

Managing Gen Y: Creating a Competitive Advantage for your Dealership

The Rikess Group has developed a comprehensive training program, "Managing Gen Y", for the retail auto dealer. The program encompasses on-site seminars, e-learning, in-store training and "virtual webinars." These training services will prepare your management team for a whole new type of employee along with Generation Y customers who have different expectations of your sales and service processes.

Today, 25% of new vehicles are purchased by Gen Y (born after 1980.) By the end of next year, 40% of auto shoppers will be from Gen Y. It is incumbent upon dealers to staff their stores with associates who match up effectively to this new generation of shoppers.

Those who do will gain a significant competitive advantage!

A Brilliant Mash-Up

Retail automotive industry expert, **Mark Rikess** has teamed up with business psychologist and generational expert **Dr. Nicole Lipkin** (Y in the Workplace co-author) to create the "**Managing Gen Y**" courses. This dynamic duo brings a deep understanding of the business of selling and servicing vehicles combined with careful study of the habits, preferences, prejudices and styles of a generation of young people who want to buy them. Together Mark and Nicole have created a compelling case for how to increase dealership profits by focusing on effective methods for managing Gen Y employees and selling to Gen Y customers.

Four Levels of Training and Support for Managing Y in the Workplace

Our training services provide the knowledge and the incentive for you to "re-think" your processes in order to capture more of this fast growing and lucrative market segment. We begin the process with the broad foundation of knowledge needed to "get Y's" and then translate that knowledge into effective action at every level of your organization.

Gen Y Overview Training: You Need to Know Y

Who: Dealership or group management team.

Where: On-site classroom or conference room.

What: A half-day session that establishes Y this generation is different and Y it matters to you. We'll provide an overview of strategies to:

- Understand what makes Gen Y so different
- Effectively recruit, compensate, engage and retain Gen Y employees
- Manage more effectively this new type of employee to ensure high levels of productivity
- Understand the challenges they may present to your dealership both as employees and customers

Y: Success with Gen Y requires adjustments to processes throughout your dealership from the showroom to human resources. You can't change a generation—but you can gain competitive advantages through an understanding of how they are different and what motivates them for success

Investment: \$3,500 plus travel for a three hour seminar that is delivered twice in the same day.



Management Skills Training: Your Gen Y Operators Manual

Who: Dealership managers who will train and supervise Gen Y employees

Where: On-site, in-dealership

What: One-hour, intensive, hands-on training sessions designed to develop dealership managers' coaching and communication skills in order to increase productivity of all employees. We will observe and coach managers as they practice their new skill sets.

- Instant Coaching: identifying expectations, giving feedback, handling push back, and establishing accountability
- Communicating: listening, dialoguing, formatting a message

Y: Gen Yers want a lot of feedback on how they can improve their performance. They want to have their ideas listened to. Dealership managers need to develop the coaching and communications skills that will lead to higher performance and employee retention.

Investment: \$2,000 per day plus travel. Twelve managers can be trained in one day.



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Virtual Training: Y's Management

Who: Dealership managers

Where: Web-based interactive seminars conducted online monthly by Mark Rikess and Dr. Nicole Lipkin

What: 45 minute instruction and discussion of the challenges in managing Gen Y employees. These interactive sessions will increase your management team's understanding of how to motivate this new type of employee so you can accrue additional competitive advantages. Seminar topics would include:

- Recruiting Generation Y employees
- Turning reasons why they leave into reasons why they stay: retaining Generation Y employees
- Increasing productivity of your Gen Y employees
- Defining career paths to retain Gen Y employees
- Managing inter-generational communication problems to enhance team work
- Tapping the talent of your Gen Y top performers.

Y: As you explore this Generation and their unique needs, you'll have many more questions about how to serve them better as customers and manage them as employees.

These interactive sessions with your peers will allow you to dive into focus topics and learn best practices in a time-efficient manner.

Investment: \$175 per rooftop per session



E-learning: Refine Your Gen Y Skills

Who: All supervisors of Gen Y employees

Where: Online courses

What: 7-10 minute courses filled with easy-to-use management tips. A resource for brush-up, review and implementation of effective strategies to manage Gen Y employees.

E-learning topics include:

- Active Listening: Improve your listening skills to enhance customer and employee relations
- Effective Feedback: Learn how to provide feedback and change behavior without getting resistance or defensiveness.
- The Incubator: Learn how to harness the talents of your Gen Y employees to increase the bottom line

Y: This easy method of self-directed learning allows you to select your areas of interest.

Also, when new management team members join your organization this will offer them an opportunity to "catch up" to Gen Y.

Investment: \$40 dollars per session

A New Generation Generates New Growth

Generation Y will be the key to success in automobile sales and service—for years to come. They match the Baby Boomers in numbers -- and they seem to have even higher expectations than Boomers of themselves and of others, especially their employers.

As customers, the good news is that a very high percentage of Gen Yers say they look forward to buying a vehicle. They are excited and enthusiastic shoppers—but they are demanding and savvy shoppers, too.

Your business future may depend on how successfully you meet their expectations as employees and as customers, as they will dominate the workforce and will be the most powerful customers over the next forty years. The Rikess Group now offers you the chance to shorten your learning curve in serving this distinctive generation. Don't be left behind.

To learn more about how you can gain a competitive advantage through a better understanding of Generation Y call **The Rikess Group** today at **800-851-4018** or visit us at **www.rikessgroup.com**