

*Coaching Counseling and  
Process for the Next  
Generation Dealer*



*Toni Anne Fardette  
President/ COO  
[www.thebilliondollargirl.com](http://www.thebilliondollargirl.com)*

## *Who is the BDG?*



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10 plus years with Atlantic Auto Group and 18 in the industry

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Delivered over 50 % of the groups 5800 units monthly

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Managed 82 BDC Agents and 19 BDC managers

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Oversaw process and digital marketing for a 1.1 billion dollar dealer group

# *What do we do?*



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## Process Maps/Digital Retailing Process

- CRM Setup
- Video Emails
- Relevant Responses
- Phone and Email/Text Training
- Individual goal projecting/forecasting

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## Leadership Skills

- HR needs- Hiring the right people
- Phone Skills Training
- Metrics Accountability including the proper reporting for management
- Social Media Marketing
- Online reputation management

## *How do we do it?*



- 
- Build specific follow up processes for Internet, Phone-Up, Fresh-Up and Data Mining
  - Email, chat, & text templates built
  - Video emails personalized to the customer
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- Week in store training management, BDC agents and salespeople.
  - First 30 days spent on rebuilding CRM process, phone training, metrics accountability and a full traditional and digital marketing audit.

# *The Long Term Relationship*



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- Review of ad spend
  - ROI on 3<sup>rd</sup> party vendors
  - Vendor accountability
  - Recommended vendors for maximum opportunity for net lift
  - Includes audit and accountability of online reputation management and social media marketing
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## **AutoIntel™ Report Card**

Full Digital Footprint Profit/Loss Analysis For Past 12 Months

- Real Dollar Values Assigned To Your digital Footprint
- You Versus The Competitors – Ongoing Monthly Report Card
- SEO Backlink Matrix
- Google Power User Reports
- On Site SEO Monitor
- Reputation Profit/Loss Analysis Ongoing

# Monthly Support



❖ 4 mystery shops per month

4 monthly phone trainings

❖ Monthly digital, vendor and website review call

A dedicated client services specialist in your CRM and call tracking software daily identifying additional opportunity

Monthly subscription to the BDG online video training library

One new process map per month

Recruiting/interviewing as needed

Daily, Weekly and Monthly automated and personalized metrics accountability reporting

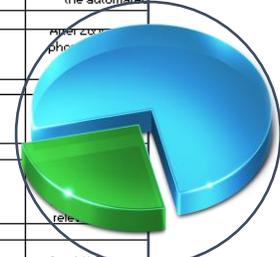
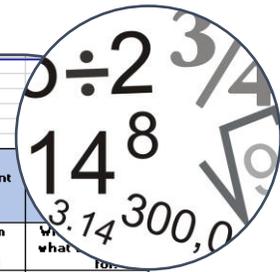
# Sample Mystery Shop Format



Agent: Christian Buda  
Cust: James Johnson  
Cust Phone: 929-382-4424  
Question Asked: Does this accord have navigation and heated seats?  
[sitenaflj.com](http://sitenaflj.com)

Internet Purchase Inquiry submitted (Date & Time submitted)	Response Time	Type of Response	Point(s) Awarded	Total Point Value	
Description of criteria	How long did it take to receive response	What type of response was received	Awarded points to employee/dealer	Maximum Points allowed	What was the reason for the score?
First Email from Dealer	Within 15 Minutes	Personal and Automated Email	10	10	Gave full points for see a personal response the automated
Phone Call from Dealer	N/A	None	0	10	Agent could not be reached by phone
Text Opt-In from Dealer	N/A	None	0	10	
Day 2 Follow-Up Email	9:30am	Email	5	10	relevant
Day 2 Follow-Up Call	N/A	None	0	10	As of 11:21am no
Day 3 Email from Dealer	1:43pm	Email	10	10	Email relevant to customer request
Day 3 Follow-Up Call	N/A	None	0	10	
Day 4 Follow-Up Email	10:10am	Email	5	10	Gave Partial. Email Auto response
Day 4 Follow-Up Call	N/A	None	0	10	
Day 5 Follow-up Email	9:30am	Email	5	10	Gave partial. Never for additional contact method here. Did in but from an outside company and a responder. Never from rep or dealer
<b>Point Total</b>			<b>35</b>	<b>100</b>	

Page 1



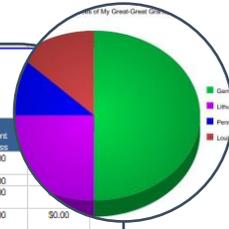
# Sample Metrics Report Format



Report (By Team)

