

# AUTOCONNECT

## DENVER DEALER BELIEVES BEING THE BEST ISN'T GOOD ENOUGH

**IVETTE DOMINGUEZ** employs SDP to increase profitability and retention



*The GM Service Development Process helps dealerships improve service profitability through increased retention, repair orders and labor efficiency, and can even drive happy service customers to visit the sales floor.*

**IN 2015, ALPINE BUICK GMC WAS COLORADO'S NUMBER ONE VOLUME DEALER**, with customer satisfaction ratings through the roof. So why did Owner/President Ivette Dominguez begin a nine-month Service Development Process?

"Everyone has room to grow and improve," she said.

Dominguez, Service Manager Tom Rogers, Service Development Manager John McGinnity and the entire Fixed Operations staff worked together as outlined by the GM SDP. McGinnity identified inefficiencies and developed a step-by-step plan to increase productivity, profitability and customer satisfaction in the service lane.

"John provided us with a fresh perspective and a variety of best practices that were being used in top-rate dealerships around the country," said Rogers. "When customers come to us for service – even something as small as an oil change – it's a measure of trust. If we can't take care of the small things, we can't expect them to come to us for the larger things. Service is the standard by which customers measure their likelihood of returning."

McGinnity identified several areas for possible improvement, including oil change wait times, the dealership's effective labor rate and warranty claim processing time.

*Continued on next page*



**IVETTE DOMINGUEZ**  
ALPINE BUICK GMC

“As a result of SDP we have tangible results to show – we’re more efficient and more customer focused. Our repair orders are up, along with parts sales and service business overall.”

**IVETTE DOMINGUEZ, OWNER/PRESIDENT ALPINE BUICK GMC, DENVER, COLORADO**



## SAVE THE DATE

SUMMER BUSINESS MEETING | AUGUST 7-9 | 2017

C H I C A G O



## MINORITY DEALER DEVELOPMENT

### MINORITY DEALER ADVISORY COUNCIL

## A MESSAGE FROM THE MDAC CHAIR

Welcome to the first edition of *AutoConnect*, MDD's new quarterly newsletter. Our goal is to provide you clear, concise articles that matter to you – real stories about how dealers are growing and retaining business. If it doesn't add value or help your bottom line, we won't print it.



Communication among MDD, the Minority Council and GM's minority dealers is a top priority and a requirement for success. We believe *AutoConnect* can be an important foundation for our ongoing communications, coupled with the recently refreshed MDD Web site, our Summer and Winter Business Meetings, Council meetings and other communications throughout the year.

You can conveniently read *AutoConnect* on any smart device. It's also hosted on

the MDD Web site [www.gminoritydealer.com](http://www.gminoritydealer.com). We ask only two things in return: Please promote the newsletter with all of your dealership employees; and reach out and let us know what you think about the newsletter and what you want to hear about.

I'm proud to announce that this year marks the 45th anniversary of MDD, the industry's first and largest minority dealer organization. As I take over as the MDD Council chair and with the appointments of Carlos Latour, director of Diversity Dealer Relations, and Mark Rainey, MDD director, we're launching a new era of communications to help grow and strengthen our network. That means providing you with the tools necessary to improve the operational effectiveness and profitability of your business. We look forward to hearing from you, and seeing you in Chicago at the Summer Business Meeting.

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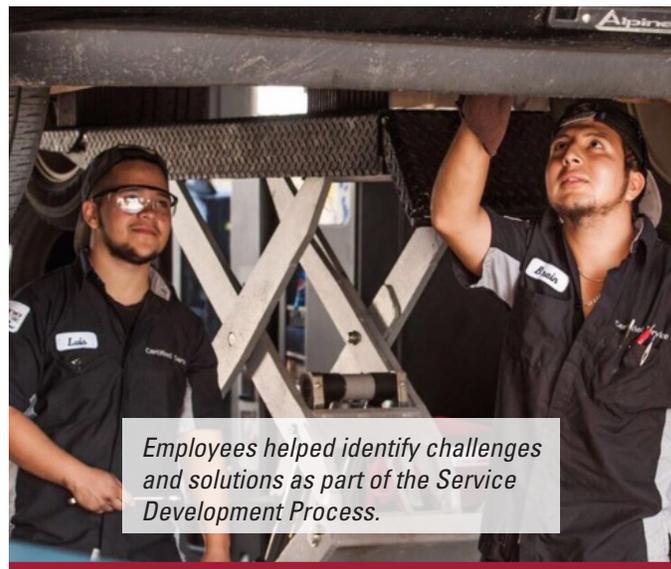


## MINORITY DEALER DEVELOPMENT



## SDP *Continued from cover*

"One of the greatest opportunities to increase dealership profitability is in the service department," said Dominguez. "The sky is the limit. Folks like John help us increase service department revenue and efficiency, positively impacting the bottom line. All dealers can benefit from SDP." For more information on SDP, contact your CCA DMA or MA zone team member.



