SOCIAL MEDIA
BEST PRACTICES
IF YOU’RE NEW TO SOCIAL MEDIA
Success Doesn’t Have to Be Elusive

PAGE 06

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18 DOES YOUR DEALERSHIP VALUE ITS INTERVIEW PROCESS?

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Association News / OIADA ANNUAL CONVENTION

October 8 at Portland Airport Sheraton

The 2016 OIADA Convention will be held at Portland Airport Sheraton on October 8, 8 a.m. to 6 p.m. All in one day you will get access to:

• Vendor/tradeshow
• National speakers and classes.
• 6 to 7 hours of Continued Education.
• Meals and hosted cocktail hour.
• Awards, Quality Dealer of the Year, scholarships and benefit auction.

All this for $95 for members and $145 for non-members!

The idea of a one day conference is to cut back on the amount of your time away from your dealership. This also makes it easier for you to bring staff for some or all of the classes. By having one day event you cut back on travel, overnight costs and time away from family and the dealership.

You can’t afford to miss out on this great conference!

Contact OIADA at 503-362-6839 to register and reserve your seat. All registrations must be pre-paid.

Association News / OIADA IS MOVING!

New Location Enables us to Better Serve You

As of August 1, OIADA has a new home: 9190 SW Pioneer Ct, Ste H, Wilsonville, Ore. 97070. This move has been in the making for some time now, bringing us closer to the Portland Metro Area. We will be able to better serve our dealer members, associates, and auctions by accessibility.

This new location is basically one block of off I-5 at exit 286, for anyone trying to come up or down I-5.

We will provide easy access for forms, education and more at niada.tv!

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SOCIAL MEDIA / BY KATHI KRUSE, FOUNDER/CEO KRUSE CONTROL INC.

BEST PRACTICES IF YOU'RE NEW TO SOCIAL MEDIA

> Success Doesn’t Have to Be Elusive

LET’S FACE IT: finding the right path to successful social media marketing is difficult. Lots of dealerships invest time and money into platforms to get likes and followers without truly knowing what success looks like. You look at their social profiles and they’re not really being social at all. While many still find success in social marketing elusive, it really doesn’t have to be. If you’re new to social media, you’re in the right place.

It’s been 10–plus years since the beginning of the Social era. Today, it’s nearly impossible to go a day without hearing some mention of social media and its value. It’s no longer an optional component but an integral part of any online marketing campaign.

As a beginner, it’s important to stay grounded and not get overwhelmed. Trusted information is your best friend.

Start with one platform and choose the place where your customers/prospects most likely spend their time every day. For dealerships, that’s Facebook.

Once you’ve mastered the strategies for Facebook (i.e. content marketing and advertising), you can leverage your tactics to structure your approach on the other platforms.

Social media is not a big, scary monster, and you no longer have the luxury of ignoring it. It takes considerable intentions and the right information from a trusted resource. The following “Best Practices” and key points will help you find your footing.

Facebook: The world’s largest marketplace.

These seven elements outline your best plan, and are useful in designing marketing campaigns on other platforms as well:

1. Clear goals and objectives. Ideally, you want to create a marketing plan and set realistic goals. It isn’t enough to say you “see” results. Your results must tie back to your goals and objectives. You’ll never know ROI without goal setting and strategy.

2. Design strategy. Visual content has a lasting effect on the viewer. When creating your Facebook page and other profiles, make your branding consistent. Whether it’s your status updates, your landing pages or your Facebook ads, what the audience sees is what they’ll remember. Make sure it’s compelling and gets the point across.

3. Solid content strategy. One of the most frequently asked questions I get from dealers is, “How do I know what to post on our page?” To know the answer to that question, you must have a solid idea of who you are as a brand and who your target customers are.

What is it about your store that makes it unique, makes people choose to buy from you? Answer that question in detail.

Then, describe your target customers. What are their interests, concerns and issues? How can you help them come to a purchase decision with the content you publish?

Don’t forget about those fans who are not in–market. What can you offer them to make their time with you interesting?

4. Promotion strategy. Like it or not, social media is now pay-to–play. Facebook ads are how you’ll continually grow your fan base. A small budget with carefully selected photos and ad copy will drive likes to your page.

5. Engagement strategy. Engagement drives everything. Leverage Facebook ads to promote your content and increase your audience reach.

As your page grows, you’ll begin to engage fans and build those relationships. Designate one person internally to listen, respond, ask questions and engage with your audience.

6. Conversion strategy. Once you’re growing fans and engaging them, your next step is designing a way to convert them into customers. This more advanced form of Facebook marketing utilizes Facebook ads, custom audiences and compelling landing pages. Be sure to include a call to action and a lead form on your landing page to generate leads for your store.

7. Measure and analyze. You’ll need to determine the KPI’s (key performance indicators) that matter most to your success. Here are the top eight KPI’s we measure and analyze at Kruse Control:

• Audience growth.
• Audience profile.
• Audience engagement.
• Content reach.
• Engagement by content type.
• Leads.
• Response rate and quality.
• Negative feedback.

Dealership blog: Increase online authority and dominate search results.

