



DEALER STRENGTH EZINE

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THE FACEBOOK ISSUE

Featured Article:

TURNING STAFF INTO INFLUENCERS

Plus, amazing articles from the **BEST** in the business:

"Millennial Marketing on Facebook: 101"

by Michael Jackson

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MILLENNIAL MARKETING ON FACEBOOK: 101

BY: MICHAEL JACKSON

Do you know how to market to a Millennial? If not, keep reading. Everyone today is talking about millennial marketing and how to market to millennials as a business provider. Most of you reading this article are probably thinking "Who is a millennial really, why is it different marketing to them VS. everyone else in America, and what makes them different?" First off, you are not alone if you couldn't answer just 1 or any of these questions. Millennials are a different breed of humans, who have many reasons for the way that they act, purchase, and see the world in general.

To explain the Millennial consumer let's start with some facts on what a millennial is. The word Millennial means "Denoting or relating to a period of a thousand years". Hence forth the title to anyone that was coming to adulthood or born during the year 2000, meaning that their age range is between 18 – 36/37.

Unfortunately, it is not the Millennials' fault that they are the way that they are - to a degree, however, it does come down to one word and that is entitlement! Now traditionally we wouldn't want to place blame on the parents of the Millennials being the case but, in this case, we might want to look at a few things including the way advertising takes place.

Baby Boomers have had the largest surge of children in the US thus far (hence the name) since the great depression VS. colonial period at Plymouth Rock, hands down. The Millennial demographic is taking over by storm with the amount of money that is spent in the US, online and in general.

People that are within the date range of 18 – 36/37 have been pampered by their parents, and held in a higher light by generations past, and they have big wallets. With over 86 million Millennials and counting, and having a buying power of over 1.3 trillion in consumer spending, we need to find out how they got the way they are.

With the Holiday season just passing, and Christmas still on our minds, let's talk about what we have been spoiling our Millennial children with over the years. Some of the "Must Have/Popular" items include: Cabbage Patch Dolls, Furbys, Tickle Me Elmos, PlayStations, XBOXs, Smart Phones, iPads, Computers, and even a Lexus with a big red bow on it. The average number of presents per child is 35 and they always seem to get what they want. The Cycle was started with the spoiling of today's youth, and it is not going to change.

If you think that marketing to "Millennials" is tough, wait until they have kids of their own that need catering to as well.



Most Millennials have been witness to a hyper growth rate of technology and business over the past 10 years with smaller, faster, and more powerful technology every 3 months, which has set a standard. For most Millennials, now is not soon enough (they don't want to wait even 1 hour for a call back). They would rather buy their car on "Carvana" so it gets shipped to their front door. They give a bad review on YELP if their local drive-thru doesn't have their food made fresh and in their car window under 2 minutes.

Today, every business is trying to "Trump" (pun intended) their competitors by over servicing/outdoing their competition just to cater to the Millennial mindset. Just look at the 1-2-hour instant shipping that is delivered to your doorstep offered by Amazon Prime Now.

Companies that are fighting each other to improve for their customers is never a bad thing. However, we need to come to sorts that there are new staples of advertising in our methodology that we need to adapt with to stay profitable these days. Now this is not a bad thing but you can easily do this by giving the Millennials what they want: Access and a voice!

Millennials spend on average 1.3 trillion dollars in consumer purchases, so this is not a small piece of the pie to ignore. They spend 27 hours a week online and crave content driven media. 84% of Millennials choose to do business with a company based upon user-generated content found online. Millennials are 247% more likely to be influenced by social media, blogs, and reviews found online. With the right amount of positive consumer-facing information found online about your business, social media channels used the right way, and building a brand image online through vertical channels, you can achieve this in an easy fashion if you have the right bait and plan of attack.

Over the course of this year I will be sharing a 12-part series on Millennial marketing with tips and tricks to market to Millennials online starting with this issue on Facebook.



Per a recent study announced by Facebook, the average time spent per user on Facebook is 50 minutes per day. At first it doesn't sound like much until you calculate in the fact that there are only 24 hours in a day. The average person sleeps for 8.5 hours a night, spends 30 minutes showering and getting ready for work, and has a 9-hour work day - including the standard 1-hour lunch. Once you calculate the drive time to and from work of 1 hour, you are left with only 6 hours in your day. Nearly 1/6 of free time is spent on Facebook, so it makes sense to make sure your business taps into the potential traffic and customer base that you can gain access to now.

One of the biggest mistakes that I traditionally witness dealers make on their business Facebook fan page, is that they are just constantly post all their inventory on their pages. Consumers like to go on Facebook to escape their everyday world, talk to friends, read funny stories and catch up with what their friends and family are doing. With advertising on Facebook, the less you pitch, the more you sell. Posting all your inventory on Facebook is like inviting friends over for dinner and once they sit down, pitching them to join a multi-level marketing company or trying to sell them product. I'm sure if you were in that situation, you probably wouldn't come back again anytime soon. So, you are probably thinking, "OK, if I am not posting my cars on Facebook, then what should I be posting?" Now I'm not saying you shouldn't put your inventory on Facebook, but just limit the amount you post. Facebook has introduced algorithm changes over the last year that take into consideration what they showcase to your followers when you make a post. Unless you have certain level of interaction with your followers, many of them will not even see your posts. Here are 5 tips for turning your current Facebook business fan page into a profit monster for your business.