*Employees helped identify challenges and solutions as part of the Service Development Process.*

### The improvements resulting from Alpine's SDP are nothing short of amazing. Here's just a glimpse at some of Alpine's numbers:

- Prior to SDP, a three-hour wait for an oil change was not unusual. Alpine installed a new quick change oil bay, and oil change numbers have doubled, from 345 to 710 per month. Retention is now 80% – nearly 10 percentage points above the regional average. Alpine also conducts 100% VPI, boosting the number of repair orders and parts sales.
- The service department changed to grid pricing and adjusted some of its menu items based on local competitors. As a result, the effective labor rate shot from \$91.95 to \$105.04.
- Alpine also instituted a new system for processing warranty claims, increasing cash flow and reducing payment from 15 days to four days.

# JOIN/TEST DRIVE MDD 20 GROUP IN CHICAGO



## MINORITY DEALER DEVELOPMENT 20 GROUP



**M**any MDD dealers agree that joining a 20 Group was one of their best business decisions ever. Now's your opportunity to see if 20 Group membership is right for you.

Those planning to attend the GM MDD Summer Business Meeting August 7-9 in Chicago can test drive a mock 20 Group in action. This is a great opportunity to experience the GM MDD-NCM difference.

"The 20 Group peer-collaboration concept is smart and simple," said Mark Rainey, GM director, MDD. "Being part of an interactive 20 Group is like having some of the best performers in your industry working for you. Their expertise, insights and experiences can be a valuable part of your operation, just as your input is important to them."

Due to the popularity of the current groups, MDD is forming a fourth MDD-NCM 20 Group. The groups are specifically designed for minority dealers to share best practices, innovative solutions and hard-earned wisdom. 20 Groups bring together 15 to 30 similar, non-competing dealers from a broad cross-section of the country to exchange experiences, ideas and strategies. Membership fees are compliments of GM MDD.

For more information, contact Tracey Brown, Dealer Development Portfolio Performance manager, at [tracey.brown@gm.com](mailto:tracey.brown@gm.com). [Watch](#) MDD 20 Group participants talk about the benefits of membership.

“Joining a 20 Group is probably the best move I made in my business life. I was managing a dealership in Tennessee at the time. After the first year of learnings, our dealership’s net profit increased \$1 million – and we didn’t sell hardly any more cars. We just learned to be a better manager of what we were doing.”

**DAVID FERRAEZ, PRESIDENT  
GREEN BROOK BUICK GMC  
GREEN BROOK, NEW JERSEY**



Doing business with GM Financial has never been more rewarding. With our 120-day “test drive,” non-floorplan dealers can take certain exclusive floorplan benefits and rewards for a spin.

Here’s how to get behind the wheel: Submit an application to become a GM Financial floorplan dealer and earn Dealer Dividends rewards at 50% for 120 days from the completed application date. The remaining 50% will be paid in cash at the time of floorplan takeover.

Some of those exclusive benefits include:

- 50% of the benchmark requirement for non-floorplan dealers
- 2x the payout over non-floorplan dealers
- 2x multiplier option for down-payment assistance or cap-cost reduction on certain vehicles
- 100% cash-out option

If approved as a floorplan dealer, in addition to the exclusive Dealer Dividends benefits, you’ll experience all the benefits that floorplanning with GM Financial offers over the life of your floorplan, including\*:

- \$3,000 GMF DealerSource buy fee credit

- 30-day interest-free period on off-lease vehicles purchased on GMF DealerSource
- 84-month standard loan program (restrictions apply)
- Automatic A3 Tier backend up to \$2,500
- Expanded FastTrack funding to B Tier loan and lease contracts
- Increased lease rate markup cap to 2.4% and increased reserve split to 90/10 or \$200 flat

To begin your test drive and experience how beneficial GM Financial can be for your business, contact your dealer account representative today, or visit us at [www.dealers.gmfinancial.com](http://www.dealers.gmfinancial.com).

