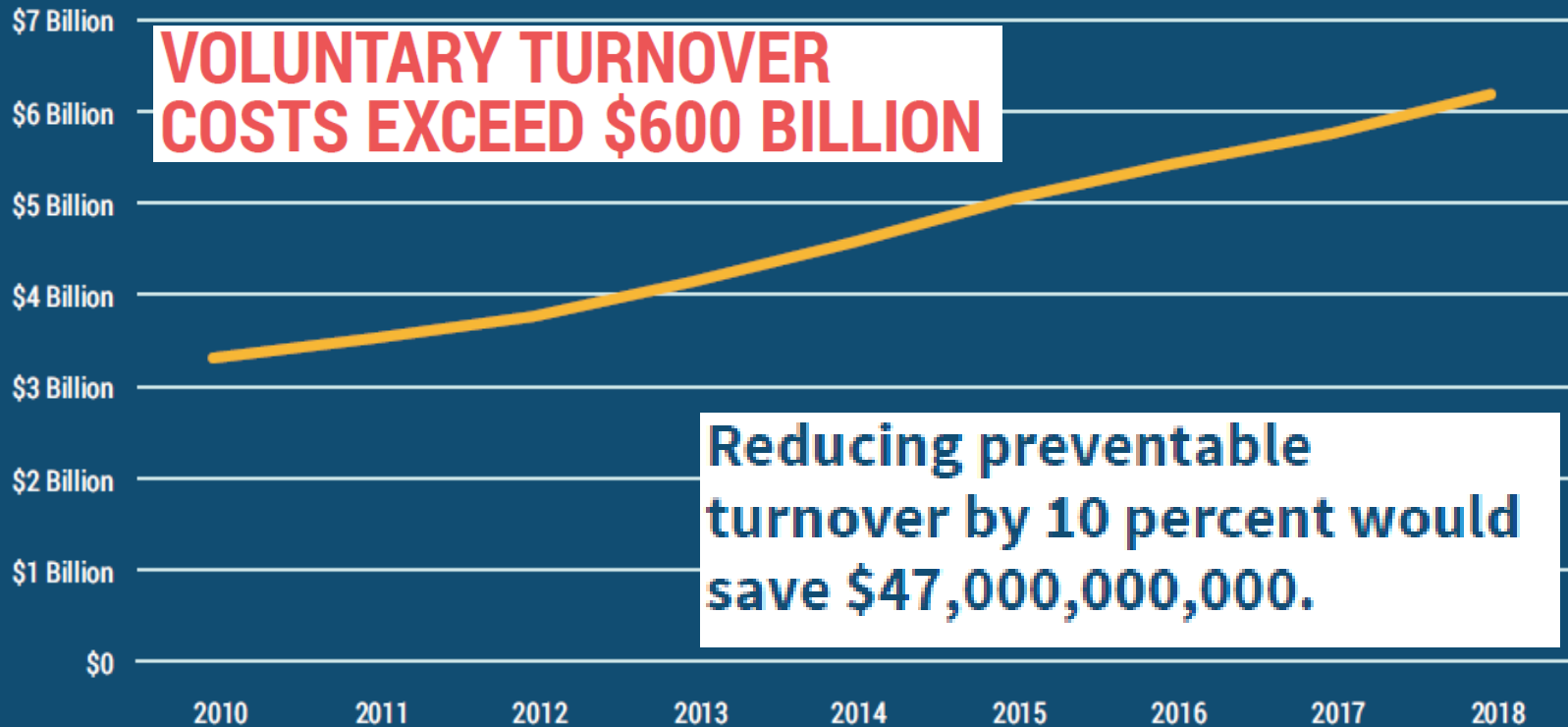
***Recruiting from those already employed***

# Voluntary Turnover Costs



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## Voluntary Turnover Costs



# What it Means to be a Dealer of Choice



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Higher employee  
*engagement*, *satisfaction*,  
and *loyalty*

=

Higher dealership *retention*,  
*customer satisfaction*, and  
*profitability*

# Attracting and Retaining Talent



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- Talent competition is fierce
  - Don't believe your own PR
  - Winners want to be on winning teams
- Compensation
  - #1 reason to join
  - Either #4 or not even in the top ten for reasons to leave depending on the survey

This is where **AutoPersonnel**<sup>SM</sup> comes in!

