

PERFORMANCE MANAGEMENT

A PARTNERSHIP THAT DRIVES
YOUR DEALERSHIP FORWARD.

At Dealertrack DMS we understand the unique challenges that dealerships face. Performance Management leverages our real-time data and industry experience to help you improve operations and boost your ROI. Our Performance Managers are knowledgeable, skilled, highly-trained people who have worked in the automotive retail industry. They view their relationship with each dealership as a trusted partnership – both parties working toward specific goals for the sole benefit of the dealership. Their job is to challenge the status quo with the intention of producing actual operational change.

Features and Benefits:

- A personal point of contact invested in your success
- In-depth discovery to establish short and long term objectives
- DMS utilization review to help you achieve the highest ROI
- A passionate advocate and advisor with extensive industry experience



“Dealers pay up to \$20,000 a month to hire somebody qualified enough to help them utilize the DMS at its most efficient. With Performance Management, that somebody is included.”

– Ryan McCulloch, General Manager Temecula Hyundai



What to Expect from Performance Management:

Use your DMS technology to its full ability and unlock additional, untapped, and very real potential within your business with Performance Management.

Introductory Meeting (Week 3 of DMS Implementation): Web Conference introduction between the Performance Manager and the dealership. The dealer and/or General Manager will attend in order to discuss the business' priorities and will be given an introduction to the Performance Management program.

Departmental Meeting (1-2 Weeks Later): Web Conference to engage each department manager, determining departmental objectives.

Managerial Meetings (Monthly Meetings): A mix of onsite and web conferences, including private meetings with individual managers, and attendance at some dealership manager's meetings.

Implementation of Solutions (Ongoing): Development and execution of a game plan for achieving primary business objectives. Performance Management solutions may involve technology, operational processes, sales or service procedures or other dealership activities.