Start with a solid framework. Wordpress (self–hosted) is the best choice for most companies. Wordpress provides a great SEO-friendly platform right out of the box. It allows you to easily update your content and there are literally limitless customization options.

Optimize your posts for search engines.

Blog posts are valuable in two main ways:

• Humans (customers and prospects) read them during their shopping research.

• Search engines look for fresh, relevant content when ranking which sites and blogs are the best at providing it.

Do keyword research to see what your target audience is searching for when it comes to the types of vehicles you sell and service.

Once you know how they’re searching, use this handy plug–in called WordPress SEO by Yoast. Install it and it will guide you through the process of optimizing your post for search engines.

Commit to posting at least once per week. Utilize the content strategy you created above to inform your content decisions. Publish consistently. Get traction by asking your front line personnel to give you their three top customer FAQs. Answer each one of those with a blog post.

Write what you’re passionate about. This is where leveraging your staff’s expertise can really come in handy. You may already have a blogger as an employee! Capitalize on your team members’ passions. Share interesting stories mixed with super–helpful tips.

Make sure you’re seen. Publish your posts on social media and use Facebook ads to promote your content to more users.

It’s important to know that clicks to your website from social media channels increase your relevance in search engines, so leverage your content wisely.

Twitter: Conversational, content–driven channel to reach target customers.

Create your profile. Take advantage of the real estate Twitter gives you. Make sure you stay consistent with your dealership’s message.

Remember, everyone starts somewhere. No matter how far behind you think you are, there’s always a solution to capitalize on social media.
Optimize your bio and install a branded header to capture attention (part of the design strategy we mentioned above).

Follow your thought leaders. When you’re new to Twitter, it helps to follow people who’ve been there awhile and take cues from them for publishing. In this knowledge-based, sharing economy, we’re all able to learn from each other and support each other’s success.

Follow your customers/prospects. Use Twitter Advanced Search to locate your customers on Twitter. Follow them and if they don’t follow you back within a few days, unfollow them. It’s about attracting those most likely to buy from you, not every person on the planet.

Connect with others by sharing awesome content and engaging in conversations. The more you talk about yourself, the less people want to follow you. Leverage the strategies you designed for your Facebook marketing. People only share and interact with awesome content. Think about what’s relevant to them and do your best to give it to them.

Instagram: Sell your company’s personality not your products.

Humanize your brand by using Instagram to introduce your fans to the people who make your company what it is. A great way to show your brand personality is to share images/stories of your team when they’re delivering an outstanding customer experience.

Tap into the employees and customers’ personalities. Highlight employees and customers in their “natural habitat.”

Generate leads with a solid Instagram content strategy. Show a side of your business that’s consistent with your “personality”:

- Content that unmask a more intimate or fun-loving side of your business.
- The genesis of your business is a great place to start.
- It’s perfectly OK to showcase your vehicles (and service) but do it in a way that doesn’t annoy.

Online Review Sites (Google, Yelp, etc.): Your online reputation influences buying decisions.

Eighty-eight percent of consumers trust online reviews as much as personal recommendations. But getting online reviews is not a simple task. The number one criticism I hear from dealership owners and managers new to social media is how difficult it is to obtain online reviews with any sort of consistency.

Here are some Do’s and Don’ts for getting online reviews.

Do’s:

- Earn the right to invite a review.
- Make it easy for customers to submit their feedback.
- Respond to every review with a thoughtful reply.
- Provide training for employees so they know exactly how to approach asking for a referral.

Don’ts:

- Don’t specifically ask for a positive review.
- Don’t pressure or coerce your customer.
- Don’t offer anything in exchange for a positive review.
- Never get into a heated discussion, no matter how wrong you think they are.

If you’re new to social media...

Remember, everyone starts somewhere. No matter how far behind you think you are, there’s always a solution to capitalize on social media.

Don’t underestimate yourself or your organization. Social media is a valuable tool to generate leads and sales.

You’re only new once, and from there it’s a fantastic and fun journey.

Kathi Kruse is an automotive social media marketing expert, blogger, consultant, author, speaker and founder of Kruse Control Inc. Kruse Control coaches, trains & delivers webinars focused on integrating social media and online reputation management into dealership operations.

SAFETY WATCH /

SOME NEW CARS STILL INCLUDE FAULTY AIRBAGS

Four Automakers Selling Cars with Defective Airbags

FOUR AUTOMAKERS – Fiat Chrysler, Mitsubishi, Toyota and Volkswagen – are still selling new vehicles that include the defective Takata airbags responsible for the largest recall in automotive history, a U.S. Senate report said.

The vehicles are being sold even though their manufacturers know they will have to be recalled by 2018.

During an investigation by Senate Commerce Committee, the companies confirmed they are selling cars equipped with Takata airbags that feature ammonium-nitrate inflators without chemical drying agent, citing engineering and supply challenges to explain why they are still relying on the faulty airbags.

The vehicles are legal to sell but must be recalled by 2018. So far, almost 70 million cars in the U.S. and 100 million worldwide have been recalled. The inflators can rupture, causing them to explode and send metal shrapnel into the passenger compartments, and, have been linked to 13 deaths and more than 100 injuries.