Tip 1: Developing A Posting Schedule

Most businesses simply post their inventory on their page because they do not know what else to post. Creating a posting schedule is easy to do. With only 4 weeks in a month, all you must do is gather up 4 items to post in advance for each day of the week, and you can plan your entire month of posts ahead of time. If you have a personal Facebook page, you are probably familiar with "Throwback Thursday" whereas you traditionally post pictures from your past/childhood with nostalgia, and this tip uses the same philosophy. Here are some great examples of what to post to give your business some ideas:

- Funny Pictures
- Top Trending Topics
- Client Testimonials
- Monthly/Weekly Contest Winner
- Happy Customer Pictures
- Vehicle Special of the Week
- Employee of The Week/Month
- Local Area News/Weather/Alerts
- Link to Recent Blog Post
- Links to Inbound Website/Microsite
- Fun Fact About Your Business
- Throwback Pictures Staff/Building/Cars



Easily assign them to a day, and you now have your schedule. Here is an example:

- Monday: (Current trending topics)
- Tuesday: (Client testimonial Tuesday)
- Wednesday: (Employee of the week/month)
- Thursday: (Vehicle of the Week)
- Friday: (Happy Customer Photo)
- Saturday: (Funny Picture/Joke)
- Sunday: (Local News/Event Info)

Tip 2: Where To Find Content



Once you know what you want to post, you want to try to find the best available content that will engage your fan base. There are many websites that you can go to find out what is trending and popular. Here are some places that you can go to find it:

www.trendsmapper.com

(You can type in your physical location and find out what is trending in your local market).

www.buzzfeed.com

(Trending videos, pictures and media).

www.google.com/trends

(Showcases a categorized list of trending topics in ascending order).

www.reddit.com

(Random popular trending online images, videos & content).

www.buzzsumo.com

(Analyze what content performs best for any topic or competitor. If you are posting information that is popular, you will get better traction on your Facebook page).

Tip 3: When To Post

When posting on your Facebook page, if you post at the right time of day, it can make all of the difference. Here is a schedule to follow that shows the best times throughout the day to ensure the most exposure on your posted content:

9:00 am

This is a great time to catch an audience in the morning, whereas this is traditionally a great time to catch the "Work" crowd after they have had a chance to check their emails and voicemails.

1:00 pm

Right after lunch is a great time to post, because there is usually a 15-20- minute window of browse time before people get back to their daily routine.

3:00 pm

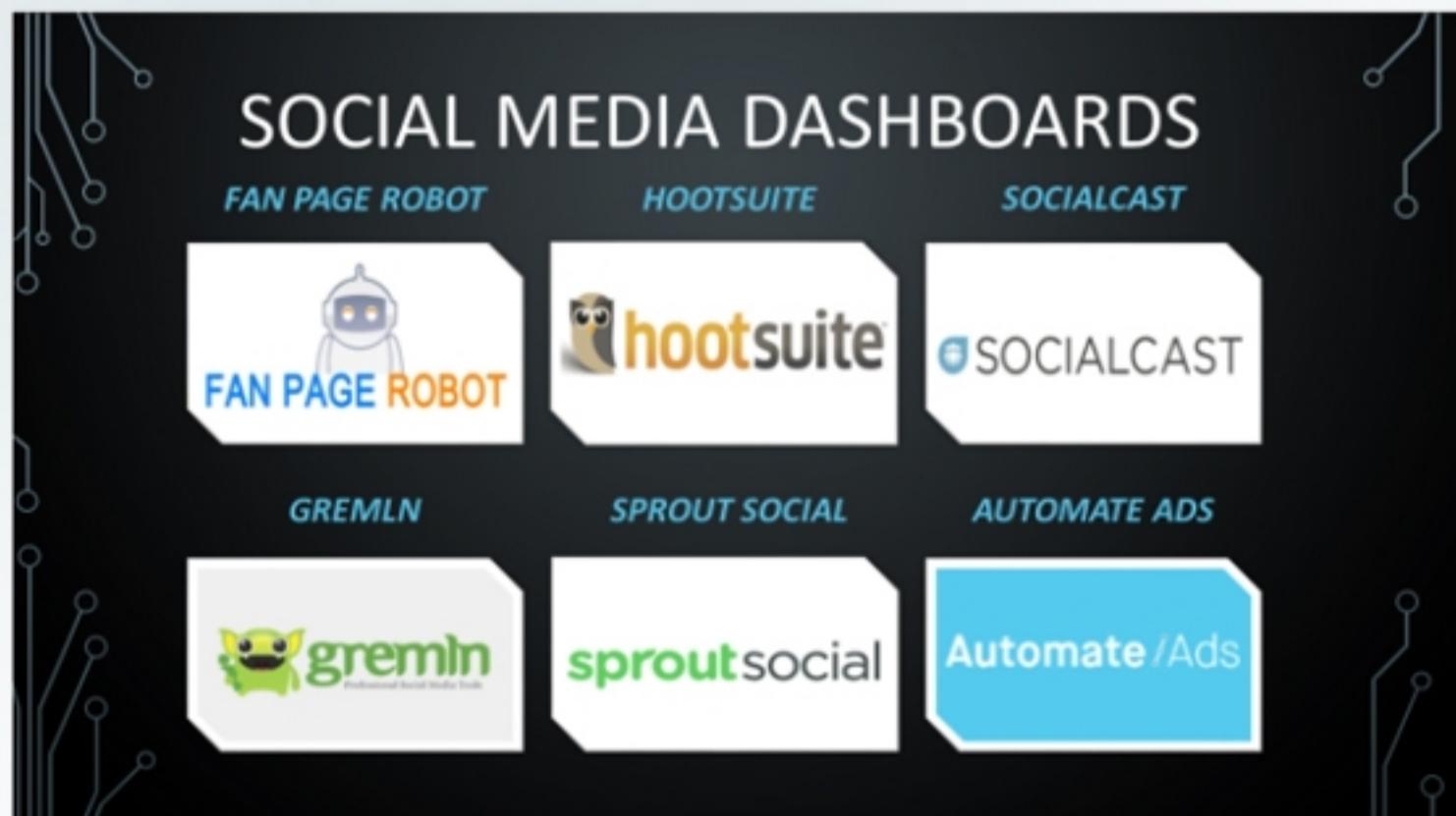
This is a great time to reach people before they get off work.



