



Greater New York
Automobile Dealers
Association



*Bagels with
Bielger*



AutoTrieve can help change how you scan and manage documents, reduce labor costs, maximize retail space, avoid audit penalties, and gain control of your business information while protecting customers' personal info.

Call Michael Dachille at **201-820-7419**,
or email michaeld@mgcimaging.com

**GNYADA Members Always
Save with Preferred Rates**



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

GNYADA
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DMV DIRECT
VEHICLE REGISTRATION &
TITLE PROCESSING SERVICE

GNYADA's **DMV DIRECT**

RUSH DUPLICATE TITLE SERVICE

FAST, LOW COST SERVICE
Have a title at your dealership in 3 days, easy as 1, 2, 3!

1. Fax Paperwork to 718.747.1237
2. Receive title on 3rd day
3. Submit payment

**New Jersey
Registration &
Title Processing**

DMV DIRECT
VEHICLE REGISTRATION &
TITLE PROCESSING SERVICE

**CONNECTICUT
PLATE ISSUANCE
PROGRAM**

We can meet your New Jersey Registration &
Title Processing Needs TODAY!

NEW JERSEY TRANSACTIONS



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June 21

10:00am-4:00pm

GNYADA F & I Management Academy

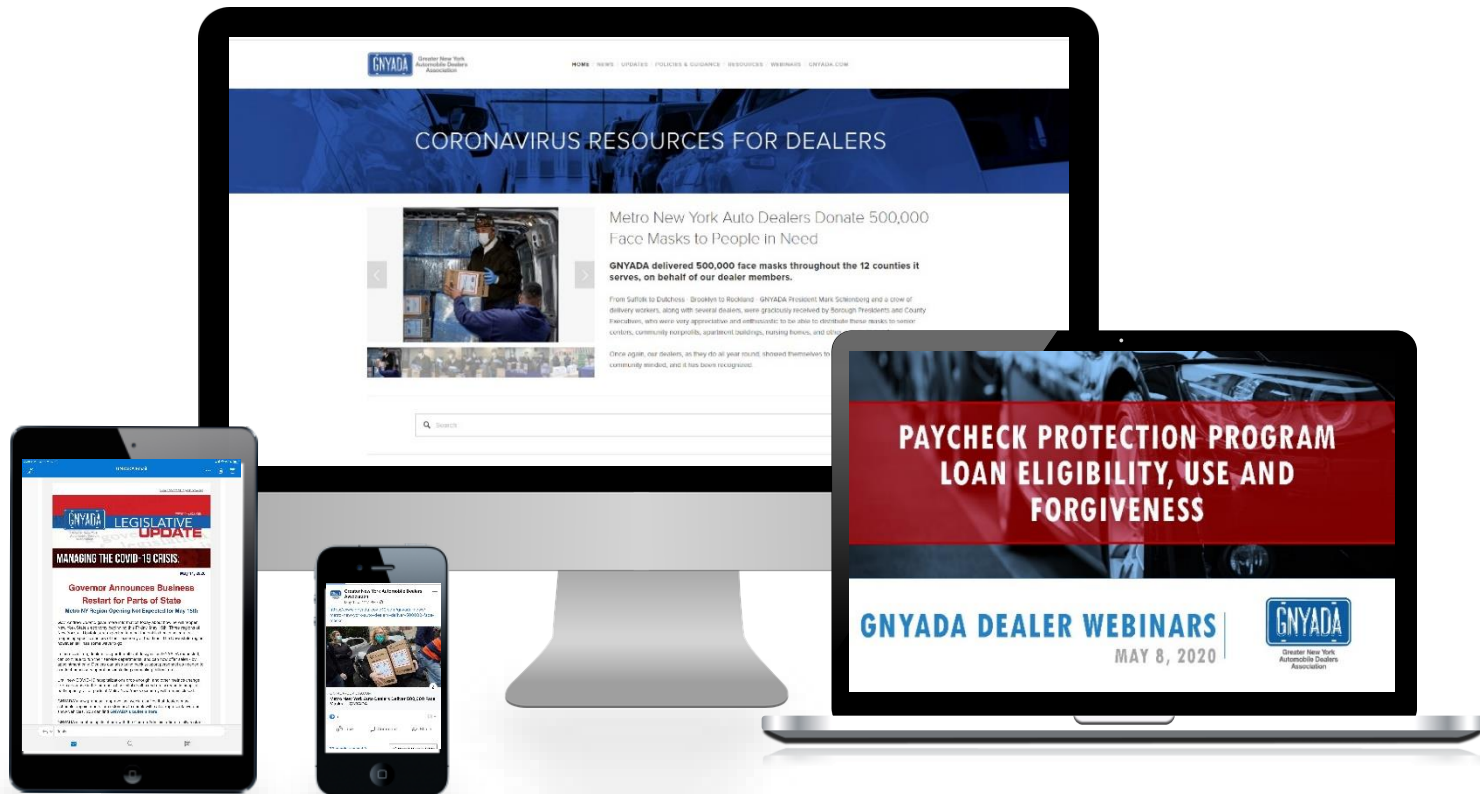
**Seminars for Automobile
Dealerships**



REGISTER NOW!

www.gnyada.com/education
718.746.5900

www.gnyada-covid19.com





THE **DEVIL** IS IN THE DIGITAL **2.0**