The new vehicles with the Takata airbags include the 2016–2017 Mitsubishi i-MiEV, 2016 Volkswagen CC, 2016 Audi TT and 2017 Audi R8.

Toyota and Fiat Chrysler declined to name the new models that use the inflators, but Toyota said it expects to produce about 175,000 of the cars for the U.S. through July 2017.

www.oiada.com

AUGUST 2016 / OIADA 7
4 ESSENTIALS FOR BIG SALES IN THE DOG DAYS OF SUMMER

THE DOG DAYS of summer are here. The typical BHPH dealer will sell 30 to 35 percent of their annual units in the first three months of the year. They will also realize about the same percentage of their annual profit in the first quarter.

So, if you got off to a slow start this year, summer could be the only way to salvage your annual sales. However, it’s going to be a lot harder.

But you can profit in the summer – with the right plan.

Good sales in the summer are no different than selling in the first-quarter heydays. It just requires more focus and drive because your customers have less money and can be harder to find. The four steps I outline below will give your team the skills and focus to make sales, even in the most challenging months.

**Step One: Develop the right skills.**

The first of the key ingredients, and most important, is simply training. Well-trained salespeople can sell any time of year.

Set up a training schedule to get your team on point. Both phone training and basic sales skills training should be done weekly, at a minimum. Specifically, address how to overcome objections. Role playing is a good way to accomplish this.

Educate your staff on how to set effective appointments by recording and reviewing the calls. Lot traffic is at a premium during the dog days, so make sure your people know how to handle effectively what opportunities they do have.

**Step Two: Keep up appearances.**

Appearance is critical. Now, I’m not necessarily talking about your employees’ appearance, which should always be neat and professional, but your overall lot appearance.

Over many years in the business and as an executive conference moderator with NCM Associates, I’ve discovered the No. 1 reason BHPH customers choose a dealership is that it looked good when they drove by. Let’s take this at face value and make sure your lot is the best-looking one in town!

Fortunately, improving your lot appearance isn’t difficult. Make sure it is always neat and orderly.

Arrange vehicles evenly and with a good mix of colors and styles. Don’t have them face all four directions of the compass! Host a lot party of colors and styles. Don’t have them face all orderly.

I know you can keep the dogs at bay. Fortunately, improving your lot appearance isn’t difficult. Make sure it is always neat and orderly.

**Step Three: Entice your customers.**

Successful dealerships understand you can’t just wait for clients. Good marketing brings people to your lot, so develop a plan that offers attractive incentives.

Summer is a time when repeat and referral programs really pay dividends. And it is also a good time of year to focus on referrals, not just with your customer base but with outside companies and people as well.

If you are not already paying referrals to non-customers, it’s something you should give some serious consideration to. I can assure you some, if not all, of your competitors are doing it.

Marketing also extends to your web presence. Make sure your website is up to date. Read through your “About Us” sections and any testimonials – do you need to make changes?

Review your employee introductions – has anyone left or been promoted? Do the photos need to be replaced? Reviewing photos is of particular importance if you display inventory. I was on a dealer client’s website the other day and the inventory photos had snow on the vehicles!

It’s also critical you check any advertised specials. You don’t want someone stopping in for a deal that’s no longer current!

**Step Four: Get your message out.**

If you want to make the most of the dog days of summer, make sure people know about you. In this very competitive industry, advertising in some form or fashion is a must. The two most popular advertising media are, of course, television and radio. And, contrary to popular belief, use doesn’t drop off in the summer.

Advertising is only effective when it reaches the right folks with the right message. When promoting in these channels, remember to advertise to your customer, not yourself. Chances are your buyers watch different television stations than you do and may even listen to different radio stations.

Select ad placements where your clients are watching and listening. If you aren’t certain what media your customers are using, survey both new and existing customers to gauge their entertainment preferences. In other words, just ask them.

Moving past traditional media, there are many options in social media to get your message out. I won’t go into them here, but I recommend you get the basics.

As you can see, the formula for selling in the dog days is the same as selling in the heydays. Although there are usually fewer opportunities, you can capitalize on what you have when you pay more attention to detail.

And it doesn’t need to be expensive – the two most important items outlined above are the least expensive. With the right mix of training, lot maintenance, and marketing and advertising, I know you can keep the dogs at bay.

Brent Carmichael is the executive conference moderator at NCM Associates. This article originally appeared on NCM’s Up to Speed blog (blog.ncminstitute.com) and is reprinted with permission.

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**MARKET WATCH**

BLACK BOOK UNVEILS RESIDUAL FORECAST ON THREE-YEAR-OLD VEHICLES

BLACK BOOK, a division of Hearst Business Media that provides new and used vehicle valuation services and custom data licensing solutions, unveiled its May residual forecast illustrating the downward pressure on prices that increased supply will continue to have over the next few years.

Black Book forecast data shows residuals on an average three-year-old vehicle will dip from the current three-year retention of 52 percent in 2016 to 47.8 percent by 2019. Residual values on a three-year-old vehicle peaked in 2013 when vehicles were retaining approximately 54.5 percent of their original typically-equipped retail.