Tip 4: Engage Your Fan Base

The more comments that your posts receive help to boost the amount of people who see it outside of your follower base. If you can get your followers to comment on your posts, it will help your postings to be seen by all of the friends of your followers as well. Make sure to either ask a question in your post or entice your fans to leave a comment. A great way to do this, is to run a contest once a month on your page with a prize giveaway. Enter to win "Said Prize" by leaving your testimonial on buying a car from our dealership. This can help as well as when potential customers are researching your business, you will have tons of positive consumer facing information for them to see.

Tip 5: Scheduling Your Posts



There are many online tools that are readily available to help you schedule your posts. Utilizing a posting scheduler can make posting to Facebook a breeze. If you have a small business operation and do not have a social media manager or IT department that handles this for your business, this can help by allowing you to gather the content and schedule the posts for either the week or month. Working smart and not hard is always the best plan of attack, and these easy-to-use tools that will help you out along the way. Here are some great resource tools that can help you post with ease, depending on what social media channels you use even beyond Facebook:

- | | |
|---|---|
| 1. www.FanPageRobot.com | 4. www.GremlinSocial.com |
| 2. www.HootSuite.com | 5. www.SproutSocial.com |
| 3. www.SocialCast.com | 6. www.AutomateAds.com |

Having a plan for your social media posting will take the weight off and some of the hassle as well. If you can create a schedule, find the best content, know the best time to post, and schedule it, you will see a great increase in your online presence for your business fan page.

Stay tuned for next month's article as this is the first article in a 12-month series only found in the "Dealer Strength eZine".

Michael D. Jackson

Co-Founder, Auto Search Technologies, Inc.

Author, Publisher, Technology Expert

(949) 608-0809 (Direct Line)

mj@autosearchtech.com



Turning Staff Into Influencers

Beto Paredes, speaker for Marketplace Master's September 2017 Expo
Emily Bloomer, co-author



By now you know that social media in the form of Twitter, Facebook, and other platforms, are driving consumer decisions. In fact, $\frac{3}{4}$ of consumers report that social media directly influences their buying behavior. This means that, whether you like it or not, social media is an integral part of your dealership's marketing strategy. Because you know social media is here to stay, you probably have some great techniques to get the most from it. But you are missing one very important component. You have an untapped resource right at your fingertips. Your team. The people you employ are a marketing potential that you probably don't know how to tap into. There is a vast potential in your employees to expand the reach of your social media marketing and to increase interest and awareness in your dealership. By developing an employee advocate system you can turn your staff into influencers.

This may seem like a daunting task to get your employees to willingly share about the dealership on their social media. You are probably thinking right now that you don't even like to do it. You don't want to turn your social media page into one big advertisement for your dealership. People would get sick of it fast and would unfollow you in a heartbeat. But if you create the right opportunities backed by the right incentives, you can achieve a fully engaged and expanded social media reach. Simply encouraging employees to share your dealership's social media updates—when done properly—can dramatically expand a company's total following, extending the reach and impact of its messages.

Encouraging employees to share expands your following and extends your reach and impact.

Employee social media advocate strategies are widely misunderstood and largely unused, but research has found that word-of-mouth messages from friends are more engaging and better received than corporate or business posts. Messages from friends or colleagues are widely seen as more relevant and trustworthy. Because of this, content from your staff can get up to 8x more engagement than content shared internally by your dealership. It is also re-shared 25x more frequently. What's even more impressive, leads that are developed through a staff member's social media marketing can convert 7x more often. So it is obvious that when staff share messages, your dealership not only expands your reach in social media, but you will see markedly better results.