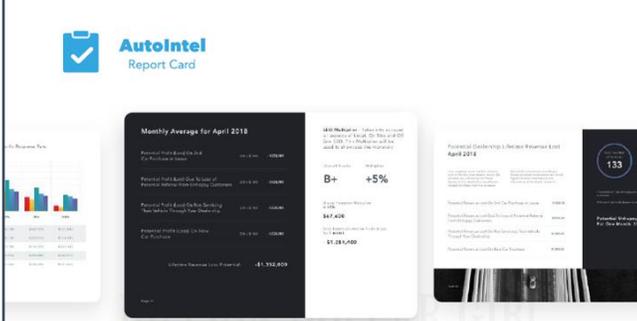
7/30/2018 - 8/6/2018

Salesperson	New Prospects	Unused Prospects	Calls					Appts		Total Sold	Front Gross
			Open	Completed	Completed CTI	Skipped	Incomplete	Open	Completed		
David Vargas	7	24	23	577	469	44	22	2	7	0.0	\$0.00
Khafu Tu	0	0	0	126	126	0	0	0	0	0.0	\$0.00
Miranda	7	26	47	426	361	106	105	2	3	0.0	\$0.00
Walker	10	24	32	345	322	43	55	1	5	0.0	\$0.00
Tyler Harrison	0	0	0	0	0	0	0	0	0	0.0	\$0.00
<b>Total</b>	<b>24</b>	<b>76</b>	<b>102</b>	<b>1,478</b>	<b>1,300</b>	<b>193</b>	<b>182</b>	<b>5</b>	<b>15</b>	<b>0.0</b>	<b>\$0.00</b>
Chris	3	3	42	24	12	2	2	0	0	2.0	(\$726.00)
Christina	4	3	19	4	4	0	5	1	0	2.0	\$487.00
Christian	4	3	19	4	4	0	5	1	0	2.0	\$3,246.00
Garcia	5	6	6	52	27	1	2	0	0	0.0	\$0.00
Daniel	4	2	39	14	6	2	7	1	1	4.0	\$721.00
Dominick	4	2	5	62	0	1	6	0	1	2.0	(\$2,218.00)
Calderon	4	2	5	62	0	1	6	0	1	2.0	(\$2,218.00)
Garza Habibi	0	0	7	0	0	0	0	0	0	0.0	\$0.00
Jimmy	0	0	7	0	0	0	0	0	0	0.0	\$0.00
Scarnapico	0	1	19	5	5	1	5	0	0	1.5	\$615.00
John Jr.	5	6	101	30	29	6	6	0	2	3.0	\$1,210.00
Pickett	7	6	11	97	22	0	2	1	3	1.0	\$2.00
Justin	4	3	25	180	30	3	1	1	1	1.0	(\$482.00)
Crissie	8	6	21	0	0	0	16	0	0	5.0	(\$3,501.00)
Lature Lyles	5	5	17	34	29	3	3	0	1	2.0	\$496.00
Marco Noto	5	5	17	34	29	3	3	0	1	2.0	\$496.00
Miguel	1	14	6	149	106	0	0	0	1	1.0	(\$347.00)
Cardata	1	14	6	149	106	0	0	0	1	1.0	(\$347.00)
Scott	4	1	30	0	0	0	2	0	0	5.5	\$1,726.00
Sanchez	4	1	30	0	0	0	2	0	0	5.5	\$1,726.00
Timia	4	1	30	0	0	0	2	0	0	5.5	\$1,726.00
Dacardo	1	0	25	3	3	0	6	0	0	0.0	\$0.00
Vinny	4	3	49	119	51	0	0	0	2	6.0	(\$5,355.00)
Rodriguez	4	3	49	119	51	0	0	0	2	6.0	(\$5,355.00)
William	4	3	49	119	51	0	0	0	2	6.0	(\$5,355.00)
Acorns	0	0	4	1	0	0	0	0	0	0.0	\$0.00
<b>Total</b>	<b>59</b>	<b>61</b>	<b>424</b>	<b>761</b>	<b>333</b>	<b>19</b>	<b>67</b>	<b>3</b>	<b>12</b>	<b>36.0</b>	<b>(\$7,371.00)</b>
Admin	0	0	4	1	0	0	0	0	0	0.0	\$0.00
Administrator	0	0	4	1	0	0	0	0	0	0.0	\$0.00
<b>Total</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>	<b>\$0.00</b>
AutoAlert	13	1	95	0	0	0	127	0	0	0.0	\$0.00
Bucket	13	1	95	0	0	0	127	0	0	0.0	\$0.00
Internet	78	1	0	0	0	21	6	0	0	0.0	\$0.00
Bucket	78	1	0	0	0	21	6	0	0	0.0	\$0.00
<b>Total</b>	<b>78</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0.0</b>	<b>\$0.00</b>
Danville	2	2	74	127	115	9	14	2	5	0.0	\$0.00
Godin	2	2	74	127	115	9	14	2	5	0.0	\$0.00
<b>Total</b>	<b>2</b>	<b>2</b>	<b>74</b>	<b>127</b>	<b>115</b>	<b>9</b>	<b>14</b>	<b>2</b>	<b>5</b>	<b>0.0</b>	<b>\$0.00</b>
Rick	0	0	4	0	0	0	1	0	0	0.0	\$0.00
Schliemann	0	0	4	0	0	0	1	0	0	0.0	\$0.00
<b>Total</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0.0</b>	<b>\$0.00</b>
Your Friends	0	0	129	4	0	7	75	0	0	0.0	\$0.00
Outreach	0	0	129	4	0	7	75	0	0	0.0	\$0.00
Orinda	0	0	129	4	0	7	75	0	0	0.0	\$0.00
<b>Total</b>	<b>0</b>	<b>0</b>	<b>129</b>	<b>4</b>	<b>0</b>	<b>7</b>	<b>75</b>	<b>0</b>	<b>0</b>	<b>0.0</b>	<b>\$0.00</b>
<b>Total</b>	<b>176</b>	<b>141</b>	<b>832</b>	<b>2,371</b>	<b>1,748</b>	<b>249</b>	<b>472</b>	<b>10</b>	<b>32</b>	<b>36.0</b>	<b>(\$7,371.00)</b>



