



Greater New York
Automobile Dealers
Association





- NYS hourly minimum wage rates for 2022, broken down by region.
- NYS Division of Human Rights Discrimination
- NYS Dept. of Labor Child Labor Law
- NYS Correction Law
- NYS Election Law
- NYS Right to Know
- NYS Paid Family Leave Statement of Rights
- Federal Minimum Wage
- Uniformed Services Employment and Reemployment Rights ACT (USERRA)
- Family and Medical Leave Act (FMLA)
- Equal Employment Opportunity is The Law (EEOC)
- US DOL Polygraph Protection Act
- US DOL Job Loss
- OSHA Job Safety and Health
- No Smoking



DMV-DIRECT

REGISTRATION, TITLING, & BEYOND...
CALL 718.747.0400

GNYADA's vehicle registration and titling service, DMV-DIRECT, has been dealers go-to source for fast, convenient, & reliable DMV services.

DMV-DIRECT provides many DMV related services, including:

- Permanent Registration Issuance
- Duplicate Titles In 3 To 5 Days
- Out-of-State Registration & Title Processing for 42 States
- On-Site Connecticut Plates Issuance
- Dial-In Information Verification
- In-Transit Processing
- Duplicate Registrations
- Registration Renewals
- Title-Only Transactions
- Plate Surrenders
- Dealer Plate Renewals
- Rental Plate Renewals
- Repossessed Vehicles Processing
- MV-82 & Transmittal Forms Supplied
- Boat Registrations – Renewed and Duplicates
- Trailer Plates
- Commercial Plates