Look at it this way, everyone has some sort of reach with their social media. Whether it is just their mom or their brother, social media marketing works just like word of mouth – when someone knows you're there, they are likely to tell others. It will ricochet through all the channels and the people they know. Your dealership will expand their reach and you will bring in more interested and serious customers. But right now your employees have no guidance and, honestly, no incentive to take the time to share posts about their job. They will likely view it the same way you did at the top of this article. They have no reason to want to share your dealerships' posts or to post their own story about the dealership. They don't want to turn their Facebook page into a big advertisement for their dealership – this right here is the number one reason why your staff don't want to share.

But there is good news. Research shows that, up to a point, your staff are already posting or sharing posts about the dealership. They are spending a large part of their day at your dealership so they post about it! Let's look at some stats found by research done by Buffer:

Here are some eye-opening statistics from our research about employees:

- 88%** use at least one social media site for personal use
- 50%** post messages, pictures or videos in social media about employer often or from time-to-time
- 39%** have shared praise or positive comments online about employer
- 33%** post messages, pictures or videos about employer in social media often or from time-to-time **without any encouragement from employer**
- 16%** have shared criticism or negative comments online about employer
- 14%** have posted something about employer in social media **that they wish they hadn't**



Your staff is already engaging in social media marketing on your dealership's behalf. So why not increase this engagement and leverage it to your advantage? The research shows that this is without any incentive. Imagine what they can do if you set up a small incentives program and give your team something good to post about? You could exponentially increase your reach in social media by turning your staff into influencers.

Let's look at it from a different angle. Engaged employees reach a larger network to share your dealership's culture and news. As your staff shares great content with the community via social media, your dealership will gain trust and credibility. So let's get them engaged!

Here's a look at some of the data:

- According to Gallup's 2013 State of the Global Workplace survey, just 13 percent of worldwide employees say they are engaged at work.
- A recent study of 2,300 employees on "employee activism" discovered that social media helps
- Create the kind of engaged employees who act as company advocates and draw visibility to their workplace.
- The same study discovered that 50% of employees are posting messages, pictures or videos in
- Social media about their work, and a third of them are doing so without any encouragement from their employer.



Still don't believe that an employee advocacy program is a good idea? Let's look at the ultimate success story of an employee advocacy program – Starbucks. With 36 million Facebook likes and 10 million Twitter followers, Starbucks has obviously mastered the art of marketing through social media. It's also converted social fans into real revenue with the company's "Tweet-a-Coffee Twitter campaign" which generated \$180,000 in direct sales in less than a month.

Starbucks, of course, has an entire team of social media strategists working round the clock. But a lesser-known secret to its success is their employees. Starbucks employees do a lot of the tweeting and posting themselves. A successful employee advocacy program actively encourages staff to share updates about the brand on their own social media accounts. You still might think that getting your own staff to do the same—successfully and sustainably—just isn't achievable. But it can be, and here's how:

You CAN achieve a successful and sustainable employee advocate system where your employees happily share about the dealership on their own. And now that you see the advantage of implementing an employee influencer strategy, let's talk about the right way to do this. I have developed a few guidelines and strategies to help make this a success for you, for your dealership, and for your employees.

Employees have to want to share updates, and, to be clear, any employee social media program has to be voluntary. I'm going to say it again, for this process to work, employees have to actually want to share company news and do it willingly. This starts, of course, with having the right company culture. If employees are engaged and enthusiastic, then helping the company get the word out—if it's easy to do—isn't a huge ask. At the same time, by sharing relevant messages, employees can ideally build their own professional social followings, establishing themselves as experts in the automotive sphere.



However, it is a very relevant fear that if your staff's followers are suddenly swamped with company messages, the brand's credibility suffers and people simply tune out. It's going to be a lose-lose situation for everyone involved. So it's important to use this strategy in the smartest way possible. It's not really a matter of how many messages you send, but what kind of messages you send. The best updates for your staff to share are genuinely useful or entertaining. They align with company interests without being too promotional or narrowly focused.

So start small. Encouraging your staff to share your dealership's social media updates and posting their own thoughts and stories, can dramatically expand your dealership's following and extend the reach and impact of your messages. Nor does that require any special investment of time or money: The resources needed to execute it are already on your payroll.

You have to align with your audience.



As a dealership you are looking for the people in and surrounding your community. To align with them, it is critical that you actually get involved with your community and create the opportunity for engagement from your employees.

Export your culture as well as your product:

A strong culture translates through social channels and raises brand perception across the board. Employees might share images of the company picnic, happy hour with coworkers, and other fun outings just like they do in their personal lives.

Leverage your employees' desire to share their lives—including their work-on social media. Once you put a system in place, your social media presence will grow rapidly.

