



***PERFORMANCE
MANAGEMENT
MANDATES***
***AND WHY YOU CAN'T AFFORD
TO SETTLE FOR LESS***

vAuto[®]
LIVE MARKET VIEW

NOT ALL PERFORMANCE MANAGEMENT IS EQUAL

Most automotive software companies promise Performance Management when you buy their products. But all Performance Management is not equally effective — **because not all Performance Managers are equal.**

You invest in new software because you are looking for new and better results. These results depend on making sure your people and processes are ready and able to change, adapt and use the software.

That's why Performance Management matters so much. It's the difference between success and failure after you've made the investment. What's the difference between Performance Management that succeeds or fails? The quality, expertise and experience of the Performance Managers delivering it. Performance Management is so important that you should evaluate it as closely as you evaluate any software — and this ebook makes it easy for you.

We've identified 7 Performance Management Mandates from our work with thousands of dealers. Before you make any decisions about investing in software, make sure the company selling it lives up to these mandates.

1

SUBSTANTIAL RETAIL EXPERIENCE



You wouldn't give your car keys to an inexperienced driver. The same should hold true for the keys to your dealership. You're giving your Performance Manager a high degree of responsibility for your business, so you should expect a significant amount of retail experience in return.

2

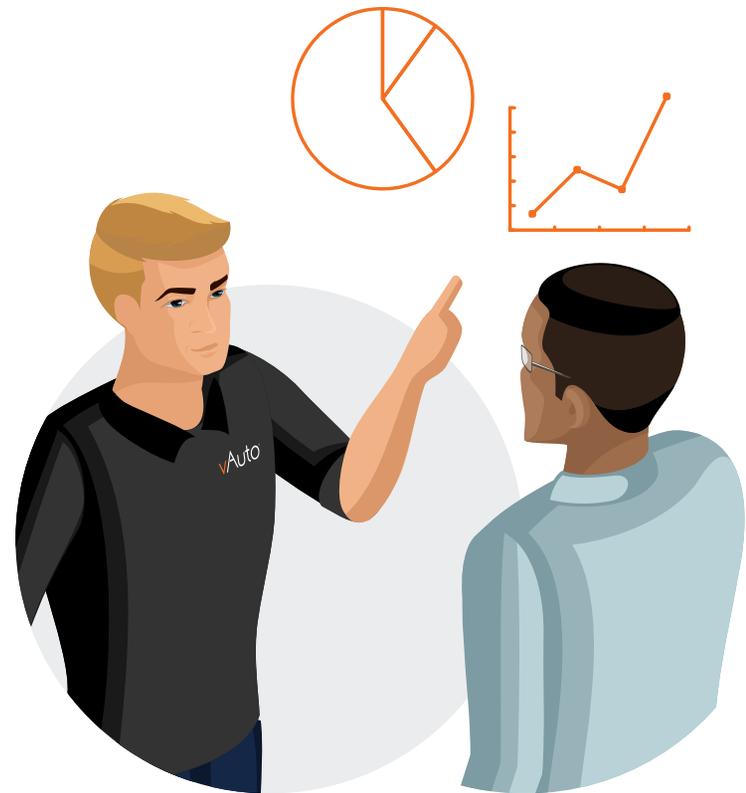
KNOWLEDGE OF YOUR BUSINESS



Like all dealers, you want to sell more vehicles and make more money — but many factors that influence success are unique to your dealership. The best Performance Managers understand that each dealer is different. They ask questions to pinpoint the nuances of your operations, then apply their understanding to help you get more value from the software and achieve your desired results — acting as a member of your own team. Above all, they remember their primary objective: to support your business, not just support the software.

3

A DESIRE TO HELP



Why do some people make good coaches and teachers, while others don't? The difference comes down to an individual's inner desire to help others. This isn't a quality that can be taught — some people just come by it naturally. And it's a trait you'll find in the best Performance Managers.

4

PRACTICAL PRODUCT EXPERTISE



Performance Managers may not know how to code software — but they should definitely know how to use the technology to help you run your business effectively, efficiently and profitably. They should also work when you work and be available whenever you and your team need their expertise (not just when it's convenient for them).