 Favorable credit availability, continued growth in demand, and consistently low gas prices have provided support in keeping retention rates high in the last five years.

Increased used supply in the marketplace, driven by the significantly large volume of sales on new cars and trucks has played a driving role in slipping retention rates this year.

Here are the historical three-year retention rates and the projected residual forecast on an average three-year-old vehicle according to Black Book:

- **2012:** 53.8 percent.
- **2013:** 54.5 percent.
- **2015:** 54.1 percent.
- **2016:** 52.0 percent.
- **2017:** 50.1 percent (forecast).
- **2018:** 48.6 percent (forecast).
- **2019:** 47.8 percent (forecast).

The historical data represents published Black Book Wholesale Average values as a percent of new typically-equipped retail. The forecast represents published Black Book Residual Values averaged across all three-year-old models.

“Despite the industry’s continued efforts to maintain a strong pace of sales on new cars and trucks, the increased level of supply in the used market has begun to weaken prices on both cars and trucks,” said senior vice president of automotive valuation and analytics Anil Goyal. “We saw the first sign of this in 2015, when cars saw above-average depreciation on the year, and this year we will see rising depreciation for truck segments as well.”

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*2015 IMS Automotive Buyer Influence Study
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Step 1: Realize there are some great millennials out there.
The fact that most of the youngest generation in the workforce seem to be entitled, self-centered, have no work ethic, and expect success overnight is first, not as quite as bad as it seems and second, nothing new. Those aspects aren’t generation dependent, they’re age dependent.

When I was in my 20s, I was pretty much the same. Let’s face it, at that age most of us don’t have spouses and kids to worry about yet. We tend to think we know everything, are immune to life’s pitfalls, and that there is plenty of time to have fun now and get serious later. That said, there are career-minded, hard-working millennials who are looking for a long-term, fulfilling career. But you’re going to have to be committed to seeking them out, digging deep and working hard to find them.

Step 2: Talk about what’s important to them and sell the dream.
Ask them what they want and show them how a career, not a job, in your industry will provide what they’re looking for. If you’re the typical person who comes to me about bringing youth into your business, you’ve been in the industry for decades and have had a good degree of success.

Let the younger people know they can follow in your footsteps and enjoy the same success. They too can have nice cars, nice houses and live an extraordinary lifestyle, all while providing for a family now or in the future.

Generally speaking, younger salespeople will be more focused on the material rewards and money, as you probably were at their age, so you can put a little more emphasis there, letting them know they’ll be more than prepared to provide for a family down the road too. The most important thing is to let them know that a career in your industry can provide them with everything they need to be successful and fulfilled.

Step 3: Set expectations and prepare them for what’s ahead.
Now that you’ve sold the cars, houses and luxurious lifestyle, it’s time to talk about the price of success. Let them know this is not a 9-to-5 job and that if they’re going to have it all, there will be sacrifice. Inform them they’re going to have to pound the pavement, get beat up, and encounter pain and failure before success.

Make them aware that, especially in the
beginning of their career, life will be out of balance, weighted heavily toward the work side. Let them know their friends will be asking why they’re working so hard and they might think they’re missing out and the long hours aren’t worth it, but in the end, they will be.

Say, “Five or six years from now your friends will think you’re lucky or were simply in the right place at the right time because your business will be taking off and success will be obvious. You’ll be taking great vacations, buying the nice new house, and driving your family around in the nice new car, and your friends will be toiling away in a job they most likely hate, without a lot of financial or other rewards. “Yes, in the beginning it will be tough, but if you’re willing to work like no one will for the next five to six years, you’ll live like no one can for the rest of your life. But all of that is going to take determination, hard work, self-discipline, and a commitment that you are absolutely going to make this happen and be successful no matter what. Success or failure is completely in your hands."

Step 4: Be an organization committed to their success.

Bring them into the right environment and have an effective on-boarding and training program. The right environment is one of professionalism and high standards. It’s a competitive environment in which everyone gets along, supports one another, knows what is expected of them and gets the job done.

You can’t allow negativity or slacking. Establishing good habits is the first step in developing a new salesperson. Do this with a solid training program, which may include sending them to outside classes and training.

Work with them to develop production goals and daily activity. Help them calculate the numbers and make sure they do what needs to be done. Chart a course for them to follow for personal and professional success.

Ensure your company is progressive, up to date and open to new technology and change. Embrace the unique strengths millennials bring to the table: energy, new ideas, and experience with technology. Take them seriously, treat them as equals, and value their input and opinions.

Remember, good salespeople are hard to find at any age. Do the work necessary to get the right people on the bus. Let them know what’s in it for them, let them know what you expect in return, and make sure it’s a win–win for all involved.

And now a quick note for younger people reading this…

You are at an age in which it is extremely easy to stand out and get a huge head start. Look for a career, not a job, and take it seriously now. It will pay off tremendously down the road. If you’re going to be successful, you have to pay the price at some point. Pay it now while you still have tons of energy. 