Give your staff something to share:

No one wants to see just photos of your inventory being shared, you need to have something interesting to post about. This will also help to build your culture. As you become involved in the community, you will establish yourself as a trustworthy business that participates in the lives of its community. Take a look at some of these ideas to see if they will work for you:

- Will the local high school let you give a presentation on driving safety tips?
- Be a part of the local parade or other event.
- Host ice cream parties and have your staff bring friends and families
- Bring in some entertainment and have a "Family Day" for the community.
- Is there a homeless shelter you and a few of your staff could volunteer at?
- Put on a charity event and auction off some dealership swag.
- Is there a local sports team that you could sponsor?

If any of these ideas will work for you, you need to make sure that you leverage the opportunity to truly make it worth your time. Make sure you and your staff take photos or share video of all the events you put on or participate in. Your staff will love to share the good they do and their followers will love to see it, too.

Once your new social media strategy is off the ground and your staff have become influencers, share social media stats so team members can see their impact. When team members can see that an article they found or a comment they wrote increased site traffic or sales, they will feel pride in their contributions and will be more likely to continue to share.

Remember, you have a vast amount of potential within the staff you have. So make the most of it and find out what works best for you and your team. You will be happy you did.

Beto Paredes

Speaker, Trainer, Marketing Expert

(801) 949-0696 (Direct Line)

director@betoparedes.com

WTF Or

BY GEORGE DANS



You read the title and think, how could somebody write that or use that as their header to an article? I did, but I'm not going to tell you what it means until you read the rest of the article. However, like most dealers, managers, or salespeople, you might be just be saying "WTF?" today because of the pipeline leading to your next-door neighbor called, the next dealership. Horrible, isn't it? Don't you need more customers? Do you think the flags and balloons are going to help you sell a lot more cars? WTF! I hope you aren't relying on that!

Do you think you are missing 10-20 sales a month? This is the one I don't like to hear, we already bought! WTF! It happens, it's a crime, it's pathetic, it ruins your day, your life, your income, and soon your business. WTF, what is it? It's that dreaded disease called, we bought somewhere else! WTF! Are you serious? Yes, it happens quite often - more than you know. No way! Denial is not a river in Egypt, just to let you know! If you don't close you lose, and you've got to close on getting people to respond and eventually come in! If not, they go somewhere else. You look out your front door and you see the huddle playing buck buck to see what's for lunch! Really! Instead of WTF, it's WFL, yes that spells What's For Lunch! Who cares, we are here to sell and make money, not dine and rest! WTF. Some of these new salespeople think it's the customers' job to follow up! Imagine that! You lost the sale! Yes, it happens! Why, why does this happen to us! I remember the days when we used to sell twice as many and now we don't! Look around the business today. Your customer is your competition, not the place down the street. Today, you must be able to convert any lead into a response - connection - interaction - transaction.

The new age of customer knows how to buy, where to buy, when to buy, what to buy, and can even run their own vehicle locate to buy. The last thing left in this business is the who to buy from? That's about all you got left. By the way, the stats in this business which are so over-used, outdated, and probably guessed in some guy's mind say, that 70% of people bought because they like or liked their salesperson. I'm not the smartest guy, but does that also mean that 70% didn't buy, because they didn't like their salesperson? Just saying!

Is your dealership ready to handle this? Do you have the right people doing your Social Media? Is it a full-time department? Who regulates it? Is it like a wild animal - it just runs all over the place? I hope you are Social Strong to be able to handle the Professional Researcher! This is probably why you should attend the big conference. Marketplace Masters is the big show to attend if you are looking to gain or beat your competition.

My heavens, I hope you haven't left your success to some new dumb software program that will bring you tons of confirmed appointments in your inbox on Monday AM. ZZZZZZ. Really, can you imagine dealers thinking that the SEO gods are going to be sending you all the buyers who are ready to buy? I wish! The Google thing is a great tool; however, this is a belly-to-belly business, or a mouth-to-mouth business. So far technology hasn't proved to us it's the shining star that is going to save our life! People buy people. Look at marriage, it's still happening isn't it? Have you ever tried to have a relationship with your computer? WTF. All you can do is hear and see with technology, no scratch and sniff yet! Really, I didn't make this stuff up!

Today, your team must have a WTF attitude of where they are. They also need a PHD! A Poor - Hungry - Desperate or Driven attitude to make money while having the skills to bring people to your dealership so that you can make a sale. But we called, we texted, we emailed, we called, we texted, we left messages - and nobody called us back. So? Don't quit, follow up! WTF, why would I do that? I might hear the dreaded word "NO". Get over it! I'm sick and tired of the weak and meek, who can't stand to hear the word "NO"! Well, then develop the skills to overcome it. That would take work!

We also hear the infamous statement, "We already bought". Gulp. You can't give up or let up until you follow-up by calling up and getting them up to coming into your dealership to buy. Never leave your follow-up to the way your feelings tell you to act. Most of the below-average sales people dislike follow-up. Some of the excuses or reasons sound really good, if you like those kind of responses.

I imagine, though, that's not you. You must move past what you don't like to do and just do it. I love effort because it doesn't require any skill at all. So, if you don't feel like doing it then it could be the level of your effort or it could be the level of your skill. Shhhhhhhhhhhs shhhhhhhhh. Don't say that word, "skill". WTF!