Page 1

# AutoIntel Monthly Report



The screenshot shows the AutoIntel Report Card interface. At the top left is the AutoIntel logo with a checkmark icon. Below it, there are several data panels. The central panel is titled 'Monthly Average for April 2018' and lists various metrics such as 'Potential Profit Based on All', 'Potential Profit Based on All (Excluding)', 'Potential Profit Based on All (Excluding)', and 'Potential Profit Based on All (Excluding)'. A prominent 'B+' grade and '+5%' increase are displayed. To the right, another panel is titled 'Potential Underwriting Services Revenue Lost April 2018' and shows a value of '133'. The interface is clean and professional, with a white background and blue accents.

Change Your Dealerships Digital Destiny

The AutoIntel Report Card Reclaims Your Profits that you didn't know you were missing out on.



Imagine you could assign real life dollar values to every one of your dealerships digital touch points?

Imagine you had the ability to identify and fix issues that are sneakily costing your store Hundreds of thousands of dollars (or more)?

You know your business inside and out because you live in it day to day.

Sometimes the items that slip through the cracks can cost you the most money, because every digital touch point is either putting money in your pocket, or taking money out of your pocket.

**Your solution is the AutoIntel Report Card.**

# *Video Support*



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- ❖ We will personally show you how to utilize and maximize all videos and where to place them
  - ❖ We have the most Advanced technology and equipment.
  - ❖ We are FAA Drone Pilot certified!

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- ❖ We are a one stop shop for all your video production needs. Everything is done by us for you. No third parties-ever!
  - ❖ 20 years of Internet/ Sales/BDC/ Digital Marketing experience

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Use Video to Create an Unfair Advantage Against the Competition

## *Your investment*



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Customized first month fee based on the need. This is the 30 days of at least one client services agent working on your account for set up and where most of the heavy lifting is done. You can and SHOULD be willing to invest in your future growth because that's the math!

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\$3995 monthly support retainer each month thereafter

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6 month agreement and month to month after that! It's that simple.

## BDG Bio



*After studying political science from Hunter College in New York City, Toni Anne decided to remain in the automotive industry. She started as a receptionist fifteen years ago with the Bay Ridge Automotive Management Group. Within 3 months, she was offered a full-time position in their business development department and shortly thereafter was offered a position to manage the business development and internet departments for Bay Ridge Toyota. Toni Anne remained with the Toyota franchise and came to work for the Atlantic Automotive Group, also known as the NY Auto Giant in 2008 at Toyota of Huntington where she received numerous customer relations awards and certifications from Toyota Motor Sales and ran one of Atlantic Auto Group's most successful business development departments. In February of 2011, she was offered the director position with Atlantic Auto Group and has since increased group wide production and process in this area tremendously. Toni Anne has now founded The Billion Dollar Girl, a full service training and consulting company. She is a member of the National Speakers Association and has spoken and conducted webinars for NADA, Digital Dealer, and IS20G amongst others. In 2018, Toni Anne started BDG, Inc, her own training and consulting company with the support of Atlantic Auto Group. Toni Anne often says, "I have been asked by many people how I make it work. Balancing all these stores and my family, especially being a woman in this business and a mom. I have two children, a 7 year old and a 4 year old, which is a full time job in itself, as all the parents out there know! To me, the answer is simple really. It's all about the people that you surround yourself with. Find the right people, offer the right training and coaching and keep that up, don't just do it at hire and forget about that or them. If you do that and lead by example, the rest of it falls into place and you just have to maintain it. I had 19 BDC managers and over 80 appointment coordinators. I credit my people with all our success, not myself, and while I hold them accountable, I will always, always let them know how great of a job they do and how much I appreciate the hard work and effort they put into the success of the Atlantic Automotive Group. I am truly blessed and I never forget that and I absolutely never forget where I came from."*