SAFETY WATCH / BMW RECALLS VEHICLES FOR CHILD SEAT RISK

BMW OF NORTH AMERICA LLC is recalling certain model year 2011-17 X3 sDrive28i, X3 xDrive28i and X3 xDrive35i vehicles manufactured July 2, 2010 to April 14; 2015-17 X3 xDrive28d vehicles manufactured March 10, 2014 to March 31; and 2015-17 X4 xDrive28i, X4 xDrive35i and X4 xDriveM40i vehicles manufactured March 3, 2014 to April 15.

The affected vehicles have lower anchor bars for securing child restraint seats that may become damaged when using the European-ISO-FIX-type, rigid-style connector, child restraint system. Damaged lower anchor bars may increase the child’s risk of injury in the event of a crash.

BMW will notify owners, and dealers will weld a reinforcing bracket to the lower anchor bars and the vehicle body, free of charge.
Reinvention Creates Success for 70th Annual NIADA Convention and Expo

FROM THE VENUE TO THE CONTENT, the 2016 NIADA Convention and Expo was all about reinvention.

While the theme of “Success By Reinvention” was created with the idea of helping dealers thrive in the rapidly changing used car business, it fit the industry’s biggest event just as perfectly.

NIADA celebrated its 70th annual Convention in a new venue – the recently renovated Mirage, which provided a larger yet more intimate setting – as well as a sold-out 60,000-square foot Expo Hall with more than 170 exhibitors and the most extensive dealer education agenda in history, featuring more sessions on more topics than ever before.

It also included more attendees than ever before. The 2016 Convention obliterated the event’s attendance record, sailing past the previous mark, set in 2006 at the Las Vegas Hilton, by a staggering 24 percent. The number of dealers and first-time attendees both rose by 30 percent or more.

“I got what I came for,” said Sean Schuetz of Klass Motors in Santa Ana, Calif. “I wanted to learn new ways to take my business to the next level, and I’ll be spending the next several months implementing what I learned at my dealership. It was the most informative convention I have attended.”

While the education is always the focus, there was, of course, a lot more happening.

Kris “Tanto” Paronto, one of the heroes of the infamous Sept. 11, 2012 terrorist attack on the U.S. diplomatic mission in Benghazi, Libya, told the harrowing story of those 13 hours in a gripping keynote address that left the overflow crowd standing and cheering.

Paronto discussed courage and handling adversity and crisis situations, as well as the decision of himself and his CIA Annex security team to speak out about what happened that night in the face of conflicting reports from government and media that told a different story.

Attendees also had a chance to celebrate, dance and loosen up at the Cigars and Martinis and Margaritas welcome reception in a lush, tropical setting at poolside, and at a disco-themed closing party following the crowning of Florida’s Scott Lanier as the 2016 National Quality Dealer.

In addition to the NQD ceremony – webcast live as always on NIADA.TV – the previous night’s National Leadership Awards Banquet introduced new NIADA president Billy Threadgill as well as honoring NIADA scholarship recipients and the winners of awards for the top performers within the association and the used vehicle industry.

“I can honestly say my experience was far above and beyond my expectations,” said Daniel Johnson of LiteHouse Auto in Lakewood, N.Y., a first-time attendee. “We will not miss a Convention from here on out.”

The 2017 NIADA Convention and Expo will be back at The Mirage and is scheduled for June 12–15, 2017. Save the date and don’t miss your chance to be part of the used vehicle industry’s biggest event of the year! 🎉
Congratulations to the National Quality Dealer of The Year Scott Lanier

NextGear Capital would also like to recognize and applaud Dan Reel and Salvador Alvarez Herrera, who were first and second runners-up!

NextGear Capital is a proud supporter of the NIADA & independent dealers nationwide.
LEGISLATIVE REPORT

S.2663, Reforming CFPB Indirect Auto Financing Guidance Act

A letter was sent by a number of stakeholders to all 100 senators to generate support – especially among Democrats – for S.2663 as introduced by Sen. Jerry Moran (R-Kan.).

The bill, which mirrors House–passed H.R. 1737, would rescind the controversial auto financing guidance action regarding dealer discretion on interest rates issued by the CFPB in March 2013 and provide for a more transparent and accountable process for dealing with the issue.

S. 2663 is not expected to be considered on its own but rather included with some other legislation, presumably a must–pass bill. The Senate strategy has shifted from seeking more cosponsors to pursuing commitments from senators to vote in favor of the issue regardless of the context in which it comes up.

Other CFPB Bills

The fiscal year 2017 bill approved by the Financial Services and General Government Appropriations Subcommittee of the House Appropriations Committee includes provisions intended to curb the CFPB’s authority.

Notably, the bill provides for the CFPB to be funded through the annual congressional appropriations process rather than through transfers from the Federal Reserve as currently provided by Dodd–Frank – a provision designed to make the bureau more accountable. It would also require the CFPB to report quarterly to various House committees about funding, obligations made during the previous quarter and actions taken to achieve the goals, objectives and performance measures of each office.

The bill would limit the CFPB’s ability to regulate pre–dispute arbitration agreements – the bureau has already released a proposed rule restricting those agreements. And the bureau’s leadership would be changed from a single director to a five–member board of directors appointed by the President.