By George Davis

If you don't have the skills, then how do you expect to pay your bills?

If you don't have the skills, then how do you expect to pay your bills? You don't! Today's customers are looking for the same thing they looked for years ago: a knowledgeable salesperson, a great program to help them rebuild their life and credit, and a good, reliable car from a dealership that will take care of them long after the sale. WTF! Is that your dealership? I've been to Houston and have done training for quite a few dealerships; new, used, subprime, and buy-here-pay-here. There is one street where it looks like a graveyard for all old buckets or a used car super sale at the stadium. I also noticed that the flag guy is making a lot of money, too. Can you imagine relying on flags to bring in prospects! WTF - Have you ever thought about possibly really training and developing your salespeople?

Anyway, here a few selling tips to help you in bringing in leads or getting leads to respond to you.

TIPS = To Improve Performance Salesperson!

- 1. Leave short voice messages and always say, "I have great news! Do me a favor and please call me back at [your information]. I will be waiting for your call!"**
- 2. Get your customer to respond by text - then get them to a live phone conversation.**
- 3. When setting an appointment, build up a sense of urgency in your voice when setting the appointment. Remember, you aren't working at a funeral parlor!**
- 4. Close the appointment by asking if they can come in right now or little bit later! Always set the appointment on the 1/4 hour, "4:15 or 4:45, which appointment works good for you?"**
- 5. If you can't get somebody to respond to you, text or call and say, "Are you playing hide and seek with me? Come on, text me back at"**
- 6. Babysit your appointments to show up! Huh, yep. Why? Because I said so... I would set the appointment. Then confirm, text or call 60 minutes before, then text 10 minutes before they are supposed to show up. Why, cause I said so! When people are ready to buy they are likely to stop at other places before they get to yours! Gulp.**

7. Use your customers' names when leaving messages by phone, and start off your text message by typing in their name! Why, because I said so! Ok, fine, because it personalizes the text.

I better wrap this up before they cut me back and reduce my article to a few words - like a Fico score that wouldn't reach 500 if I put all my relatives together. I hope you enjoyed it! You can always sell more by doing more of the right activities that will lead you to a sale. So simple, yet so hard for many to follow or do. You can do anything if you put your mind, faith, heart, soul, and skills together. WTF - which means, Wow That's Fabulous or Well That's Failure! Gotcha didn't I? So I hope to see you at the show.... the best thing you want to say is WTF, which means, Wow That's Forever!



"CANI"

DJ Harrington



It's reflection time! Whether prepared for it or not, we've started another new year. Being granted a new year means we have a chance to reflect on our successes, make any necessary changes, or start over, if warranted. During my reflection time over the last couple of weeks, I remembered with fondness a campaign that is one of the most successful programs with which I've worked. Here's why.

One year, I was pushing the Eye-Can Campaign. The Eye-Can Campaign had a 2-fold purpose. It improved my business classes and, at the same time, fed homeless people. The idea was simple. I bought cans of chicken noodle soup. Took the cans to the local homeless shelter and offered the cans to the kitchen with instructions that I needed the cans back when done. With clean, empty cans in my car, I drove to the local dollar store where I purchased googly eyes to attach to sides of those cans. I created a bunch of "Eye Cans". During class time, I used words of affirmation, such as "I CAN" be a better Dealer, "I CAN" be a better Mom or Dad, "I CAN" be a better sales person or "I CAN" be a better manager. The "I CAN" idea was developed to create in others a verbal self-affirmation that something can be accomplished if a person has the right attitude. Everyone can improve. Today, lots of Buy Here, Pay Here dealers that hear me speak at NABD have an "Eye Can" on their desk. When a guest is looking at a vehicle in the dealership, they see the can with eyes all over it, and they say, "What's that?" I train salespeople to answer, it is my "I Can". "I Can" get you approved. "I Can" get you financed. "I Can" get you the right car for the right payment.

My reflection about those eye cans continued last year while I spoke at Digital Dealer. Digital Dealer is a large group of new car automobile stores. To my surprise and delight while being introduced to the group, a masculine voice from the back of the room yelled, "CANI". I, in-turn, yelled back, "CANI".

Between 2008 - 2010, I focused on "CANI" classes. Every letter of the phrase CANI stands for Constant And Never-ending Improvement. A person's improvement can't stop and it must continue improving. The Japanese call it - KAIZAN. Toyota uses it today.

CANI stands for Constant And Never-ending Improvement.

Years back, I also remember an incident at a Inc 500 company's convention in Myrtle Beach, South Carolina I was speaking for. When a speaker leading a group of people asks an audience to do something out of the ordinary, they usually do it. I told an audience, "When I say, "CANI", just yell back, "CANI". With guarded looks from side-to-side, I could see maybe they weren't quite sure about my request. I pressed, "Are you with me?" When I said, "CANI" again, they repeated, "CANI" back to me. All of us need to be constant learners and always be improving. Saying CANI does that for people. This particular convention lasted three days. We hadn't yet seen the President of the company take the platform yet. He is a tall, thin man with a full head of hair. (I hate that type—the full head-of-hair). The President shows up the last day of the convention for the keynote address.