5

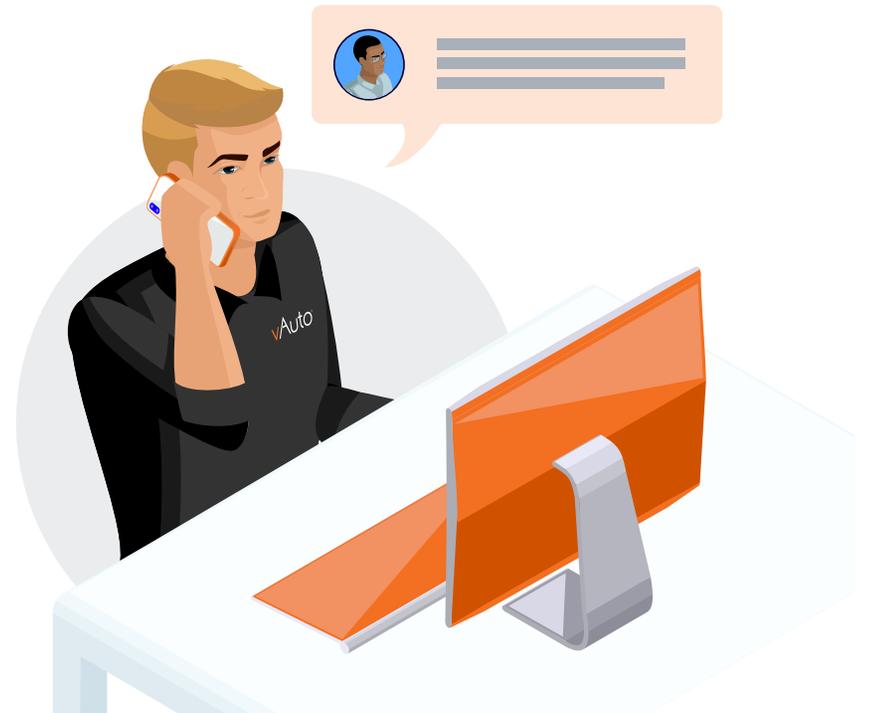
A STAKE IN YOUR SUCCESS



Performance Managers who have a stake in your business have a reason to make sure you're happy and satisfied. Look for those who earn their keep based on client retention and satisfaction, to ensure yours is incentivized to help you attain your goals.

6

A PROACTIVE PERSONALITY



At its best, Performance Management helps you identify and address performance issues early, well before they become persistent problems. So, your Performance Manager should be someone who's always looking out for you — continually checking on your performance metrics, proactively reporting when they find something amiss, and meeting with you regularly to help you increase your performance.

7

HELP YOU EMBRACE CHANGE



Change is never easy. When a dealership team implements a new software solution, the Performance Manager needs to coach the team through the difficult, technology-driven transition. To ensure the most positive results, look for a software vendor whose Performance Managers are equipped with ongoing change management training.

HOW TO EVALUATE ANY PERFORMANCE MANAGEMENT PROMISE

For your convenience, we've assembled this handy checklist to help you evaluate a solution provider's promise of Performance Management:



Know the purpose of Performance Management

It should focus on helping you improve business performance and software utilization. If it's focused on technical support, it's not Performance Management.



Understand the level of engagement to expect

Find out how the Performance Manager will be engaging with you and your team, and how frequently.



Look for relevant retail experience

The best coaches draw on real-life experience to help others. The same is true in Performance Management.



Seek out peer reviews

Consider what other dealerships say about a provider's Performance Management in their testimonials and other materials.



Expect accountability

Like good consultants, Performance Managers should hold you and your team accountable in order to achieve the results you expect.



INDUSTRY-LEADING PERFORMANCE MANAGEMENT

Like most automotive software providers, vAuto provides Performance Management with its major product lines. But unlike other providers, **our program is the one that set the bar.** The first dealers to use vAuto were the first dealers to experience Performance Management. And in response to the success of our first dealer clients for nearly 15 years, the industry has followed suit.

Our Performance Managers are rigorously qualified through significant retail experience, each with a strong hands-on

product background to ensure you get the most from your system. They immerse themselves in your business so deeply you can't imagine your dealership without them, skillfully coach your team, and are specifically incentivized based on your satisfaction and success. They're proactive — always prompting you to pursue your goals. They're even equipped with ongoing change management training to make software transitions that much more successful.

But don't just take our word for it. See what successful dealers say about the impact our combination of technology and Performance Management has made on their business:

vAuto.com/success-stories