

TGM Newsletter



01/10

Dear Automotive Partners,

All automotive markets in Europe, US and in the CIS countries are suffering heavily from the current financial crisis. The Detroit Motor Show is not presenting any motivational news for the automotive retailers. What does this mean for you and for us? Work smarter and keep on digging for gold.

Henry Ford once said, "An idealist is a person who helps other people to be prosperous. We at TGM are such people. Check it out.

In difficult times people start to become anxious. Anxiety can be counter-productive. Instead, start moving and get ahead of your competition.

The content of this Newsletter won't give you final solutions but can be used as a compass to guide you through these difficult times. To manage a company in economically good times is a big challenge because you have to manage growth. To manage a company during an economic crisis seems like fighting with a giant. Let's talk about possible solutions to create the future of your company and your employees.

Improving Your Dealer Network

Importers and distributors came through a very difficult year in 2009. Much time was spent on restructuring organizations, evaluating dealer networks, and looking for new profit centers to supplement the loss of new car sales. Staffing was reduced to limit expenses. The market was and continues to be in a survival mode.

Automotive organizations can only operate in this manner for a short period of time, waiting for the upturn in retail spending. Many businesses want to improve the quality of their dealer networks, but lack the personnel and know-how needed to initiate these improvements and cannot afford to bring on any new personnel on a full time basis. Now, more than ever, it makes sense to bring in temporary outside professional consultants to help identify the weak spots in an organization, and supply sound and industry proven solutions to gain the leading edge over your competition. There are many advantages when working with temporary outside professional consultants:

- Many years of automotive industry and retail experience.
- A wide scope of knowledge offering a fresh, new point-of-view.
- No additional long term staffing is required.
- Overall cost saving and reduction of operating expenses.
- Access to new developments from European and US automotive retail markets

Focus

The main focus of any professional retail business should be on three main components:

- People
- Processes
- Facility

All three of these components are important. Without one, the other two cannot function. The responsibility of the consultant is to ensure that all three are working well together. To understand the effectiveness of each component, professional consultants will need to analyze its make up, structure, and design, as it relates to serving the customer.

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Dealer Standards provide a good reference point for any dealer to perform a gap analysis audit, and identify crucial voids pertaining to personnel, business processes, and facility. TGM can provide the systems, tools, and training for continuous monitoring of **Dealer Standards** within your network. If **Dealer Standards** have not been developed and implemented with your dealers, TGM is ready to take on this project for you.

People

In many cases, personnel of a company or business may be the largest investment and expense of a business. Therefore, it is critical to have the right people professionally trained on your team. When evaluating an associate on your team, the consultant will consider the following:

- 🌀 Attitude, behavior and communication skills
- 🌀 Basic experience
- 🌀 Education and training
- 🌀 Professionalism
- 🌀 Motivational factors
- 🌀 Customer care orientation
- 🌀 Team work and inter-departmental cooperation
- 🌀 Job descriptions and employee job responsibilities
- 🌀 Management/employee relationships and communication
- 🌀 Knowledge of the business processes as it relates to role and responsibilities
- 🌀 Telephone communication skills

Deliverables:

Based on the findings we will recommend individually tailored training and coaching programs which will guarantee sustainable return on your investment.

Processes

In any business, it is vitally important to have written processes for all employees. This will ensure that any and all tasks are performed in a uniform manner. A process needs to be designed to be effective for the business as well as for the customer. A consultant will consider the following when evaluating the business processes of an organization:

- 🌀 Written and detailed documentation
- 🌀 Transparency
- 🌀 Simple and easy to follow
- 🌀 Support for the employee
- 🌀 Effective and efficient for the business
- 🌀 Conducive for customer satisfaction

Deliverables:

Based on the findings we will provide your organizations with a detailed list of suggestions which can be used by your managers to implement sustainable corrections. All these activities can be accompanied by training and coaching activities.

On request we are prepared to train your staff to become a TGM Certified ACIP Moderator (Administrative Continuous Improvement). For this training, English language is required.

Facility

The dealer facility will vary from one location to another. Every facility needs to house all the basic functions of a dealer. The design will influence the efficiency and performance of the workforce. Design will also have a big impact on promoting a customer invitational, friendly environment. The consultant will consider the following when evaluating a facility:

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- 🔴 Location
- 🔴 Appearance
- 🔴 Cleanliness
- 🔴 Efficiency for the workforce
- 🔴 Customer friendly environment
- 🔴 Design and placement of furniture
- 🔴 Brand identity
- 🔴 Signage
- 🔴 Tool and equipment requirements (including functionality of DMS in use)
- 🔴 Printed material (reference manuals, handbooks, forms, POS)

Deliverables:

TGM will provide a detailed photo guided booklet which will show opportunities for improvement along with a detailed action plan to implement short term corrections.

Three Important Steps

A professional consultant will help your business by taking the business improvement process from start to finish:

1. Perform quality and detailed analysis of the business
2. Provide a detailed report and recommended changes with an action plan
3. Implement the changes within the management team and dealer staff

The ultimate goal of the consultant is to help your management team maximize profitability and customer satisfaction with minimal capital investment.

Benefits of TGM Training, Consulting and IT Solutions

We represent automotive competence and strive to support our automotive partners with each phase of development. We combine together facility, processes and people to create a successful and profitable future with the implementation of professional automotive training, consulting and IT solutions.

Well proven programs and solutions are delivered by a highly knowledgeable team of trainers and consultants, supported by many years of automotive experience and who are dedicated to passing on their automotive experience to our customers.

Contact us!

Further information can be found at the TGM website: www.tgm.kiev.ua, or by contacting Petro Kowcz petro.kowcz@tgm.kiev.ua, at the address below.

Yours Sincerely,

Petro Kowcz
Regional Director – TGM Ukraine