

service and are armed with more knowledge than ever before. Exceeding expectations is the new expectation; BDCs must pivot to fit that role. Agents need to be armed with training to properly serve today's Internet savvy customers. "We know that 20% of the time, someone is going to push for price or lease payments," Fardette stated. "The old 'Well, you have to come in' isn't going to work." With the internet at their disposal, customers will get the information they seek, if not from you, then from someone else.

Although change is needed, at its core, the goal of the BDC remains simple: "Do we want the BDC to sell the car over the phone if they don't have to? Absolutely not, the goal is still what it was," she clarifies. **"Sell yourself, sell the dealership, sell the appointment, when you can. But when you can't, you need to be prepared with a backup plan and have training in process."**

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- TONI ANNE FARDETTE

Despite the BDC's success over the past decade, it's clear there is still a place for a reimagined version, and Fardette's CCC is a step in the right direction. By adjusting the mindset of what it needs to accomplish, the CCC can better serve customers by striving to be a "one-stop-shop." As innovations continue to rock the industry, one thing remains clear: dealers will always need a way to manage their phones.