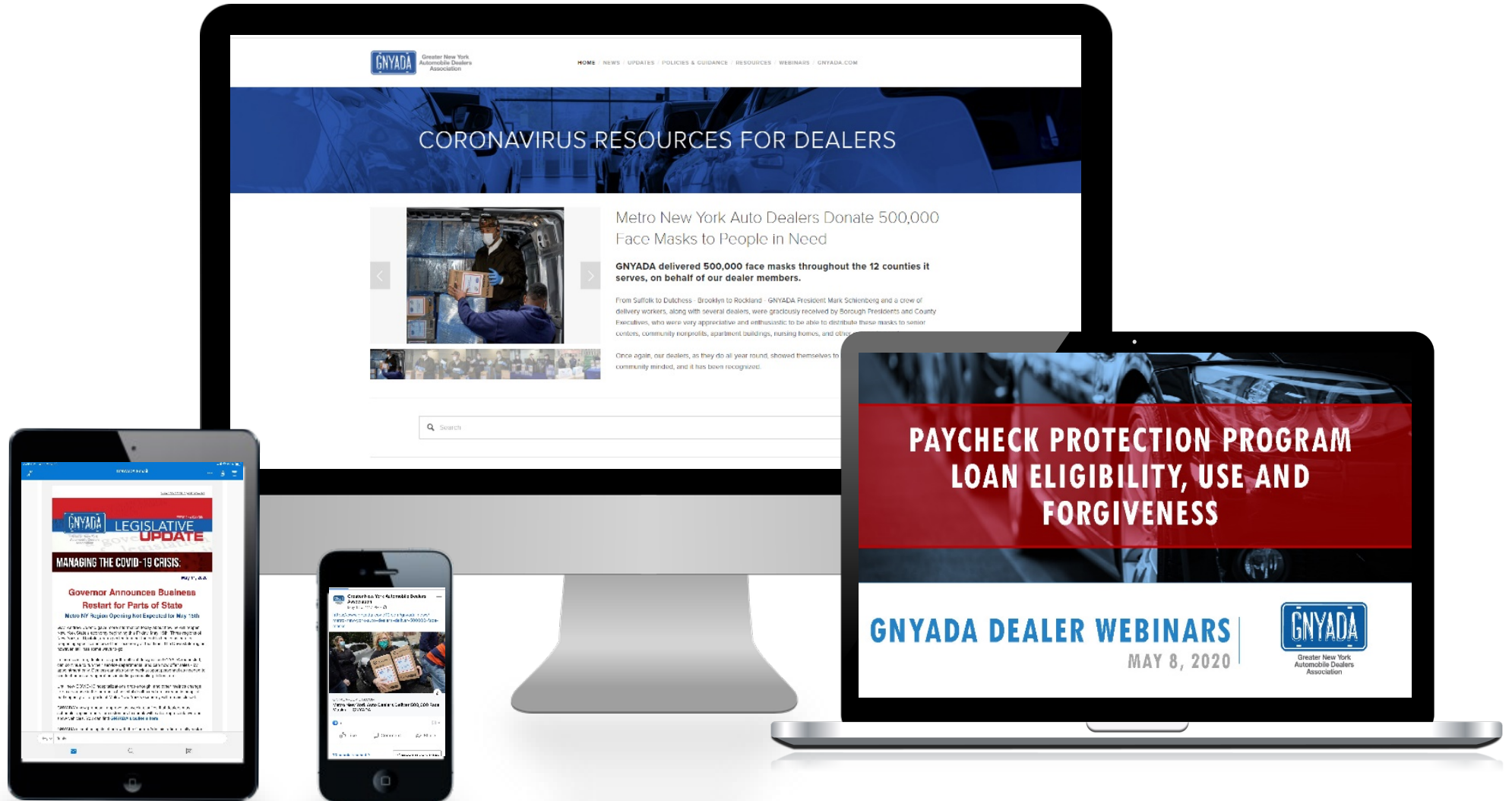
2022 **NADA**SHOW



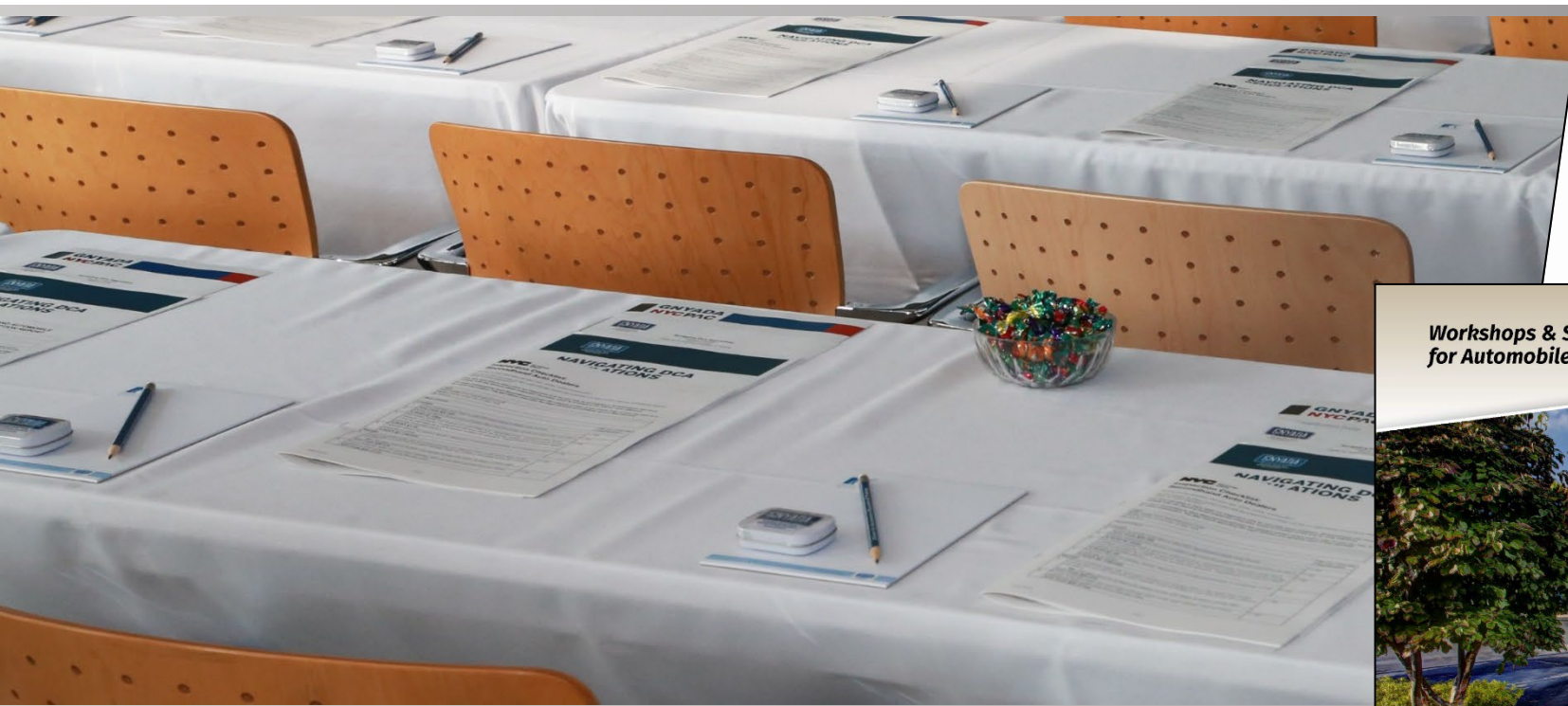
EXPERIENCE THE FUTURE

NADA SHOW 2022 | LAS VEGAS | MARCH 10-13

WWW.GNYADA-COVID19.COM



Greater New York Automobile Dealers Association



Education & Training

www.gnyada.com/education/seminars

**Workshops & Seminars
for Automobile Dealerships**

FEBRUARY 2022 CLASSES

DMV BILLERS' WORKSHOP: PROCESSING OUT-OF-STATE TRANSACTIONS
EFFICIENTLY AND EFFECTIVELY
PROCESS OUT-OF-STATE DEALS
date: Tuesday, February 8
time: 10:00 am to 4:00 pm
member fee: \$175.00

MANAGE & COACH BDC AGENTS FOR SUCCESS
LEAD YOUR BDC TO DELIVER
HIGHER PERFORMANCE AND
BETTER RESULTS
date: Wednesday, February 9
time: 10:00 am to 1:00 pm
member fee: \$120.00

ESSENTIALS OF STRATEGIC LEADERSHIP AND MANAGEMENT
DEVELOP PROACTIVE
APPROACHES TO
CHALLENGES
date: Thursday, February 10
time: 10:00 am to 4:00 pm
member fee: \$199.00

