



# THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

WANADA Bulletin # 30-03

July 28, 2003

## MAKING A DIFFERENCE

### Dealers Have Major Economic Impact in DC, MD & VA

If anyone asks, “What difference do automobile dealers make to our economy?” the response is emphatically: “Plenty!”

Although WANADA has commissioned economic impact studies of the Metropolitan Washington market in the past, NADA just released its state-by-state 2002 economic impact study of new vehicle franchise dealers, and the numbers for the District of Columbia, Maryland and Virginia are impressive:

- A combined total of 926 dealerships (VA, 543; MD, 379; DC, 4) had total sales of more than \$31 billion in 2002 (VA, \$16.9 billion; MD, \$14 billion; and DC, \$229.5 million).

- That represented 22.3% of total retail sales in MD, 20.2% in VA, and even 3.1% in DC.
- These dealerships provided a total of nearly 57, 000 jobs (VA, 31,576; MD, 24,890; and DC, 381).
- As a percent of state retail payroll, that comes to 10.8% for both MD and VA and 1.0% for DC.
- The average annual payroll of these dealerships was \$1.32 billion for VA, \$1.09 billion for MD, and \$16 million for DC.

The bottom line: That’s a lot of economic clout! Results are enclosed with this WANADA Bulletin.

### WANADA Staff Meets With DC DMV Director Anne Witt

WANADA senior staff met recently with the DC Department of Motor Vehicles’ new director, Anne Witt, to hear her goals and to offer WANADA’s support as the agency’s partner going forward.

“She seemed anxious to see the agency provide the service delivery business like they need to, and very receptive to the role WANADA plays in organizing the auto industry component of all that,” said WANADA CEO Gerard Murphy.

When Witt took over the demanding job of DMV chief in May, she promised to focus on “the quality of service you expect from this agency.” Her first priority was to reduce the often interminable wait at the DMV’s inspection stations. Using available funds, she has increased staffing and the result, as many have discovered, is greatly reduced – and in some cases, no – waiting lines.

In addition, she is doing a top-to-bottom

survey of agency services and client needs. In support of that effort, WANADA is asking all dealer members for their input on any issues they may have with the DC DMV and how the agency can improve its services to dealers. We will deliver your concerns and suggestions to the agency so they can address them.

Please use the FAX back form enclosed with this WANADA Bulletin, or e-mail your comments to WANADA’s Katy Orme: [ko@wanada.org](mailto:ko@wanada.org).

#### Inside...

WANADA Sales Seminars .....	p.2
Moore Cadillac HUMMER Donates to YFT.....	p.2
Identity Theft.....	p.3
Dealers Score Higher in Latest J. D. Power Customer Service Study.....	p.3
WANADA Contributes to Connie Morrella Scholarship Fund.....	p.4
WANADA Provides COG Auto Theft Awards.....	p.4
Get on Board for the WANADA e-Bulletin ....	p.4

## WANADA Auto Sales Seminar Stresses Quality Staff

"Hiring the best people you can is your competitive edge in a marketplace where quality and price is comparable," Curt Tueffert told dealership managers at last week's *Selection/Development/Retention of GREAT Automotive Sales People* seminar. "You can't just hire someone who likes people!...My dog likes people but can't sell millions of dollars of inventory," he added.

Tueffert, a TeamCER trainer, frequent speaker at the NADA Convention and author of "*201 Sales Motivators* and *Five Stones For Slaying Giants*," cited four steps to achieve this goal:

1. Know what you want and get the right people "on the bus".
2. Utilize a process: FIRST, WHO! — then what. Get the right people in the right bus seats by looking to what quality is needed, not just what position needs filling.
3. Position for success. Coordinate the people and

***"You can't just hire someone who likes people!...My dog likes people but can't sell millions of dollars of inventory."***

**- Curt Tueffert**

process and get the WRONG people OFF the bus!

4. Be committed to training. Don't throw them a video and expect it all to work out. Invest in training.

Tueffert said there are three reasons why employees do things:

1. Fear of pain (loss of job or income);
2. Anticipation of joy (incentives);
3. Part of a "PURPOSE," which gets maximum results when the employee cares about the goals of the dealership and the industry.