*\*Current floorplan program benefits are subject to change at any time.*

“The value proposition we provide today is very different than what we offered 12 months ago. The benefits have never been greater; that’s why GM Financial has a significantly larger pipeline of floorplan leads rolling through the door.”

**BRIAN STRATTON, SVP OPERATIONS  
COMMERCIAL LENDING SERVICES  
GM FINANCIAL**

120-DAY  
TEST  
DRIVE 

 | GM FINANCIAL  
Dealer Dividends®

# BUYPOWER CARDHOLDERS SAVE ON S&P PURCHASES



**M**erchandising the GM BuyPower Card has historically been a “front of the dealership” function.

In 2017, that’s no longer true.

To help increase a dealership’s S&P revenue, the GM Rewards Card team is expanding the program into the service department using a series of special promotions at no cost to the dealer.

Here’s how it works: Both current and new BuyPower cardholders will be eligible for extra savings on service and parts purchases at participating dealerships.

“This is a great opportunity to recruit inactive GM customers back into dealerships,” said Gordon Barnes, GM Certified Service. “It also gives non-customers an incentive to visit a GM dealer to buy service products they would usually purchase somewhere else.”

GM Card and Certified Service are



launching a national ad campaign featuring seasonal Certified Service promotions to raise awareness of the BuyPower Card. In February 2017, new BuyPower cardholders began receiving a \$100 credit on their statement when using their card. In September through November, new and existing cardholders can combine the \$100 credit with a possible \$100 mail-in rebate when purchasing a set of tires at a participating dealership. From June through August, new card owners can receive \$40 off new brakes – twice the national mail-in rebate.

“When you combine these seasonal offers with customers [potentially] receiving instant credit approval, this will be a very strong closing tool for our

service writers,” said Barnes. “Approved customers can put the service bill right on their new card.”

Dealers in the pilot program experienced an average instant credit transaction three times greater than the average GM customer repair order. With a 0%, 12-month introductory offer, card customers can spread the service bill over 12 months, interest-free. Remember, every card purchase generates earnings customers can use toward their next new GM vehicle, possibly at your dealership.

NOTE: GM requires a minimum number of participating dealers to offer the program. It is critical that dealers enroll today to secure this amazing opportunity. Service managers must sign up for required training at [www.centerlearning.com](http://www.centerlearning.com) using course number VMVRP.016.0D. Visit the GM Rewards Card site at GM Program Info for more information or call GM Program Headquarters at 800.368.1638.

## IMPRESSIVE GM DEALERSHIP BENEFITS



**BIGGER PURCHASE AND ADD-ON SALES**  
Capture more sales with add-ons such as parts, accessories, tires, oil changes, maintenance plans, etc.



**INCREASE SERVICE PARTS GROSS**  
During the pilot, the average instant credit transaction was \$940



**INSTANT ACCESS TO CREDIT**  
Encourages same-day repairs and maintenance



**ADVERTISED IN THE 2017 SERVICE MARKETING PROGRAMS**  
Take advantage of exclusive national card promotions



**SALES INCENTIVES**  
Service advisors receive \$10 for every five confirmed applications, plus an additional \$25 training spiff is paid with first application submitted



**APPLICATION IS CUSTOMER-DRIVEN**  
Quick and convenient and does not interfere with existing processes

# INGERSOLL AUTO OF DANBURY GOES GREEN

Todd Ingersoll knows that practicing sustainability is both good for the environment and good for his dealership.

Ingersoll, CEO and president of Ingersoll Auto of Danbury, Connecticut, is among 100 dealers certified through GM's Green Dealer program [www.gmgreenddealer.com](http://www.gmgreenddealer.com). Launched in 2015, the program recognizes U.S. dealers committed to environmentally friendly business operations.

"We've improved our work environment, saved money and increased marketing opportunities through implementing a variety of sustainable practices," said Ingersoll.

Energy-efficient lighting, a car wash water reclamation system and programmable thermostats are just a few of the green activities Ingersoll has adopted. The dealership also participates in community activities, such as the GREEN water monitoring project with local schools.

“GM has long been committed to being a leader in environmental stewardship, and we're proud that our dealers share this commitment to serve and improve the communities where we live and work.”

