



Dan Flynn. EVP, Business Leader, Core DMS

Here is the “Core Content” of Dan’s Presentation at the Women in Automotive Conference in June 2019

“Why and how dealerships should increase workplace diversity”

1. How can dealerships bring more women into leadership and key management to accomplish parity and even dominance by women?

Many women report negative experiences when purchasing a vehicle from a dealership, and therefore envision dealership employment as undesirable. Research conducted this year by CDK found that **62 percent of female job seekers felt that the stereotypes associated with car dealerships** were a negative aspect of dealership employment, and were likely to be discouraged from working at a dealership because of this. The same percentage of women also felt that a dealership’s male-dominated workplace was undesirable.

From the dealership perspective, CDK **research shows that more than half of dealerships report no specific focus on the recruiting, hiring, retaining or promoting of women.**

The research demonstrates that **considerable work is required** to make conditions favorable to women buyers and female employees.

“Why and how dealerships should increase workplace diversity”

2. What are the positive steps dealerships can take Now?

- Recognize that the dynamic within the dealership requires improved customer experiences, which may be best served through women
- Hire women to fulfill roles with high customer touch and change the power dynamic within the buying process
- Intentionally recruit female candidates for open positions—don’t settle for the applicants that come over the transom. Bringing women into the hiring process will improve the talent pool and those new hires will quickly reshape the dealership culture. Improve work-hour flexibility and/or predictability, which is in the top four desirable attributes for job seekers.
- Provide coaching and mentoring opportunities for women to help them accelerate their careers. Having just one women in leadership improves working conditions, including respect and rates of bias.

3. What is the role and contribution of women leadership in shaping a new and migrating business model for automotive dealerships?

The potential for women to influence the automotive retail industry is yet untapped—more women have drivers’ licenses than men, women influence 85 percent of vehicle purchasing decisions and buy 65 percent of new vehicles. Yet, women make up less than 20 percent of automotive retail employees.

Research from CDK found that the roles women are most interested in at dealerships are those relating to **customer experience**. Women can be pivotal in shaping the future of customer experience at dealerships, both for other women, and for car buyers as a whole., if the industry focuses on intentional hiring and career development practices.

The dealership business model is rapidly changing and the role of customer experience professionals will outpace that of the traditional sales role we know today. It stands to reason then that turning the traditional sales role into a customer experience role or adding a non-commissioned customer experience role during **the sales process is not only well-aligned with female buying preferences**

Women have tremendous opportunity to reshape this industry and dealerships have an invested interest in partnering with their customers to define how women will shape car buying in the future. It's a partnership dealers can't afford to miss.

WOMEN IN AUTOMOTIVE



Women in Automotive was founded by six industry female leaders in partnership with JKR Advertising out of Orlando. The group is particularly interested in empowering and developing women in the auto industry. The philosophy is that this benefits both the women and the dealerships and will help facilitate the training and hiring of more females in dealerships.

Currently, the percentage of female employees remains stagnant at just 17% of all employees (according to NADA 2014 data). A major recruiter mentioned that they have received over 1,000,000 resumes, of which 40%+ were from women – but only 1 out of 4 is actually hired by dealers.

Whether that's a function of the job requirements or dealer preference, Women In Automotive is committed to bringing the two sides together. On the dealer side, by training and educating them on how to create a balanced position for women, and for women – by providing them a network and opportunities for skill set development.

For more about this WIA, go to <https://womeninautomotive.com/>