**Workshops & Seminars
for Automobile Dealerships**

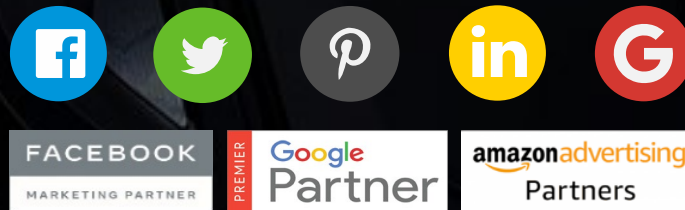
JANUARY 2022 CLASSES

BDC & SALES BOOT CAMP
SETTING APPOINTMENTS
THAT SHOW
date: Wednesday, January 12
time: 10:00 am to 4:00 pm
member fee: \$175.00
Discover proven strategies to make the most of every phone call. Learn how to set solid appointments, effective objection handling, and more. Included are participant workbooks, tailored role-plays, and real-time phone coaching.

SUCCESSFUL TEAM MANAGEMENT
WINNING TEAMS
ARE MADE - THEY DON'T
JUST HAPPEN
date: Tuesday, January 18
time: 10:00 am to 1:00 pm
member fee: \$120.00
Learn strategies and facilitation techniques for building great teams and creating successful team dynamics. You will develop skills that enhance communication, build trust, and align team members around shared goals so they can effectively plan, communicate, execute, and deliver.