**KURT MCNEIL, GM VICE PRESIDENT  
OF U.S. SALES OPERATIONS**

To become a GM Green Dealer, please visit [www.gmgreenddealer.com](http://www.gmgreenddealer.com) or contact Chuck Golden ([chuck@greenddealersupport.com](mailto:chuck@greenddealersupport.com)).



*Todd Ingersoll is dedicated to environmental stewardship through a variety of sustainable practices. Energy efficiency and water conservation are smart, money-saving tools Ingersoll Auto is implementing.*

## BECOMING CERTIFIED "GREEN"

*The Green Dealer program measures sustainable business practices across 10 environmental categories, ranging from onsite solar arrays to using washable coffee cups for customers. Ingersoll Auto has implemented a number of green practices, including the use of waste oil heaters, low-flow fixtures and pH neutral cleaning products. It also partners with local schools to implement environmental projects.*

# CERTIFICATION GROWS BUSINESS/ LEARNING OPPORTUNITIES

Patrick DeCuir, dealer operator of Washington Chevrolet [www.washingtonchevy.com](http://www.washingtonchevy.com) in Washington, Pennsylvania, and son Chris, general manager, are very savvy businessmen. They've received multiple awards for sales and excellence, their dealership has a 4.6/5.0 customer review rating, and they recently purchased Riverview Chevrolet [www.riverviewchevy.com](http://www.riverviewchevy.com) in McKeesport, just outside of Pittsburgh. But all of that success isn't slowing them down. The DeCuirs are continually looking for new avenues to grow their business and increase their operational effectiveness.

"The next step in expanding our sales on a large scale is to become certified as a minority business," said Patrick. "We've already had interest from a number of oil and gas companies looking to diversify their supply chain. Achieving certification gives us access to purchasing managers wanting to do business with certified minority-owned companies."

Chris began the certification process through the National Minority Supplier Development Council [www.nmsdc.org](http://www.nmsdc.org) recently, and is hoping to achieve certification by fall.

"By gaining access to the NMSDC network, we can connect local and global companies wanting

“Certification puts my dealership in front of diversity-minded companies. The cornerstone of certification is economic opportunity for our dealership.”

**PATRICK DECUIR, DEALER OPERATOR  
WASHINGTON CHEVROLET  
WASHINGTON, PENNSYLVANIA AND  
RIVERVIEW CHEVROLET  
MCKEESPORT, PENNSYLVANIA**



to build relationships with trusted minority-owned companies," Chris said. "Certification can be a game changer for our fleet and commercial business, and put us on the map as the 'go-to' minority business in the region."

Minority certification is a growing priority of MDD and the Minority Council. Patrick said the time is right to commit the resources to achieve certification, and pursue companies with minority procurement programs in place.

"The requirements of certification are very exacting," Patrick said. "We're being meticulous with our documentation. And, I'm tapping someone within my organization to be our minority outreach champion. We have to actively engage local business and promote ourselves as an NMSDC-certified dealership. For inclusion-minded customers, certification is an added benefit to the already exceptional ownership experience we provide."



*As part of GM's initiative to increase the number of certified minority dealers, GM is offering scholarships to the Executive Program at Dartmouth's Tuck School of Business to a limited number of MDD dealers that obtain NMSDC certification.*

*Chris DeCuir recently attended the five-day program, along with other minority business owners from around the world. Tuck's curriculum examines every aspect of operations, from accounting to community involvement.*

*"I can't stress enough the benefits of this course," said Chris. "I encourage other minority dealers to attend. I'm grateful for the GM scholarship and for the opportunity to work with top instructors and business leaders to learn ways to improve efficiency, profitability and put customers at the center of every transaction."*

# CONGRATULATIONS!

## DEALER *of the* YEAR



**ARNALDO BOMNIN**  
Bomnin Chevrolet  
Miami, FL

**DAN CUMMINS**  
Dan Cummins Chevrolet Buick  
Paris, KY

**GUS GARCIA**  
Rydell Automotive Group  
Northridge, CA



**DAVE BILLION**  
Billion Buick GMC  
Sioux Falls, SD



**DAVID FERRAEZ**  
Green Brook Buick GMC  
Green Brook, NJ



**OMAR RODRIGUEZ**  
Carl Black Buick GMC of Orlando  
Orlando, FL

**DAVID SIMPSON**  
Simpson Buick GMC of Buena Park  
Buena Park, CA

Out of 4,200 dealers in the network, these distinguished themselves by achieving Dealer of the Year status in 2016. Dealers were evaluated in several categories, including retention, CSI, sales, parts and EBE compliance. Carlos Latour, GM director, Dealer Diversity Relations, said, "Our WRN and MDD dealerships demonstrate the ability to provide both diversity and excellence to multicultural customers. Inclusion, along with impeccable service and quality, are the keys to securing customers."