He suggested every three to six months asking the employee to come up with six things both they and the manager do for the company. Then compare notes to see where expectations are and where they should be.

Although only 15% of dealers use background checks, they were reminded that WANADA endorses the HireCheck program (800-929-0654) for getting that initial yet important hurdle cleared for long range success.

## Moore Cadillac/HUMMER Donates \$1,500 to YFT

Moore Cadillac HUMMER of Tysons Corner, Virginia, presented Youth for Tomorrow with a check for \$1,500 at last week's "3rd Annual Moore Cadillac HUMMER Summer Showcase." Youth for Tomorrow is a residential home and school opened in 1986 by former Washington Redskins coach Joe Gibbs for at-risk teenage boys. YFT began a similar program for teenage girls this year.

Hundreds of spectators attended the July 18th event at Reston Town Center, where Moore Cadillac HUMMER had more than 40 cars on display, including three Cadillac concept cars making their Washington, DC, premiere: the Vizon, the Evoq and the Imaj. Also making their DC debut were the 2004 model premieres of the 400 Horse Power CTSv, SRX luxury utility vehicle and the XLR roadster.

Those on hand were able to test drive many of the Cadillacs and HUMMERS while hourly raffles were held in which winners were given gift certificates for many great prizes, including Morton's Steakhouse, National Amusements Theaters, Bath & Body Works, EXPRESS and the Bob Bondurant School of High Performance Driving.



Pictured at the check presentation to Youth For Tomorrow were (left to right): Troy Frye, YFT; Jeff Doughty, General Sales Manager, Moore Cadillac; Rick "Doc" Walker, former Washington Redskins tight end and current talk show host on WTEM-980 AM; Angelo Buglin, YFT; Donnie Warren, former Washington Redskins tight end; Zachary West, YFT; Mike Bragg, former Washington Redskins punter; Derrick Conner, YFT.

**NADA DEALER OPERATIONS COMMENTARY**

## Identity Theft

Identity theft is the fastest growing crime in the United States today. According to the U.S. Department of Justice, identity theft refers to “crimes in which someone wrongfully obtains and uses another person’s personal data in some way that involves fraud or deception, typically for economic gain.”

To reduce or minimize the risk of becoming a victim of identity theft or fraud, there are some basic steps you and your customers should take...start by remembering the word “SCAM”:

- S** Be stingy about giving out personal information to others unless you have a reason to trust them, regardless of where you are.
- C** Check your financial information regularly, and look for what should be there and what should not.
- A** Ask periodically for a copy of your credit report.
- M** Maintain careful records of your banking and financial accounts.

As a dealer, what should you be doing if you suspect your employees, your customers, or even you yourself, are victims of identity theft? The Federal Trade Commission suggests that you take the following steps:

1. Contact the fraud departments of each of the three major credit bureaus, report the theft, ask that a new “fraud alert” be placed on the file and that no new credit be granted without approval.
2. For any accounts that have been fraudulently accessed or opened, contact the security department of the appropriate creditors or financial institutions. Close these accounts, and put passwords on any new accounts as they open.
3. File a report with the local police or the police where the identity theft took place. Get the report number or a copy of the report in case the bank, credit card company, or others need proof of the crime later.
4. Call the ID Theft Clearinghouse toll free at 1-877-ID-Theft and report the theft. Counselors will take complaints and offer advice on how to deal with the credit-related problems that could result from ID theft. Visit the FTC’s ID Theft Web site ([www.consumer.gov/idtheft](http://www.consumer.gov/idtheft)) for more information.

The above information was excerpted from NADA Management Bulletin BM.27, *Identity Theft: An Insidious Threat*. You can order this bulletin from NADA by calling 800-252-6232, ext. 2 or 703-821-7227. Cost to NADA members is \$2.50, \$5.00 for non-members, plus shipping. Or, order an electronic version online at [www.nada.org/mecatalog](http://www.nada.org/mecatalog).

