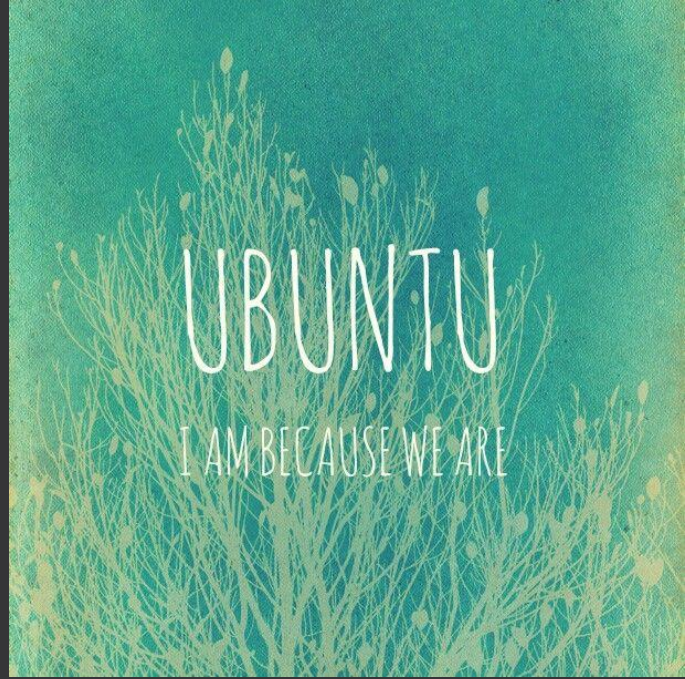


The spirit of Ubuntu in your Dealership



For your dealership to be successful it is important to promote the spirit of Ubuntu within your business.

At times it appears that the dealership staff forget that even though each business unit has its own targets and operations, ultimately all the departments together are responsible for the dealership success. Another aspect that appears to be forgotten is that all business units in a dealership are interlinked and interdependent.

During one of my coaching sessions with a Sales Executive we were discussing his poor performance. When I enquired as to why he believes his sales are so low he mentioned that he lost 3 deals this month due to affordability. I proceeded to ask what was done in these instances—did he offer the customers a lower model or alternative model? His response was that it was the lowest model already and thus there was nothing else he could do. It was clear that he did not understand that the dealership operates as a whole, not as a single unit. If he did understand the principle, he would have referred the client to pre-owned where they might have been able to assist the potential customer.

New cars can refer customers to pre-owned if they cannot afford a new car. Pre-owned is one of the biggest clients of your dealership as they send their cars for inspection and repairs to the service department. The service department supports the parts department by buying parts from them to service and repair cars. The service department also supports the new car department by referring customers to them when service plans run out or if there are really expensive repairs to be made to a car outside of service and maintenance plans. It may be cheaper for the customer to buy a new car instead of repairing his current car. Both the new cars and pre-owned departments support the Finance and Insurance silo of your business.

The above explanation is a perfect example of Ubuntu—I am because we are. For your dealership to be successful it is important to promote the spirit of Ubuntu within your business. Your dealership staff need to understand that if one department should fail, the entire business is at risk, and following this everyone's employment within the dealership. It is important to forge inter-departmental relationships to strengthen your business as a whole. Should you foster the spirit of Ubuntu, your dealership will have a greater chance of survival and success, which is in everyone's interest.

