



Drive Dealership Sales and Services with these Seven Employee Engagement Tips

Presented By:



With the popularity of online auto sales threatening the traditional car buying experience, many dealerships are looking for ways to increase sales and retain valuable customers. At the same time, knowing that there is an online threat looming, some dealership sales teams and service department personnel are left feeling demotivated and disengaged. For auto makers and dealerships experiencing a lull in employee enthusiasm and commitment, finding new ways to engage and inspire teams can be challenging.

Rewarding employees for years of service and anniversary dates offers value, but much can be gained from also rewarding employees who exceed sales goals, upsell products, and promote ancillary service offerings. Performance-based programs that offer tangible premium rewards that resonate can greatly increase dealership employee engagement, ignite motivation and ultimately, drive sales.

Some organizations prefer to use cash rewards to recognize employees for a job well done.

However, according to the Incentive Research Foundation (IRF), over the last 20 years there has been a dramatic jump in the number of U.S. businesses using non-cash rewards.

In **1996,**
only **26%**

of businesses were using **non-cash rewards** for recognition, but

by 2016,

this number had catapulted to

84%

and still **continues to rise.**

Why is that? It is because most of the time, cash rewards don't resonate. Once the money has been spent, the reward becomes extinct and irrelevant. However, tangible rewards that are long-lasting make a significant impact on employees. Name brand products give the employee a trophy value items of which they can be proud. They are reminded of their success each time they use the item, and are reminded of the appreciation you conveyed by rewarding them with such a premium item.



Rymax Marketing Services, Inc. has been developing effective employee engagement programs for the automotive industry for more than 20 years. The company offers the following tips for engaging sales and service departments to ultimately grow dealership revenue:

1 Customization Is Key

Rewards are not one-size-fits-all and can easily fall flat if they do not meet the desires of the audience at hand. Each audience is comprised of varying needs and preferences, so be sure to work with a partner that can target reward options specifically to your employees' varying demands. This will help properly convey appreciation and motivate with maximum effect.

2 Understand Current Trends

Stay up to date on current trends. Redemption trends tend to follow consumer trends, so know what motivates today's consumer and offer exactly that! The most popular brands translate into the most in-demand rewards! Increase perceived value of your rewards by offering today's hottest products from the most recognizable brands.

3 Set Clear Goals And Communicate Effectively

The foundation of any successful program is effective communication of goals and objectives. Providing a platform where employees can ask questions and where managers can have more frequent check-ins with their teams, will help teams maintain clear communication, while frequently assessing progress, triumphs, and goals.

4 Incorporate Peer-To-Peer Recognition

People appreciate feedback. This is especially true with Millennials and Generation Z. The demand for feedback from both managers and peers will continue to grow within the workplace as newer generations continue to enter the workforce. Sales teams at dealerships are no different. An effective employee engagement program, not only enables managers to have more frequent check-ins with their employees surrounding performance goals, but it should also provide space for peer-to-peer recognition, where words of thanks or encouragement can help to motivate and engage teams.

5

Listen Up

Along with providing feedback to employees, receiving employee feedback can mean the difference between a successful program and a poorly executed one. Listening to constructive feedback from employees on what they like about the program and what they would like to see changed, provides companies with a unique opportunity to continually modify and improve their programs and keep participants engaged. At the same time, it makes employees feel valued and respected.

6

Host Interactive Rewards Events

People appreciate exclusivity. Consider hosting interactive rewards events where your employees can redeem for merchandise in person, in a unique setting. Providing a VIP experience where employees have an opportunity to browse, touch, and try on a variety of in-demand products across multiple categories that are carefully hand-picked just for them, will make an impact that is long-lasting.

7

Align Yourself With The Right Partner

Remember, the key to executing a successful rewards program is knowing that your audience is eclectic. Understand their various aspirations and provide them with the right blend of products to meet those demands. Once you've established the type of products they crave, you need to be sure you're offering them trending brands that they recognize. All of this can be attained by working with the right partner that can deliver you the right mix of merchandise.



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About Rymax

Rymax is a full-service loyalty marketing organization that has created and executed award-winning recognition and incentive programs for over 20 years. Rymax provides strategic, customized programs and events designed to maximize business growth, engage employees, motivate sales teams and increase customer retention, through brand name rewards. As the largest direct brand manufacturers' representative in the country, Rymax offers more than 15,000 premium reward options, from over 350 of the world's most sought-after brands.

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