In addition, Rep. Jeb Hensarling (R–Texas), chairman of the House Financial Services Committee, released a summary of a bill to replace the Dodd–Frank Act, called the “Financial CHOICE Act” – CHOICE stands for “creating hope and opportunity for investors, consumers and entrepreneurs.”

The bill had not been introduced at press time, but the summary indicated it would, among other reforms, change the CFPB’s name to the Consumer Financial Opportunity Commission and give it the dual mission of protecting both consumers and competitive markets. Its rules would be subject to a cost–benefit analysis.

It would also replace the CFPB director with a bipartisan, five–member commission and make it subject to the appropriations process; establish an independent, Senate–confirmed agency inspector general; require the CFPB to obtain permission before collecting personally identifiable consumer information; remove the bureau’s authority to prohibit consumer financial services or products it deems “abusive” and its authority to prohibit the use of arbitration agreements; and repeal the CFPB’s indirect auto lending guidance.

Another bill, H.R. 5413, the CFPB Data Accountability Act, introduced by Rep. Matt Salmon (R–Ariz.), would impose requirements on how the CFPB handles consumer complaints.

REGULATORY REPORT

Department of Justice

The Department of Justice, Environmental Protection Agency and the FTC announced two agreements with Volkswagen to settle allegations related to the emissions testing scandal.

Volkswagen and its affiliates will offer consumers a buyback or lease termination for nearly 500,000 model year 2009–2015 2.0–liter diesel vehicles sold or leased in the U.S., and will spend up to $10.03 billion to compensate consumers. The companies must also spend $4.7 billion to mitigate pollution from the cars and invest in green vehicle technology.

The vehicles must be bought back at their retail value as of September 2015 – just before the public disclosure of the emissions issue. Those consumers can also have their loans forgiven by Volkswagen, or can have third–party loans paid off by Volkswagen, up to 130 percent of the amount a consumer would be entitled to under the buyback.

Consumers who sold their TDI vehicles after the VW defeat device became public could be eligible for partial compensation, to be split between them and the consumers who purchased the cars from them.

The bureau also released a report from a consumer study it conducted about automotive financing experiences.
**OREGON DEALER OF THE YEAR NAMED 2ND RUNNER-UP FOR NATIONAL QUALITY DEALER**

>> Congratulations, Salvador Alvarez Herrera!

**WE CONGRATULATE SALVADOR ALVAREZ** Herrera on his award of 2nd Runner-Up at the NIADA Quality Dealer Awards Dinner! Salvador scored high with the national association for the quality of his dealership and his commitment to education, staff, consumers, community support and to OIADA.

If you would like to apply for the opportunity to become OIADA’s 2016 Quality Dealer of the Year, contact OIADA at 503-362-6839.

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**“BEST PRACTICES IF YOU’RE NEW TO SOCIAL MEDIA”**

True/False: Social media takes considerable intentions and the right information from a trusted resource.

True/False: You should try to conquer all social media platforms at once.

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**“4 ESSENTIALS FOR BIG SALES IN THE DOG DAYS OF SUMMER”**

What is the first step and most important ingredient to be successful in summer sales?

- a) Marketing.
- b) Training.
- c) Barbeques.

True/False: Good sales in the summer are no different than selling in the first-quarter heydays. It just requires more focus and drive because your customers have less money and can be harder to find.

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**“HOW TO BRING YOUTH INTO YOUR ORGANIZATION”**

Which of the following is not a step listed in the article to bring youth into your organization?

- a) Talk about what’s important to them and sell the dream.
- b) Set expectations and prepare them for what’s ahead.
- c) Be their buddy and confidante.
- d) Be an organization committed to their success.

True/False: Good salespeople are hard to find at any age. Do the work necessary to get the right people on the bus. Let them know what’s in it for them, let them know what you expect in return, and make sure it’s a win-win for all involved.

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**“DOES YOUR DEALERSHIP VALUE ITS INTERVIEW PROCESS?”**

True/False: The interview is only important for the potential employer, not the job candidate.

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I certify to OIADA that I have personally read these articles in The Oregon Dealer News Magazine for August 2016.

STOP!! Before you sign and send this form, make sure you have answered and completed all the quiz questions to receive Continued Education Credits.

My Name ________________________________________________________________
_______________________________________________________________________

Dealership Name _________________________________________________________

Dealership # _____________________________________________________________

Dealer License Expiration Date: (Month)________________________ (Year)________________

Signed: ____________________________________________ Date ____________________________________________________________________

FAX TO: 503-364-7331
MAIL TO OIADA, 1475 Capitol St NE, Salem, Oregon 97301

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**ASSOCIATION NEWS / OIADA CONTINUING EDUCATION PROGRAM**

**READ & RESPOND AND CERTIFY BELOW**

**COMPLETE THIS TEST AND CERTIFY BELOW THAT YOU HAVE READ THE ARTICLES FOR AUGUST 2016.**

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WHAT DO MILLENNIALS and technology mean for the future of your auto dealership? The truth of the matter is you’re going to need both if you want to remain competitive in today’s industry.

