



# TH<sub>3</sub>RD THURSDAYS



Leadership:  
Turning Strategy into Action

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Rex is a Principal of HBK CPAs & Consultants and directs the firm's Dealership Solutions. He has worked extensively in the dealership industry since 1984 as a department manager, a general manager and an owner, as well as providing tax, accounting and operational consulting services exclusively to dealers as an independent CPA. This experience includes working closely with hundreds of dealers from coast-to-coast since 1987 on creative tax planning and financial statements issues. He provides clients with a wide range of transaction work services and consults for them in specialty areas such as operations, government regulatory compliance, valuations and M&A feasibility studies. Rex is active in many professional associations. He is the current Chairman of the BDO Dealership Industry Group, contributes articles and commentary to dealership industry publications, is frequently called upon to speak to industry associations and conferences, provides expert testimony, and is regularly quoted by industry and the general media.



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Tim is a Manager of the Dealership Solutions Group. He has over 25 years' experience in the areas of income development and training at the OEM and dealership levels within the automotive, RV and powersports industries. A specialist in turn-around training. He is an accomplished speaker having spoken at NADA, RVDA and the AIMExpo as well as at dealer associations nationwide.

**SPECIAL EDITION**

Join HBK Dealership Solutions  
Next Thursday for another segment of

## Dealership Action Plan Webinar Series

*Including a dealership specific update on the Employee  
Retention Credit*

**February 11<sup>th</sup> 11:00 – 12:00 EST**

**Register now!**

<https://attendee.gotowebinar.com/register/1023062997065811471>



Nothing is certain but change...

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# Dealership Hot Topics



## PPP Loan Forgiveness Applications are on Temporary Hold



## **PPP - 2nd Round Eligibility**

### **Many Dealers Don't Realize They Are Eligible for Additional Forgivable Loans**





# The Biden Administration has Released NEW Workplace Safety Guidelines





# OSHA Injury and Illness Electronic Reporting Deadline is March 2nd



# Employee Retention Credit: Potentially Huge Dollars for Dealers

Join us next week when we discuss

- how to qualify
- calculate
- claim these tax credits

Have you recalculated your quarterly income in order to determine if you're eligible for PPP 2<sup>nd</sup> round of forgivable loan?

☐ Yes

☐ No

☐ N/A





# The ABCs of Training







# Keys to Energizing Your Training Classes

- **Create a need.**
- **Get their attention in the beginning and maintain their interest.**
- **Structure your training around real-world situations.**



## How to Respond to Questions

- **Make eye contact with the person asking the question.**
- **Listen carefully to the question to be sure you understood it.**
- **Repeat the question so everyone can hear it.**
- **Keep your answer short and to the point.**
- **Don't bluff.**

# Maintaining Interest and Improving Retention

- **Make your programs “Trainer Led and Participant Centered”.**
- **Ask Questions.**
- **Utilize stories to illustrate points in the training.**



## Attendees' Frame of Mind

Individuals put themselves into one of 3 categories when attending a training session

They're either a:

- Prisoner
- Vacationers
- Sponge

There is one thing that determines what category you put yourself into. Your \_\_\_\_\_

**ATTITUDES** are:

- A Choice
- Contagious



## Training “Killers”

- **Appearing Unprepared**
- **Poor handling of Questions**
- **Being Unfamiliar with information**
- **Poor Visuals**
- **Failing to involve participants**





## Poll Question

**The Superbowl is this weekend. Who do you think will win?**

☐ **Chiefs**

☐ **Buccaneers**

# How to Conduct An Effective Training Class

**First and foremost, be prepared!**

**What do you want the participants to:**

- **Know**
- **Feel**
- **Do going forward?**

## 3 Step Training Outline

- Tell them what you're going to tell them.
- Tell them.
- Tell them what you told them.

## Repetition Is The Key To Learning

**You must expose the individuals to the material several times for them to remember it.**

**The key is to vary the presentation, so they don't feel you're just saying the same thing over and over again.**



## Why Training Has Been Ineffective

- Training hasn't been consistent.
- Training hasn't been required.
- The training wasn't interesting, informative or fun.
- The training didn't take into account the individual's learning style.





## Communication Ethics

- **Use accurate and honest information in everything you communicate.**
- **Prepare documents to support your analysis of the situation.**
- **Don't use statistics unless they can be verified by a credible 3<sup>rd</sup> party.**



## Poll Question

**Favorite Superbowl snack?**

- ☐ **Pizza**
- ☐ **Nachos**
- ☐ **Wings**
- ☐ **Other**

# Training Millennials





## Millennials...Who Are They?

According to the Pew Research Center

- The traditional 9-to-5 job doesn't support their lifestyle.
- They're more likely to embrace working remotely.
- They value flexibility in their schedule.

## How Do Millennials Learn?

**Millennials were raised in a less authoritative environment.**

**Millennials need to see the reason behind why they are doing something.**





## Keeping Millennials Motivated

- A major part of keeping Millennials motivated is providing continuous training and coaching.
- Millennials need goals to work toward.
- Short lessons allow them to get to small goals that provide motivation that will encourage them to keep going.

## Coaching & Mentoring

- Millennials take pride in their work and like to improve in order to feel meaningful.
- Coaching will give them a specific set of goals to work towards and will fulfill their need for connection.
- In addition, a coaching and mentoring program is beneficial for the company as well, as it will teach managers and other employees about the power of open communication.



# Gamification

Gamification turns training into cool challenges to keep people motivated and focused.

The idea is to transform what could be a boring experience into a game with rewards, badges, and levels of difficulty



## Summary

- **Keys to energizing your training class**
- **How to respond to questions**
- **Maintaining interest and improving retention**
- **Training killers**
- **Training millennials**
- **Finally, and more importantly...have fun!**

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