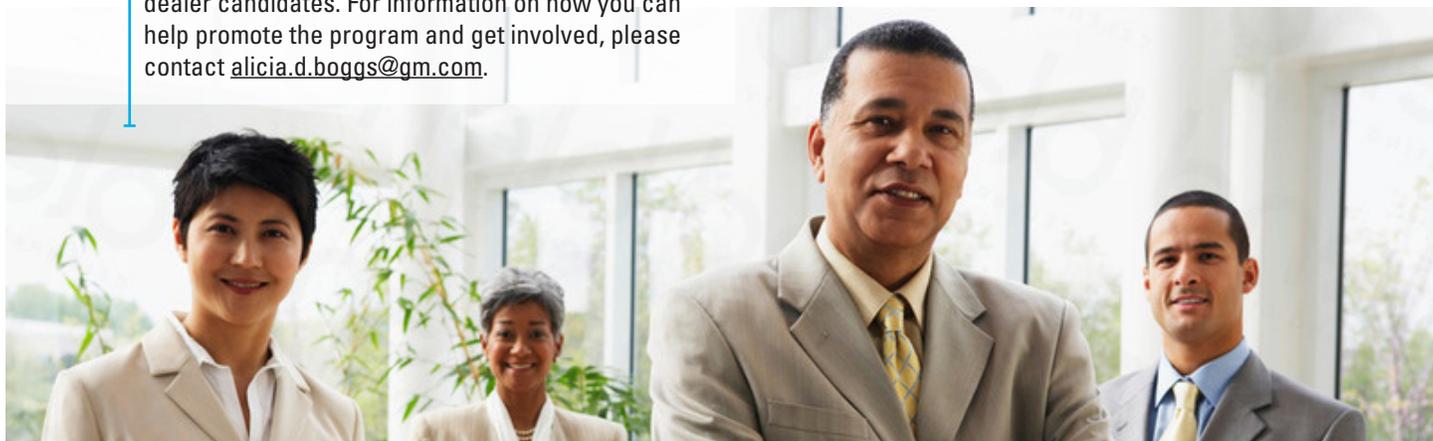
**NORTHWOOD UNIVERSITY PARTNERSHIP:** MDD members are partnering with Northwood University to offer internships to minority students, so that they may earn course credit and receive valuable real-world experience. Learn how to get involved. Please contact [celeste.briggs@gm.com](mailto:celeste.briggs@gm.com).



#### **S&P TRAINING FOR FIXED OPS**

**PROFESSIONALS:** Classes for improving every aspect of your Fixed Operations are starting now. The 2017 GM Fixed Operations Academy Leadership Courses are three-day, highly interactive sessions led by instructors with real-world experience. Four modules are being offered, each focusing on specific Fixed Ops areas. [Watch](#) how these workshops can improve your dealership's retention, profitably efficiency and more. For more information call the Center of Learning Help Desk, 888.748.2687.

**HELP VETTING CANDIDATES:** MDD needs a few good dealers and is seeking volunteers to support the organization's Candidate program. Dealers are needed to conduct interviews with potential minority dealer candidates. For information on how you can help promote the program and get involved, please contact [alicia.d.boggs@gm.com](mailto:alicia.d.boggs@gm.com).



**BEST PRACTICES:** In every newsletter edition, we will feature the best practices MDD members are using to improve their operations. This includes all areas of the dealership – sales, service, parts and the overall customer experience. We want to share the most innovative practice. Please send your best practices – big or small – to [celeste.briggs@gm.com](mailto:celeste.briggs@gm.com).

Minority Dealer Development

**BEST  
PRACTICES**



## MINORITY DEALER DEVELOPMENT

GM Minority Dealer Development is comprised of GM minority dealers and next-generation talent. Through the MDD program, GM and its dealers work to actively recruit, train and place minorities as dealers and in all service, sales and management careers.

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

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*"It is my honor to work with the dedicated members of MDAC and implement practices to improve not only the opportunities for minority dealers, but also the operational performance of each minority dealer to grow GM market share across the U.S."*

## MINORITY DEALER ADVISORY COUNCIL



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