Paul Crisci
CEO & Owner
Park Group Solutions

SO, WHO AM I?

- ✓ My name is Paul Crisci
- ✓ I am a “car guy” with 30+ years of automotive dealership **experience.**
- ✓ I am a marketing expert with over 17 years of digital, social, and traditional **experience.**
- ✓ I am a business consultant with automotive sales & in-dealership management **experience.**
- ✓ I am a business owner.



SHIFT



amazon **vehicles**

CAR**VANA**



I Believe...

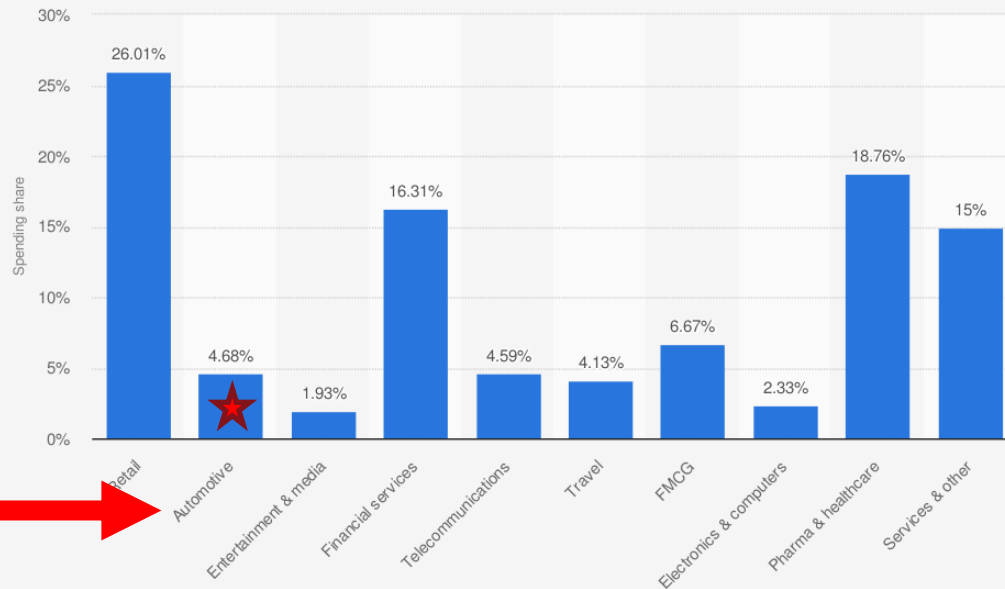
1. I believe no one knows how to run your dealership better than **you**.
2. I believe as auto dealers, we have all been deceived into thinking otherwise.
3. I believe data doesn't sell cars, **YOU** do.
4. I believe the system is rigged.
5. I believe with the right process in place you can survive extinction as well as the next 6 months.
6. I believe the **DEVIL IS IN THE DIGITAL**.

The First Question We Need To Understand...

Why are the OEMs & preferred vendors so interested in your business?

*Is it to sell more cars... **or is it something else?***

DISTRIBUTION OF
DIGITAL ADVERTISING
SPENDING IN THE
UNITED STATES IN
2020, BY INDUSTRY



Sources
Statista Digital Market Outlook; Statista
© Statista 2021

Additional Information:
United States; Statista Digital Market Outlook; July 2020; forecast adjusted for expected impact of COVID-19

The FACTS...