As the President exits the elevator, people around him are saying "CANI". "What the hell are they saying", he asked his assistant. With much trepidation, she said, "Oh, sir, we had a speaker, DJ. Harrington, open the convention, and he has everyone saying, "CANI". It stands for Constant And Never-ending Improvement."

The day I spoke, three speakers followed my opening talk. All three speakers started their speech addressing the audience with "CANI" while nearly 1,000 dealers yelled back, "CANI".

When the President of the company stood before the dealers to speak, he said, "Guess I need to start by saying, "CANI". The entire group of dealers form across the USA and Canada yelled back, "CANI". What just happened? Here's my point. A positive affirmation had been created within the group, and it was going to continue.



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That particular meeting happened years ago, but I was reminded again of the atmosphere such a phrase creates when I visited Marsh Motors in Jacksonville, Florida. Jim Marsh and I walked through his beautiful placed, assessing his success. Every employee greeted Jim with "CANI". Hearing that phrase told me that Jim brought home the "CANI" attitude story to his team. Delighted to hear "CANI" from the employee, Jim answered him with "CANI". Hearing both men repeat that phrase made my day too. The underlying message as we walked Jim Marsh's dealership is that Jim and his people work as a team. They're always constant and having a never-ending improvement to their business. Marsh Motors isn't the only company doing this.

Interactive Financial Marketing Group in Richmond, Virginia is doing this too. Their Christmas Party had a toast for the New Year. With glasses held high, the team, committed to the phrase, yelled, "CANI".

Folks, we have a new opportunity this year to make some adjustments. With all the changes in business and things happening in this world, all of us could use more "CANI" spirit. I have a favor to ask of you. Mark on your calendar right now. September 7th, 8th, and 9th, 2017 to be in Dallas, Texas for the marketplace Master Dealership Series. This convention has the critical focus on strengthening your direct client-Relationships through education and innovation. When you are there, and you see me after I speak or in the exhibit hall with a 100 or so exhibitors, yell, "CANI", and will return the greeting with, "CANI". We'll be echoing our Constant And Never-ending Improvement during our time spent together.

If you like this article, pass it throughout your team and create a cohesive "CANI" spirit at your place. So, for now, "CANI", and I will see you September 7th, 8th, and 9th in Dallas, Texas.

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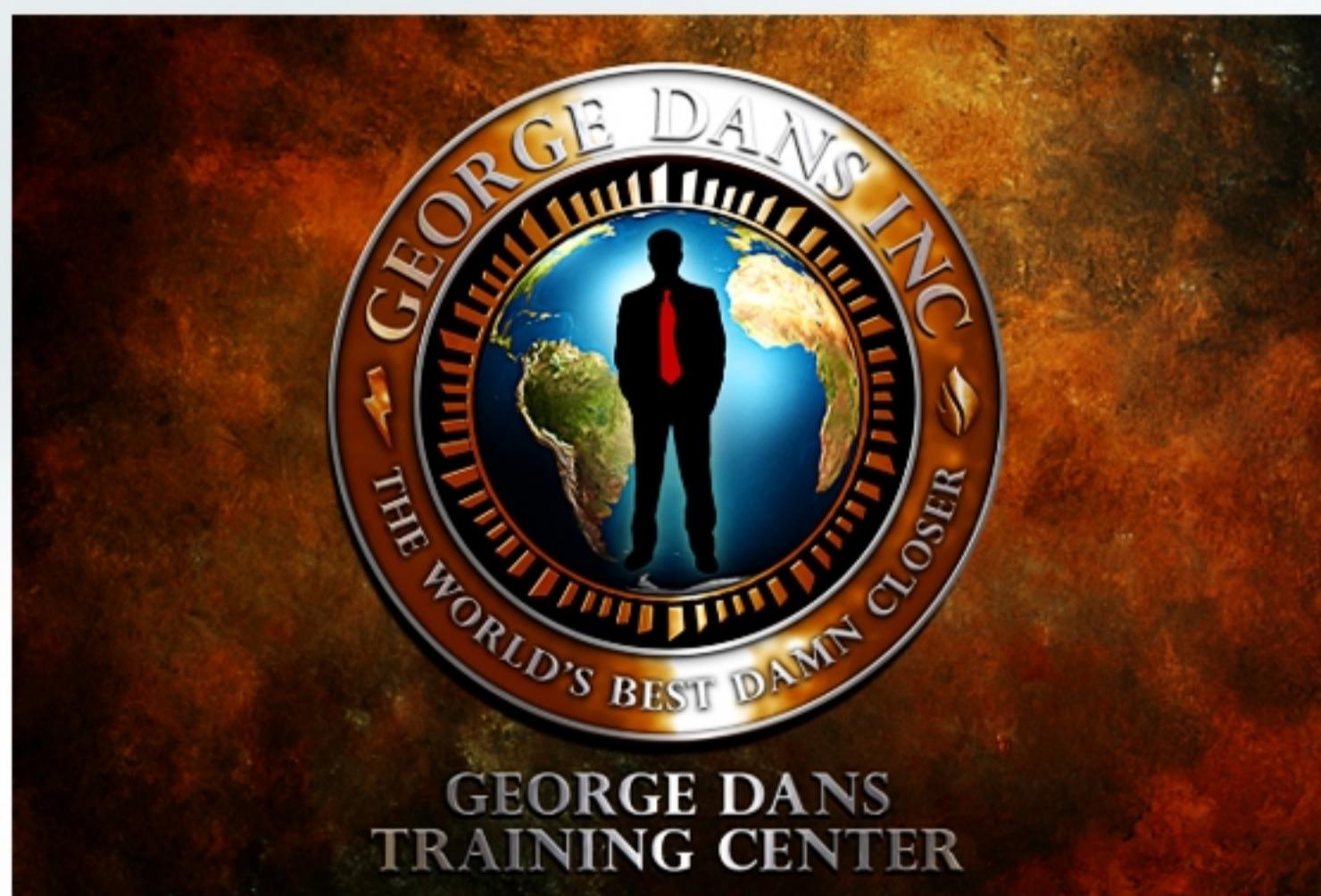