GNYADA SALES ACADEMY
WINNING STRATEGIES
FOR EVERY PHASE OF
THE SELLING PROCESS
date: Wednesday, January 19 &
Thursday, January 20
time: 10:00 am to 4:00 pm **each day**
member fee: \$199.00
This intensive workshop is an intro to automotive selling and the starting point for all salespeople. The highly interactive two-day Sales Academy equips participants with the tools and techniques to achieve success in automotive sales.

22 Ways to Improve the Customer Experience in 2022!

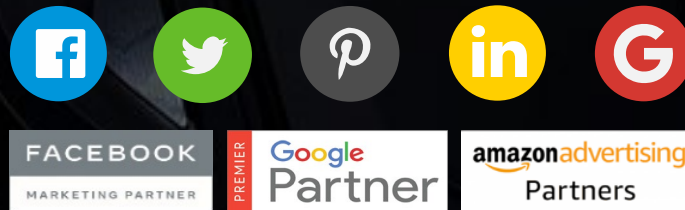


PRESENTER



Jason Barrie
Chief Operating Officer
jasonb@digitalairstrike.com

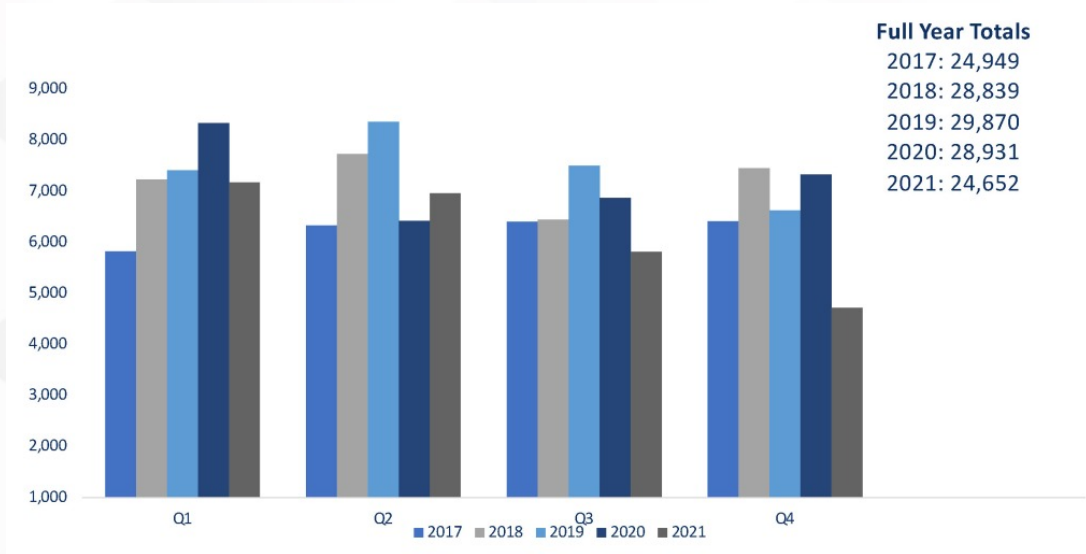
22 Ways to Improve the Customer Experience in 2022!