According to the National Retail Federation, in 2020 there were 2.7 million retail establishments across the country...
...of which,

16,623 were automotive franchised dealers. NADA Data 2020

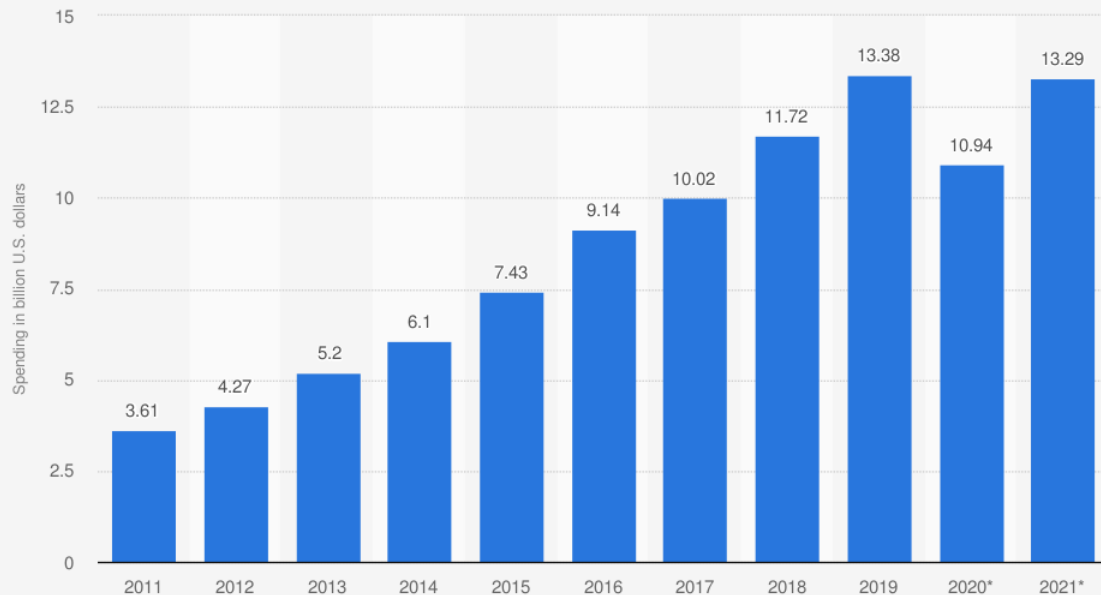
WHAT DOES IT ALL MEAN?

- ✓ Automotive **spent 18%** of the total spending on digital marketing despite being 4.7% of the overall sector
- ✓ Which means, for every **\$1** retail business spent on digital marketing, **auto dealers spent \$30**

Source: U.S. Census & NRF, 2020

In Return For This Investment, What Did Auto Dealers See?

Automotive industry digital advertising spending in the United States from 2011 to 2021 (in billion U.S. dollars)



Source
eMarketer
© Statista 2021

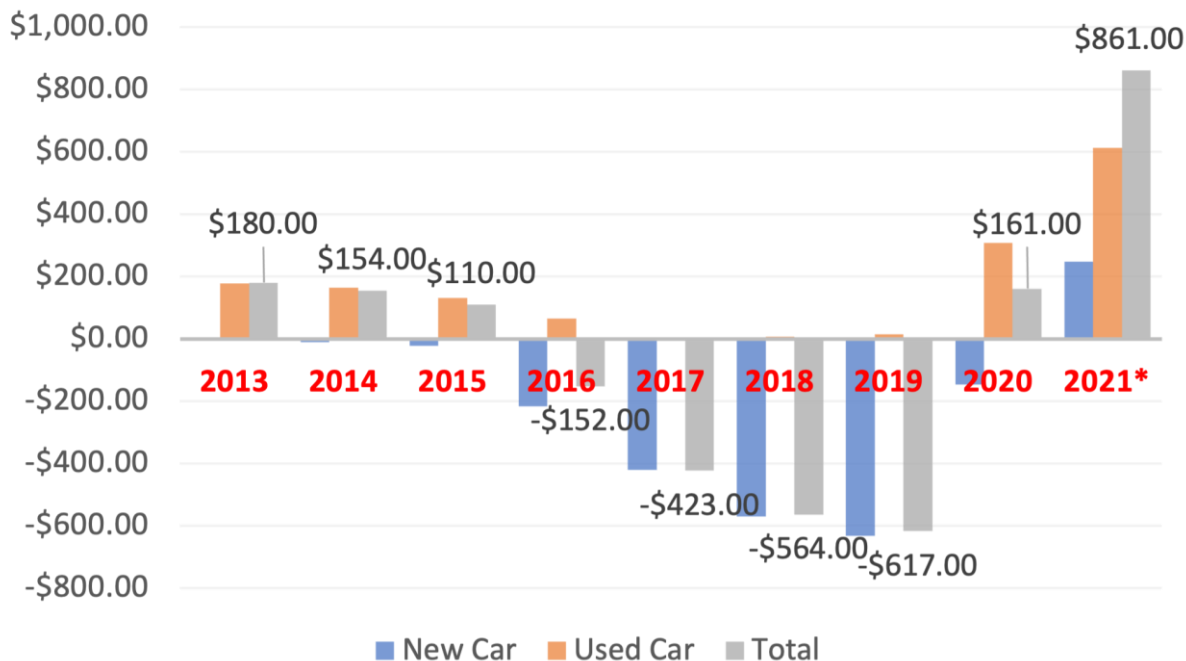
Additional Information:
United States; 2011 to 2019; includes advertising that appears on desktop and laptop computers as well as mobile phones
various formats of advertising on those platforms