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01 GEORGE DANS

Motivational speaker George Dans is fired up with passion and drive to help everyone he meets develop themselves to success. George speaks to companies who are looking for real world training solutions, backed with the motivational training to implement what they learn. George has studied human improvement for over 25 years and has read thousands of books on the subject. Being a published author himself, George has written many articles and books on what it takes to succeed in this market. he is a master of humor and powerful storytelling, bringing unparalleled energy and principles to every audience he speaks for.



02 THE WORLD'S BEST CLOSER

George Dans is a motivational speaker and the CMO, Chief Motivational Officer, for the World's Greatest Closer Organization. George sets the standard for motivational sales training and teaches how to develop yourself personally and professionally. His clients range from Fortune 500 companies with annual sales in the billions to small private sales organizations. The 'World's Greatest Closer' Organization has what it takes to help your company increase sales and profitability. George has spoken at worldwide conventions with over 30,000 people in attendance. He is the keynote speaker at many motivational seminars and inspirational conferences. George also develops customized corporate sales training seminars to fit just about every type of industry and need.



03 WHY WE LOVE GEORGE DANS

George shares his powerful message, "You don't need to know how to get to your goal, you just need to know you will reach your goal" with audiences around the world. His signature keynote focuses on ways to improve your life, by understanding the power of setting and reaching goals. You will leave his seminar energized and inspired to implement your new game plan to take action and close more sales.

Learn more about George Dans at:

<http://www.marketplacemaster.com/mediadetail/3/george-dans-automotive-sales-training-market-place-master>

01 AUTO SEARCH TECHNOLOGIES, INC.

Auto Search Technologies, Inc. is providing Performance Automotive SEO since 2007. Their goal is to provide the best in online automotive software and companion services. AST is the leading SEO service provider for the automotive industry. When it comes to website ranking or visibility, no matter the business size, or if you're a small dealership, they are the right result driven SEO software for you.



02 THE FLAGSHIP SEO POWERHOUSE

As NIADA's premier web development firm, they have masterminded the autoBAHN to provide top search placement without the use of costly Pay-Per- Click or Adwords giving dealers the highest level of exposure for your business ad listed inventory within all of the major search engines. AST understands the automotive industry and works closely with dealers to understand your business processes and requirements. Their unmatched expertise and impeccable client services will increase online sales by gearing up ranking and increase the numbers of visitors to your dealership's website.



03 WHY WE LOVE AUTO SEARCH TECHNOLOGIES, INC.

Auto Search Technologies proudly builds and offers extraordinary, engaging, functional, and customized websites for their dealers. The designs and intricacies of each website are powerful and robust, to reflect the dealership's true digital presence.

Learn more about Auto Search Technologies, Inc. at:

<http://www.marketplacemaster.com/mediadetail/1/auto-search-technologies-inc-automotive-websites>

01 TAX MAX

The successful Tax Max program, used to process electronic tax return filing through the auto and retail industry, has been used by thousands of dealers in all 50 states throughout the country over the years. Today, Tax Max is the nation's largest electronic filer for the retail industry. Years of experience in fast and accurate processing, banking relations, and IRS relations/regulations assure that this program will work for you, every time.



02 MAX YOUR TAX REFUND

Tax Max has a strong focus on CUSTOMER SERVICE and ACCURACY of tax preparation. TRS Tax Max offers services where funds can be available the second the IRS releases the funds. With every tax return, there is the flexibility as to how fast the refund is received as well as how the funds are sent to the dealership. The dealer has the ability to customize and select what fits EACH deal, including the ability to print a check on site which puts the refund check directly into the dealer's hands the minute that the check is ready.



03 WHY WE LOVE TAX MAX

TRS Tax Max has experienced a high growth rate by emphasizing amazing customer service and by insisting on customer satisfaction. They pride themselves on making customers number one. TRS Tax Max recognizes that without their customers they would not be in business.



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