



Turnover Cost is Killing Your Dealership? Start Hiring Millennials to Create a Career Not a Job; Gen Z is Watching

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Strategies for Building a Winning Workforce in Your Dealership

By Adam Robinson

With the auto industry still struggling with high employee turnover rates, [costing dealerships billions of dollars a year](#), it is important for dealerships to evaluate their hiring process and workplace culture. In doing so, dealers can ensure they are recruiting the right individuals to join the team, while creating an environment that will retain those employees for a significant period of time.

Millennials are on track to make up [75 percent of the workforce by 2025](#), making it a priority for dealerships to implement the policies and company culture that will meet their needs and keep them around. In fact, more dealerships are seeing the value in moving away from the standard commission-based, traditional sales model and instead building stronger people-oriented organizations with a shift in attitudes, practices and standards aimed at improving both the employee and customer experience.

Millennials are looking to work for companies they feel align with their values, and they are looking for a job with potential for growth both professionally and personally. They want a work culture that resonates with them, and they want their work to contribute to something greater than themselves.

To ensure you are an attractive option for new and existing employees, your dealership should consider taking the following approach:

Help Job Seekers Find Their Purpose Within Your Organization

Millennials are motivated by purpose, and truly want to make a difference in the world – to be a part of something bigger than themselves. Not only is it important to highlight how your dealership is committed to making a difference, but [management must take it a step further and help employees become involved](#). Employees will forge a greater connection to your dealership if you demonstrate a genuine commitment to a cause.

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Employment Branding - Create Meaningful Content

Your dealership's reputation as a great place to work must be demonstrated through [consistent messaging across a variety of platforms](#). The goals are to provide potential candidates with the information they are looking for to vet you as an employer, and to represent a work culture employees can rally around.

Content and materials can include press releases, articles, how to's, white papers, native advertising, studies, reports & surveys, info graphics, events and multimedia components such as videos. Once content is created, your dealerships should be actively promoting the information to all parties including employees and customers. Be sure to make the information easily available on your dealership's website, along with email campaigns and social media platforms.

Be Progressive - Highlight Innovation

The retail automotive industry is sitting at the very forefront of today's hottest technology shifts, and dealers should be taking full advantage of this fact to market this industry as a great career path. . From fractional car ownership, to autonomous driving, to the connected car, to 100% EV vehicles, new entrants to our industry will be exposed to concepts that today may seem like breakthroughs, but tomorrow will be commonplace.

Be sure to include updates and initiatives in your employer branding content, and provide your existing employees with the opportunities to become involved and help propel these initiatives forward.

Provide a Career, Not a Job

Ultimately, today's employees want [a career, not a job](#). In addition to providing them with opportunities to participate in your industry's innovation, consider implementing specialized training programs and ongoing education opportunities to help them further advance.

Assisting your employees in furthering their education will help ensure they remain loyal to your organization. In fact, despite the myth that millennials are job hoppers, more than 50 percent say that they aspire to climb to the highest level of their organizations. If your dealership can provide employees with the chance to grow professionally, get involved and do meaningful work that will make a difference in the long run, they are much more likely to stick around.

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Plan For the Future – Gen Z

Arguably the [most technologically savvy, Gen Z](#) is coming right behind millennials and set to enter the workforce within the next few years. The new wave of upcoming employees has so far proven to be assertive, confident and ready to work. In fact, many Gen Z individuals are already envisioning their career trajectory, despite the oldest members just now starting their college years. In many ways, they expect the same from their employees as millennials, such as purpose and workplace perks aside from long-term benefits.

The biggest way in which they did differ, however, is that [Gen Z expects a higher degree of personalization](#) in the recruitment process, looking to employers to tailor their recruitment experience to them as individuals.

What happens to hiring in a dealership from now on is up to management:

Creating a winning workforce begins with your decision to make the people side of your business a core and critical pillar of your overall operating strategy. Our industry offers countless advantages as employers - harness them to build your best team.

Adam Robinson is the co-founder and CEO of Hireology – the leading integrated hiring and retention platform in retail automotive – working with over 1000 dealerships in the US and Canada to help build great teams and drive profitability. He's the author of 'The Best Team Wins: Build Your Business Through Predictive Hiring' available at www.TheBestTeamWins.com

