

Kelly Automotive Group Career Path Sales Consultant to Leadership Role

Hired for Sales Floor or as
Business Development Center
(BDC) Representative



Leadership Indicators:

- Outstanding Communication Skills
- Proven Leadership
- Must be driven and able to set direction
- Can Motivate & Inspire Others
- Can build new relationships
- Meets or Exceeds Department Forecasts
- Well respected by other Managers & Team Members
- Must be aligned with the Kelly Values and Vision
- Demonstrates & Understands Dealership technology & available tools
- Can give & take direction
- Partners with all Team Members

Sales Consultant:

- Spend 1 week to 1 Month in BDC
- Learn Customer Relationship Management (CRM) Tool
- Learn BDC methods & process
- Certification for Applicable Manufacturer
- Complete David Lewis & Associates (DLA) Online Training



After a Minimum of 6 Months:

- Average 10 or more sales per month
- Meet All President's Club Qualifications
- Balanced job of selling both New & Pre-Owned Vehicles
- Start to cultivate Referrals/Owners/Prospects

Now qualified to attend any
and all DLA Management
workshops

*Note: Must coordinate with
H.R. & Store Leader*

Essential Attributes

- Always Looking to Improve
- Competitive
- Happy
- Warm/Friendly
- Aligned with & Promotes KAG Values

Once the above results/behaviors/attitudes are achieved, this person qualifies to apply for a management position.



Ideal Next Steps



Business Development Center Manager

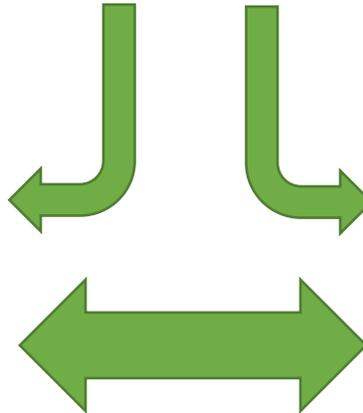
- Results, Results, Results
- Consistently meets appointment goals
- Master of the CRM
- Stand out in Social Media/Technology
- Exceptional Coach/Leader/Mentor
- Promotes & Supports all KAG Training Processes & Efforts
- Aligned with & Promotes KAG Values

Sales Manager

- Meets & Exceeds Unit & Sales Gross Forecast
- Exceptional Recruiter/Coach/Leader/Mentor
- Low Sales Team Member Turnover
- Generates Above Average Customer Satisfaction Scores & Positive Reviews Online
- Promotes & Supports all KAG Training Processes & Efforts
- Aligned with & Promotes KAG Values

Finance & Insurance Manager

- Consistently meets forecast for Income & Product Sales
- Timely and Accurate paperwork processing
- Partners well with Team Members
- Collects all funds and documents due from customers and lenders
- Promotes & Supports all KAG Training Processes & Efforts
- Aligned with & Promotes KAG Values



General Sales Manager

- Meets & Exceeds All Sales Forecasts
- Exceptional Coach/Recruiter/Leader of Managers and Team
- Low Sales Team Member Turnover
- Achieves Market Share & Above Average Factory Customer Satisfaction Scores
- Partners with Other Department Managers & Managers from other stores
- Works well with KAG Leadership Team
- Maintains agreed upon Inventory levels and turns
- Promotes & Supports all KAG Training Processes & Efforts
- Aligned with & Promotes KAG Values





General Manager

- Meets and Exceeds Entire Dealership Forecast Objectives
 - Net Profit
 - CSI
 - Market Share
 - Low Dealership Team Member Turn Over
- Works well with KAG Leadership Team and All other KAG Managers
- Exceptional Role Model in Community
- Continues to focus on Improvement & Growth
- Exceptional Coach/Recruiter/Leader
- Maintains agreed upon Inventory levels and turns
- Promotes & Facilitates team work
- Promotes & Supports all KAG Training Processes & Efforts
- Aligned with & Promotes KAG Values



General Manager/Partner

- All Items Mentioned Previously