The Impact of Technology on Auto Dealerships

One of the biggest changes forcing dealerships to shift the way they sell cars is customer behavior. According to an article from Fortune magazine, customers now make fewer than two visits (1.9 to be exact) to a dealership before making a purchase. Online shopping is the main culprit. Because of the free flow of information on the web, car buyers are more inclined to research their auto purchases at home or on the go using their computers and mobile devices. They’re no longer so dependent on salespeople for information about specific cars. As a result, some auto dealerships are equipping their sales team with greater technology, like tablets, to facilitate customer interactions and close deals in the showroom.

Unfortunately, you can’t just arm your sales team with tablets and expect them to be effective at selling in a new way. This is a significant shift, and your employee base has to be comfortable with approaching the customer and engaging them with a piece of technology. Most dealers are targeting Millennials to work on the sales floor for this reason alone.

There are many benefits to having technology on the floor accompanied by tech-savvy employees:

- It gives the sales team instant access to information when customers have questions to which they may not know the immediate answer.
- It initiates the sale on the floor instead of having to wait until customers are in the back office.
- It helps build early credibility and trust if your customer sees the employee as a reliable source.
- It will improve the level of professionalism and drive positive impressions of the store.

Providing a mix of access to this type of technology and tech-savvy employees is one way auto dealerships can remain competitive.

Millennials are a Perfect Fit for Technology Enabled Dealerships

While the common stereotype you see of Millennials is a group of people who constantly have their smartphones at the ready or are scrolling through their preferred social media feeds, this generation is exceptionally adept at technology. They were born into an era of innovation that made digital technology one of the primary ways people experience the world.

As a result, the generation has been groomed to reach for technology – mobile devices in particular – when searching for the answers to questions. According to the Society of Human Resource Management, Millennials are highly collaborative and make research-driven decisions. What’s more, according to a recent study from PricewaterhouseCoopers, 78 percent of Millennials believe access to technology makes them more effective in their roles at work. Thus, the technology your auto dealership implements is a major contributing factor when Millennials are considering employers. In fact, six in 10 Millennials say the quality of technology a business has was important during recruitment.

However, it’s increasingly likely Millennials will utilize their personal technology if the tools they have in the workplace limit them. Meanwhile, employers are also creating or updating their IT policies to adapt to Millennials’ technology needs – for instance, providing smartphones as an employee benefit.

Technology and Millennials go hand in hand, especially at your dealership. Whether it’s informed consumers arriving at your dealership with buying research saved on their smart devices or tech-savvy employees who understand your customers, technology surrounds this generation and is paramount to delivering a positive buying experience.

Kevin Baumgart is VP of Business Development at Hireology. He has spent his entire 15-year career in sales and sales management for entrepreneurial and start-up companies. This article originally appeared on NCM’s Up to Speed blog (blog.ncminstitute.com) and is reprinted with permission.
Oregon Independent Auto Dealers Association

Your only nationally recognized association since 1948.
OIADA, here to help, support, educate and promote quality dealers in Oregon.

Here are the great benefits of OIADA membership:

- Oregon Dealer News is delivered to our dealers monthly, filled with quality up to date business articles.
- Included in each Dealer News Magazine is 30 minutes towards continued education, free to OIADA members, which now means returning eight answer sheets a year. This is a savings of $75 annually.
- OIADA Auction Punch Card: Our valued auction houses in Oregon, Washington and California are offering $50 savings on your buy and sell fees, a value of $1,100.
- OIADA offers members discounts on all meetings, educational programs and conventions, with an annual savings of over $200.
- OIADA members receive a discount on most forms, a savings of up to $100 or more annually.
- Quarterly regional dinner meetings, an outreach to bring programs, education and conversation to all areas within Oregon.
- Annual convention will host a variety of programs including eight or more hours of continued education. Quality Dealer of the Year Awards and Banquet. At a savings of $100 for OIADA members.
- Opportunities for OIADA members to be awarded Oregon’s Quality Dealer of the Year and to compete for the National Quality Dealer of the Year at our national convention.
- National education opportunities, becoming a Certified Master Dealer and more.
- National access to Dealers 20 Groups.
- OIADA has on contract a lobbyist to bring forth interests and to protect our dealers at the state level.
- OIADA hosts a required certified 8-hour Pre-License Class. Upon completion dealers will receive the DMV required 8-hour certificate.
- Title and registration classes, savings of $35 for OIADA members.
- Help and support with your issues is just a phone call away.
- Automatic membership with NIADA and the NIADA Used Car Dealer Magazine.
- Access to NIADA’s annual convention.
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- NIADA offers OIADA members a wide variety of discounts to members, from education to everyday business expenses.

Contact OIADA at 503-362-6839 to start your enrollment for all these great opportunities as a member of OIADA.

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OIADA Forms Store

YOU CAN EASILY ATTAIN FORMS NEEDED FOR EVERYDAY BUSINESS

Don’t let yourself run out of the forms you need to do business every day. OIADA has four ways for you to get forms:

1. You can order forms any time of the day online at OIADA.com. All you need is an email address.

2. You can stop by one of three locations within the Oregon auction houses during auction day.

3. You can pick up forms at the OIADA office, located at 1475 Capitol Street NE in Salem.

4. You can call the OIADA Office Monday-Friday. We will ship your order that day. In most cases, it will be delivered to you overnight by UPS.