## Dealers Score Higher in Latest J. D. Power Customer Service Study

Free maintenance offers and improved vehicle quality have helped improve customer satisfaction with dealer service industry-wide by eight points over 2002 (851 compared with 843), according to the J.D. Power and Associates 2003 Customer Service Index (CSI) Study<sup>SM</sup> released last week. This reflects the fourth consecutive improvement since the current study metrics were in 1999.

“Quality improvements across the automotive industry are driving down the need for warranty repairs at new-vehicle dealerships, transforming the nature of the dealer service business, according to the study, which said the balance of work at dealerships is tilting more toward regular scheduled maintenance as opposed to repairs. The mix of routine maintenance business has increased to 57 percent in 2003 from 47 percent in 1999.

“Less warranty work means that automakers are taking cost out of their products through quality improvements,” said Joe Ivers, partner and executive director of quality/customer satisfaction at J.D. Power and Associates. “To replace this declining revenue, dealers must now compete with other service providers, such as independent service facilities, for customer-paid service business, making them more accountable to their customers.” But the study notes that sales increases over recent years among certain franchises have resulted in bottlenecks at service bays that could reduce customer satisfaction.

**FOOTNOTES:****WANADA Contributes to Connie Morella Scholarship Fund**

WANADA was a major sponsor (\$5,000) of the recent "Hello Connie" dinner theater event at Montgomery College to honor former Congresswoman Connie Morella for her many years of service to the people of Montgomery County and to the college, where she taught English for 15 years. Proceeds from the event will be used to establish the Connie Morella Endowment, enabling the perpetual awarding of a scholarship in her name at Montgomery College. Morella will be moving to Paris, France as the U.S. Representative to the Organization for Economic Cooperation and Development on behalf of the Bush Administration.



With Morella (center) at the recent "Hello Connie" dinner theater event were WANADA staffers Ellen Hicks (left) and Roberta Reardon.

**WANADA Provides COG Auto Theft Awards**

WANADA recently provided the 2002 Auto Theft Awards presented by the Council of Governments' (COG) Police Chiefs Committee at the COB building in Washington, D.C. The Montgomery County Police 3rd District Special Assignment Team received the Vehicle Theft Unit Award. The Special Assignment Team is a proactive surveillance team that works in the area of the county that adjoins Washington, D.C. and Prince George's County. The team is responsible for seeking out all levels of crime including murder, street robberies, burglaries, and vehicle thefts. In a single night, one case led to the recovery of five stolen cars and the arrest of 12 individuals. In 2002, the team arrested 45 suspects, recovered 28 vehicles, and made one carjacking arrest. The value of the recovered vehicles totaled \$364,500.

The Prince George's County Police Department Aviation Unit received the Lojack Award; FBI Special Agent Robert Werner received the Prosecutor Award; and Private First Class Jeffrey Andrea of the Fairfax County Police Department received the Vehicle Theft Program Award.

## **Get on Board Now for the New WANADA e-Bulletin**

### **Give us Your Contacts Today!**

Danny Sauro of Tischer Acura/Nissan was the lucky winner of our quick reply drawing for a Sony Clie PDA. But the real winners were everyone who gave us their e-mail addresses and who are now receiving the hot new *WANADA e-Bulletin*, which can be viewed at [www.wanada.org/bulletin](http://www.wanada.org/bulletin). If you haven't done so already, please fax back the WANADA Key Person Contact Form enclosed with this WANADA Bulletin, or log on to: [www.wanada.org/contact](http://www.wanada.org/contact). For more information, contact Isabel Garcia or Nick Champeau at WANADA, (202) 237-7200, or e-mail: [ig@wanada.org](mailto:ig@wanada.org).

### **Thanks for the Memories ...**

*I've enjoyed 60 memorable years with NBC. Sixty years...I started before the peacock, and he wound up taking my parking space!*

**—Bob Hope (1903-2003)**

**Enclosures:**

- WANADA Key Person Contact Form
- NADA Economic Impact Reports for DC, MD and VA
- DC DMV FAX Back Survey Form