2021 Trends Will Bring New Opportunities in '22

New Vehicle SAAR Will Continue To Struggle

MONTHLY INCENTIVE PROGRAM VOLUME: QUARTERLY TOTALS 2017-2021



Incentives in December is lowest of '21 and among the lowest count dating back to July '17

DECEMBER 2021: NEW-VEHICLE SALES FORECAST

Segment	Sales Forecast ¹					Market Share		
	Dec-21	Dec-20	Nov-21	YOY%	MOM%	Dec-21	Nov-21	MOM
Mid-Size Car	65,000	100,249	59,633	-35.2%	9.0%	5.9%	5.8%	0.1%
Compact Car	55,000	99,239	52,050	-44.6%	5.7%	5.0%	5.1%	-0.1%
Compact SUV/Crossover	140,000	260,316	131,455	-46.2%	6.5%	12.7%	12.9%	-0.2%
Full-Size Pickup Truck	170,000	261,744	162,088	-35.1%	4.9%	15.5%	15.9%	-0.4%
Mid-Size SUV/Crossover	200,000	277,381	195,521	-27.9%	2.3%	18.2%	19.2%	-1.0%
Grand Total²	1,100,000	1,621,000	1,020,335	-32.1%	7.8%			

New auto sales in Q4 will be down 24% from last year, holding full-year sales below 15 million.

2021 Trends Will Bring New Opportunities in '22

USED VEHICLE BUBBLE
WILL CONTINUE TO GROW

Auto Remarketing

RETAIL

WHOLESALE

TECHNOLOGY

FINANCIAL

ANALYSIS

JD Power's used-car value index at record high



Monday, Dec. 13, 2021, 04:46 PM

By Joe Overby
Senior Editor



THE BIG
WILL DRIVE TO DOMINATE



**GNYDA dealers
will dominate with continued
disruption and challenges**

Improving The Customer Experience in 2022



2022 Trends

1. Applying learnings from '20 and '21
2. Communicating with a re-educated consumer
3. Technology to enable, not replace your people



6 for 22 in 2022

01

PRE-ORDERS FOR NEW VEHICLES
AND DEPOSITS DRIVEN
BY INVENTORY SHORTAGE

02

ELECTRIC VEHICLES

03

VEHICLE SALES NURTURING

04

SERVICE, PARTS & ACCESSORIES

05

UNSOLD F&I WARRRANTY
OPPORTUNITIES

06

USED VEHICLE ACQUISITION:
TRADE INS AND BUY BACKS

#1: Pre-orders

How are you engaging consumers with pre-orders?

Keep consumers engaged through the pre-order process:

1. Send regular communications to update buyers on the progress of their vehicle from the time they place their order, through the build phase, until they take delivery
2. Use video to highlight features on the vehicle to build anticipation and keep them excited



#2: Electric Vehicles

What is your dealership doing to be ready?

Prepare consumers for changes to the industry with the shift to EV

1. Showcase value of ownership to prospective and current owners
2. Share great content, like articles and videos, to highlight features on the vehicle and drive excitement



#3: Sales Nurturing

How are you nurturing your leads?

Focus on improving the quality as well as the speed of your lead responses.

1. When sending a consumer a quote, include new/used vehicle alternatives
2. Include alternate vehicles from brands within your dealer group



50% of sales and service customers say the **speed** at which a dealership responded to their inquiry **impacted their decision** to purchase with them over others (up from 46% in prior study)

New Vehicle Pricing Quote



[VIEW QUOTE DETAILS](#)

ABC Auto E-PRICES

\$36,950*

FINANCE **\$389/MO**

LEASE **\$260/MO**

[START YOUR DEAL NOW](#)

2021 Toyota Rav4 Adventure

VIN: 3G1BE6SM5HS565323

STOCK: C170434

MFR. CODE: 1BT68

Hello Jessica,

Thank you for contacting ABC Auto! We look forward to providing you an exceptional experience as you search for a vehicle.

In this email you will find the price for the 2021 Toyota RAV4 Adventure along with a few additional options that you may find interesting. Also, be sure to click view quote details to learn more about this vehicle.

Sincerely,
ABC Auto

New Alternatives



\$35,753*

2021 Honda CRV AWD EX-L

[VIEW DETAILS](#)

Pre-Owned Alternatives



\$31,498*

2020 Rav4 Adventure

[VIEW DETAILS](#)



\$27,872*

2019 Jeep Cherokee Limited

[VIEW DETAILS](#)

#4: Service, Parts and Accessories

Create profit center opportunities through video

1. Use YouTube video to highlight your Fixed Ops departments and their offers/incentives
2. Engage consumer throughout their service experience with 1:1 videos

"An estimated **97%** of consumers who watch videos take some kind of action immediately after. They either visit a dealership, search for inventory, or conduct further vehicle research."