* Forecast.

NADADATA

In Return For This Investment, What Did Auto Dealers See?

Retail net profit per vehicle sold



Based off NADA Dealership Financial Profiles 2013 - 2021

* Through March 2021

NADADATA

Why Is This All Happening?

I guess

It is what it is...

...**OR IS IT?**

7 DEADLY SINS

OF

DIGITAL

① PARALYSIS BY ANALYSIS

② COMMON SENSE

or the lack thereof.

③ CO-OP

④ FOCUSING ON THE
SHORT TERM

7 DEADLY SINS OF DIGITAL



5

**MAKING DECISIONS
ON PERSONAL PREFERENCES**

6

**BEING SEDUCED
BY THE SHINY RED BALL**



7

**COMPROMISING YOUR MOST
VALUABLE COMMODITY**

How Do We Exorcise The 7 Deadly Sins From The Soul Of Your Dealership?

Simplify Performance Measurement...

...or, The Rule of **400**

1. Project how many cars you plan to sell for the year.
2. Multiply this number by **\$400**.
3. Divide by 12 months and that's your monthly budget.
4. Review a cost per sold monthly.

THE FORMULA:

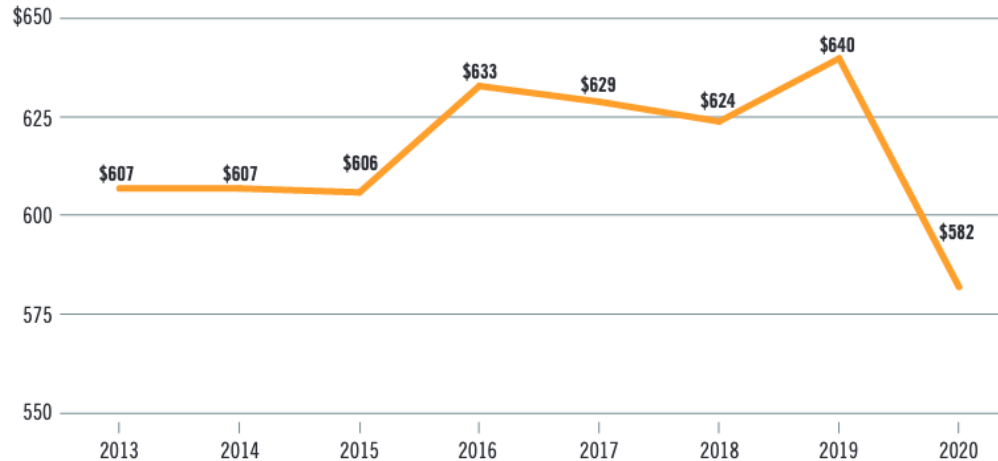
1,200 cars x **\$400** = \$480,000 divided by 12 months =
\$40,000 monthly budget on *true* advertising.