# Employee Value Propositions (EVP)



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- Drive attraction, commitment & retention
- Increase size of talent pool (60% vs. 40%)
- Reduce new hire compensation premium (4% vs. 21%)
- Improve commitment of new hires (38% vs. 9%)
- Improve commitment after first 12 months of tenure (31% vs. 3%)
- Shift expenses from recruitment to employee benefits & profits

***Compensation & career opportunities show disproportionate returns at improving attraction***



# Development & Engagement



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- Clear promotion path
- Establish performance standards in advance – hard to mis-understand
- Regular & fair performance appraisals
- Continuous training & development
- Coaching / Mentoring
- Succession planning

# Building An Exemplary Workforce



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- Utilize **AutoPersonnel**<sup>SM</sup> marketing & recruiting expertise
- Optimize employee performance
- Promote workforce engagement
- Retain top talent

***Increased customer satisfaction***



# New Workforce EVP



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- Responsibility & freedom to make decisions
- Sociable & enjoyable work environment
- Opportunities to learn, grow & contribute
- Pay for performance
- Mentor(s)
- Team-based work
- Lots of feedback, frequent & positive input
- Open communications & accessibility
- Focus on effort vs. results
- Flexibility

# 10 Reasons to Hire Veterans



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1. Accelerated learning curve
2. Leadership
3. Teamwork
4. Diversity and inclusion in action
5. Efficient performance under pressure
6. Respect for procedures
7. Technology and globalization
8. Integrity
9. Conscious of health and safety standard
10. Triumph over adversity

# “Dealer of Choice™” Sample Program Certification Requirements



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- Organized on-boarding / orientation program.
- Establish career training program for job security & advancement..
- Well defined Policies and Operational Procedures (Employee Manual).
- Establish a culture of employee engagement, respect, and loyalty.
- Trained, Engaged, Respected, and Effective Management Team.
- Strategy in place to Improve Work / Life balance.
- Competitive Compensation, Benefits, & Incentive Program in place.
- Proper Performance Review with Positive Feedback.
- Program in place for measuring Customer & Employee Satisfaction.
- Establish communication and accountability process between departments.
- Regular workplace inspections for Cleanliness, Organization, & Safety Standards
- Exit Interview Process in place to track Reason for Leaving.
- Management thorough understanding of the Cost of Turnover versus Retention.
- Adequate Employee Turnover Records in place.

*Independently Certified*

***“EMPLOYEE RETENTION”***

***DEALER OF CHOICE™***



*awarded to*

*Name of Recipient*

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*Having successfully completed the AutoPersonnel<sup>SM</sup>, Inc.  
national training program on “Employee Retention”*

*June 13, 2019*

*James Howell, President*



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# What it Means to be a “Dealer of Choice”



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Employees will  
**LOVE** and be  
**PROUD** to work  
for **YOUR**  
**Dealership !!!!!**

I  MY JOB

# AutoPersonnel Background



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Auto**Personnel**<sup>SM</sup> is a veteran owned professional recruiting agency, operating since 1994, that recognizes the critical problem of employee retention in the automotive dealer industry and as a vital key to their success. The mission of the company is to match great employees with the right employer; assuring a high rate of employee retention & employee loyalty, improved customer satisfaction, and increased profitability.

Contact us at 859-219-1557 for more information on our Certified "Dealers of Choice" program for employee retention.

[www.autopersonnel.com](http://www.autopersonnel.com)



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*Thank  
You*



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