Source: Auto Dealer Today



Showcase Parts and Service Departments



Adjusted Sales and Service Models



Highlight Special Offers, Incentives & Safety Protocols



Engage Customers through Service Process

#5: Unsold F&I

What are you doing to increase your F&I profitability?

Increase your post-sale take rate on F&I

1. When consumer has a paid service repair, communicate the benefits of having a service contract
2. Create explainer videos to provide details about each F&I product



#6: Used Vehicle Acquisitions

How are you filling your used car lot?

Try these tactics to increase used car inventory:

1. Incentivize employees for acquiring units
2. Host end-of-lease turn in events
3. Promote that your dealer buys cars from consumers



22 Ways to Improve Consumer Experience in 2022

1. Be In Tune with Messaging that Consumers Want
2. Streaming Ads with Amazon Targeting Deliver High Impact and Exceptional Value
3. Dynamically Integrate Your Inventory into Streaming Ads
4. Reach Consumers While They Are Streaming, Searching & Scrolling With Ad Retargeting
5. Build Your Brand with Videos on YouTube
6. YouTube VIN-specific Inventory Merchandising
7. Facebook Ads that Drive Buyers to Your VDPs
8. Optimize Your Google Business Profile Listing(s) to Improve Engagement and Capture Zero-Click Searches
9. Free Advertising On Your Google Business Profile(s) Will Earn 2000+ Free Monthly Views Without Paying PPC!
10. Separate Google Business Profiles for Different Departments
11. Improve the Online Shopping Experience with 360° Interactive Spins!
12. Create A Virtual Showroom On Your FB Business Profile Page For Increased Engagement & Sales
13. Feature Your Dealership at the Top of Facebook and Instagram
14. TikTok Posts Reach a New Generation of Car Buyers
15. AI-Powered Live Chat with Smart Response Technology is the Form of Communication Your Clients Want
16. Help Customers Get Answers and Do More Virtually
17. Use Bulk Text Messaging to Effectively Reach Customers
18. Provide Interactive Video Sessions
19. Send Multi-Vehicle Quotes to Shoppers
20. Engage Consumers Even When You Are Closed with an After-Hours Lead Response Strategy
21. Respond to ALL positive and negative reviews.
22. Advertise Your Inventory On Popular Consumer-facing Sites Like Bestride.Com

**GNYDA dealers
will dominate with continued
disruption and challenges**

Digital Air Strike Can Help!!



MORE DEALERS PARTNER WITH
DIGITAL AIR STRIKE FOR A REASON:

WE GET THE BEST RESULTS!



TIME FOR QUESTIONS!



Ask us which solutions are



PRESENTER



Jason Barrie
Chief Operating Officer
jasonb@digitalairstrike.com

JOIN OUR NEXT WEBINAR

Thursday, January 20, 2022 | 10am PST / 1pm EST

9th Annual Automotive Digital Retailing Consumer Trends Study

The results gathered during the Covid-19 era is more important than ever! Almost 5,000 car buyers and service customers took part in this extensive research, the largest of its kind every year, to share feedback on their most recent car-buying and car-servicing experiences. This eye-opening presentation includes more than 100 data points about how/why consumers chose a dealership, which review sites helped the most, the importance of social media and reviews, whether they'd buy a car solely online, how consumers feel about current car prices and inventory shortages, electric cars, and so much more. You can't afford to miss this webinar!

Register at DigitalAirStrike.com/webinars



Erica Sietsma
Chief Strategy Officer
Digital Air Strike

DIGITAL  AIR STRIKE

THANK YOU!