THE RULE OF 400

- ✓ Create a projection for the year (How many cars are we going to sell?)
- ✓ Start your marketing plan in October for the upcoming year
- ✓ Review all advertising (Ask the question: Did last year's marketing plan perform as expected?)
- ✓ What products contributed and what products are questionable?
- ✓ Inspect your infrastructure (Re-invent your BDC)

Average Dealership Advertising per New Unit Sold, by Year

In dollars



Source: NADA

DIVERSIFIED PORTFOLIO

4-PRONG APPROACH



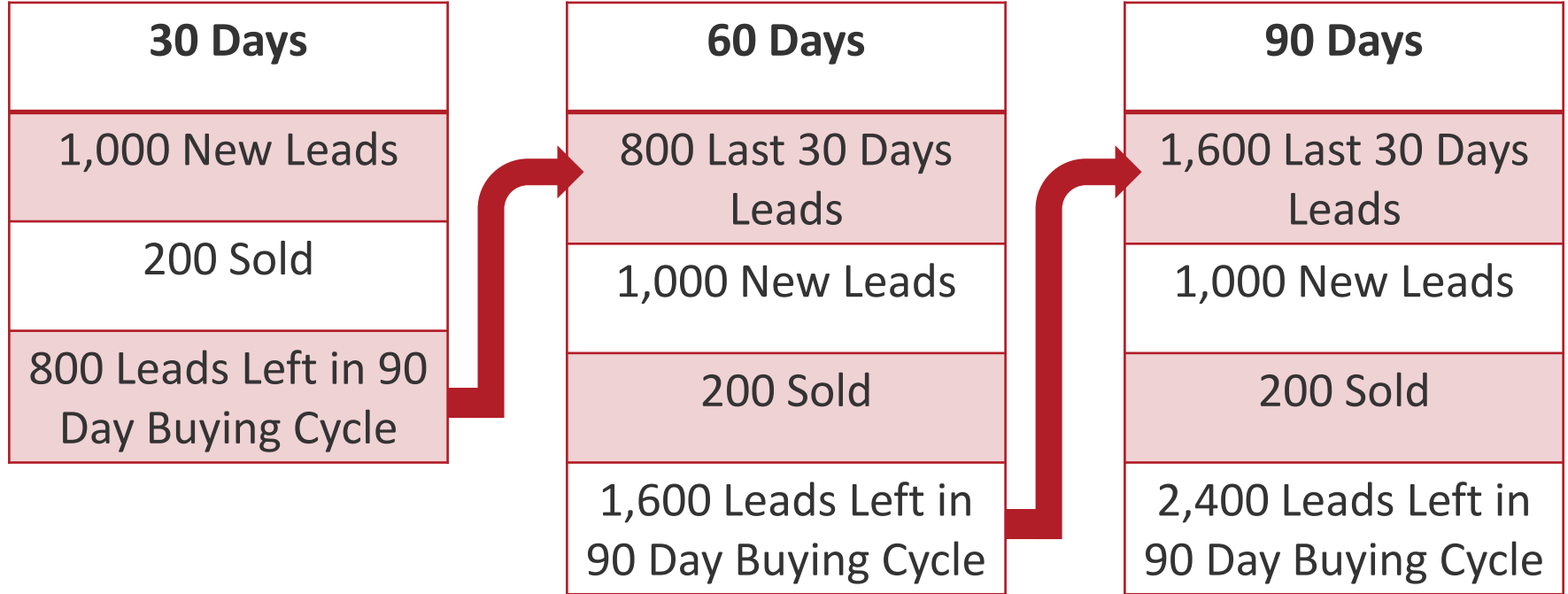
Because Your BDC Resets to

Our

FAIL!

HOW?

90 DAY BUYING CYCLE



WHAT "IF"?

- ✓ You hire a Digital Sales Manager instead of a BDC Manager to run your virtual showroom?
- ✓ Sales representatives are trained on the fundamentals of email & phone communication?
- ✓ Each salesperson spent two hours a day (AM & PM) calling leads?
- ✓ The Sales Manager of the Digital Showroom (your website) trains, manages & handles all web leads, CRM & even your Digital Marketing Analytics?

BDC COST ANALYSIS SAVINGS

Average BDC

Department Salary: \$277,440

Average Sales Manager

Salary: - \$150,000

Savings: \$127,440

Additional Benefits:

- Salespeople already work at the dealership, why pay someone **twice** to do the same job?
- Digital Sales Manager Communicates with GSM
- Constant Pulse on Lead Flow
- No Manipulation of Pay Plans

WHAT DO I BELIEVE?

1. I believe you can apply the rule of 400, save money, and be successful.
2. I believe you don't have to buy every digital product to *be* successful.
3. I believe if you have a well-structured BDC that is part of your sales team, you will sell more cars.
4. I believe if you apply what you learn today, you will have the same or better results while spending less money.
5. **I believe now that you know the devil is in the digital, you no longer will commit the 7 Deadly Sins of Digital!**

Thank you!

Speaker Contact Information:

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