

*The greatest advantage dealerships have - are the performance of their people, the leadership that drives their purpose, and the flexibility to adjust to an ever changing market.*

Innovative Dealership Solutions is dedicated to partnering with dealership leaders that are looking to improve their business model. Our values align with those dealerships that place a high worth on their customers and employees, commitment to the business including re-investment, and the practice of high ethical standards.

## **SERVICES OFFERED**

### **Department Assessments**

In-depth analysis of dealer Sales and Service operations - Employee performance - Procedure efficiency - Loyalty retention - for validation of current performance and growth opportunities

### **Job Specific Skills Training**

Customized Guided Discovery skills development for job specific performance - Behavioral "Road to the Sale" techniques for Sales, Service and Parts personnel with ratable results and student certification - Training conducted in either In-dealership or workshop environments

### **Customer Loyalty**

CIMA Systems Offers the dealership sales and service customer retention through a process that maintains communication, through marketing programs that deliver results: AutoRemind, AutoAppoint, CIMA Media, Hosted "Live" Chat, CIMA Blog, and eCapture

### **Core Process Improvement & Maintenance**

End-to-end process evaluation - Customer and employee process improvement with defined goals - Implementation, training and compliance - Sustained measurements, report-outs and follow up

### **Manufacturer Certification Integration & Maintenance**

Review and education of staff on key certification requirements - Update or develop processes to meet or exceed manufacturer certification mandates - Coaching on individual techniques with support materials - On-site pre-certification walk through and sign off

*Please contact me direct for further information on growing your business and your bottom line through improved performance.*

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