Don’t be caught without a Secure Odometer Form or Secure Power of Attorney. These forms are DMV forms and each has a registered number assigned to the dealer who purchased them, so don’t lend yours out and do not borrow from your neighboring dealer.

When you purchase these forms, it’s a good idea to pull them out of the packet and slip a reminder near the bottom to call OIADA and order more. You can even add the phone number (503-362-6839) on the note.

Did you know that our members get a discount on most state forms? OIADA members save an average of $100 or more every year.
In a competitive job market, this can make experience would make them reconsider a deal of dealership. The interview process is an irreplaceable component of your dealership’s overall hiring strategy. It’s also the point at which both the employer and job seeker determine if it’s worth their time to move forward with the process.

What’s at Stake for Employers?

Taking the time to speak with a candidate in person is critical to determine if someone is a good fit for the role. It’s also an integral part in persuading top talent to work for your dealership.

Research from LinkedIn found that 87 percent of job seekers said a great interview experience would make them reconsider a job offer even if they have initial doubts. In a competitive job market, this can make the difference between hiring an all-star and a dud.

Conversely, 83 percent of candidates say a negative encounter during an interview will erode their interest in a position. Getting the interview process down to a science begins far in advance of the in-person visit.

Employer Due Diligence

You will want to use the early stages of the hiring process to get as much information about the applicant as possible to ensure you’re making the right decision by inviting them in for an interview. Hiring technology has come a long way in enabling auto dealers to evaluate job seekers before they ever step foot in the dealership.

Employers should take advantage of tools that test hard skills, soft skills, culture fit and aptitude. Based on the results of these evaluations, you’re able to better gauge whether they meet – or even exceed – the requirements established in your job description. This adds insight that employers can use in conjunction with resumes and applications to make informed judgments about applicants and if they should bring them in for an interview. Once you’ve completed these critical steps, you need to make sure you are prepared to meet the candidate in-person.

How to Prepare for the Interview

No detail is too small as you prepare for the interview. Consider what type of impression you’ll leave after you’ve invited a candidate to talk about a specific position and you forget their name, the job they applied for or refer to past work experiences belonging to another applicant. This is the candidate’s first impression of what it would be like to work at your dealership. It’s important to get it right.

You should also have your interview questions prepared in advance and in front of you when you sit down for the interview. Be sure to have questions that will help you effectively identify whether the candidate can perform all necessary tasks defined in the job description. Addressing your priorities up front and asking questions about measurable criteria will help you determine their ability to do well in the role.

At the end of an interview is a great time to allow candidates to ask questions, which helps set expectations for the candidate and the interviewer. If you are prepared for this exchange in advance, it is easier to sell top talent not just on the role, but also on your dealership as a place to work. As much as the employer is judging the candidate, the potential new hire is also forming opinions about working for the dealership, and a great impression will win over all-star candidates.

An Extensive Process

The interview is the singular component in hiring that carries the most weight for both the employer and candidate. It’s crucial you have a rock-solid process in place – built on strong intel about each applicant – that will make the encounter productive and illuminating for all parties involved.

Kevin Baumgart is VP of Business Development at Hireology. He has spent his entire 15-year career in sales and sales management for entrepreneurial and start-up companies. This article originally appeared on NCM’s Up to Speed blog (blog.ncminstitute.com) and is reprinted with permission.

THE FEDERAL TRADE COMMISSION will host a public workshop on Sept. 15 to examine the testing and evaluation of disclosures that companies make to consumers about advertising claims, privacy practices, and other information. The FTC’s workshop will explore how to test the effectiveness of these disclosures to ensure consumers notice them, understand them, and can use them in their decision-making.

The workshop, called “Putting Disclosures to the Test,” is aimed at encouraging and improving the evaluation and testing of disclosures by industry, academics, and the FTC.

Effective disclosures are critical in helping consumers make informed decisions in the marketplace. The FTC has a long commitment to understanding and testing the effectiveness of consumer disclosures, and is especially interested in learning about the costs and benefits of disclosure testing methods in the digital age. Among the areas where disclosures play a key role in consumer protection are: disclosures in advertising, designed to prevent ads from being deceptive; privacy-related disclosures, including privacy policies and other mechanisms to inform consumers that they are being tracked; disclosures in specific industries designed to prevent deceptive claims, including jewelry, environmental claims, and fuel economy advertisements.

The FTC is soliciting presentation proposals for the event, which may be submitted to disclosuretesting@ftc.gov. More information on the proposal process is available on the workshop’s website.

Members of the public may also submit comments for the workshop online. The public comment period will remain open until Nov. 2.

The workshop is free and open to the public. It will be held at the Constitution Center, 400 7th St., SW, Washington, DC 20024.

FTC SCHEDULES DISCLOSURES WORKSHOP >> Putting Disclosures to the Test
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The vAuto way is simple: Every used car decision is made with data-driven precision. This year, the 7,500+ Provision® dealers who rely on our industry-leading insights and exclusive Live Market View will continue to soar above the national averages in inventory turns and profitability. Thriving despite ever-thinner margins and more cars on the market.

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