



July 2023

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

I hope you've been enjoying your summer and have found moments to relax and unwind. At KADA, we've taken advantage of this "slower" time to focus on our partnerships as well as plan for the rest of the year.

Part of our goal as an association is to offer you resources and services that can benefit your dealership and your people. We've worked hard to build a portfolio of vendor partners that not only offer top-notch products and services at a competitive price, but that also bring innovative and new ideas to the table. We've added a host of new vendor partners, which you have probably seen in our recent communications, and we are continuing to grow. You can read more about them below in this newsletter and you'll be receiving more communications soon.

I strongly encourage you to check out these vendors, take a call with one of them, learn more about what they do and how you can benefit from their services. Supporting a KADA Partner means supporting your association, therefore your industry and yourself.

As we look ahead to the second half of the year, we are focusing on our KADA Annual Golf Tournament in September as well as our District Meetings in October. The Golf Tournament is filling up quickly so be sure to get your team together and register today!

Please mark your calendars for our District Meetings in the fall (details below). These meetings are so important as we gear up for next year's General Session. They present an incredible opportunity to talk legislative goals and also meet with the very people who decide on bills that affect your business.

As always, thank you for your continued support and participation.

Onward!

KADA News

RockED: Negotiations 101 — Create a Sense of Urgency

RockED Coach Shawn Armorer teaches Killer Phone Skills your dealership

team needs now. Learn how to create an honest sense of urgency with these word tracks that help keep the customer motivated to buy now, rather than later.

Reach Todd DeFelice to get your team ready for summer sizzle season.

Todd DeFelice
todd@rocked.us
203-836-9506



SESCO Management: Your Human Resources Consulting Tool



As a KADA member, you have access to professional human resource management consulting services through SESCO Management Consultants for no additional charge. Aside from unlimited email and phone access for any of your HR questions or needs, you can find helpful tips and information by attending any of their webinars which are linked below.

To learn more about everything SESCO offers, reach out directly to Jamie Hasty at jamie@sescomt.com or by calling (423) 764-4127.

2023 Webinar Series Pt. 2

8 Habits of Highly Successful Service Advisors

When we think about what makes a highly successful Service Advisor, there are several habits that Dynatron Coaches have seen demonstrated over and over again.

Here are 8 habits of the most successful Service Advisors:

1. **Strategically Plan Appointment times:** It's best to schedule no more than 3 customers per Advisor per hour to ensure each customer receives the appropriate service.
2. **Daily Action Plan:** Each Advisor should review vehicle history, recalls, declined services, special order parts, and maintenance needs the day before the customer arrives for service.
3. **Meeting & Greeting:** Train and prepare each Advisor to properly meet and

greet each customer on the phone or in person.

4. **Listening Skills:** Train each Advisor on the proper listening skills and how to identify the customer's prime items by asking the right questions.
5. **Multi-Point Analysis:** There should be a proper walk-around and multi-point inspection, as well as finding commonality with each customer to build a relationship with trust.
6. **Menu Presentation:** Each Advisor should present a menu using features and benefits.
7. **Customer Promise:** Train Advisors on how to properly prepare and review repairs or maintenance needed as well as the time needed to complete the vehicle.
8. **Close The Sale:** Train Advisors on how to properly ask for the sale.

If your Service advisors are demonstrating these 8 habits consistently, they will be more successful in building customer trust, one customer at a time. Check out the latest [blog](#) to learn more about each habit.

Dynatron Software has the data analytics and Coaching your dealership needs to be able to turn goals into action plans, and action plans into results.

It's time to acquire inventory like your job depends on it...because it does



How important are vehicles to your lot's success? Chances are that your answer is loud and clear: Very. Sure, that may seem obvious. But, breaking down the importance of cars in our modern society, it becomes more and more evident just how critical automobiles are to people and communities. Without them, your dealership doesn't have a store, a brand, or a purpose. Vehicles are a constant in American culture with over 275 million cars registered in the country as of 2020.

[Read more](#)

KADA Events

Lunch & Learn with Dynatron Software



Understanding how CP Maintenance and Repair work types cooperate is critical to increasing Service Department revenue. Historically, many Service Department's CP Maintenance and Repair pricing strategies are functioning independently and disjointed because they are viewed as independent of each other. If these pricing strategies aren't functioning together in your service department, you are leaving money on the table!

In this live webinar given by Leigh Silver, CEO of Dynatron Software, you will gain a deeper understanding of managing your CP business as 3 separate CP businesses, giving you the clarity needed to understand and improve ELR, Gross Profit, and Retention.

When: **Wednesday, August 9th, 12:00 - 12:30 p.m. EST**

[Register now](#)

KADA Annual Golf Tournament



The **Annual KADA Golf Tournament** is teeing off again this September! The tournament will be held on **Monday, September 18th**, at the **Frankfort Country Club**. You don't want to miss this opportunity to network with your fellow dealers and our vendor partners. Get your team together today!

If you have any questions, please contact Melissa Peach at (502) 695-3310 or by email at mpeach@kyada.com.

[Player Registration](#)

Agenda

11:00 am – Registration & Lunch
Noon – Shotgun Start
5:00 pm – Reception & Awards

Player Cost:

Single Player: \$150
Foursome: \$600

KADA District Meetings

Mark your calendars for the following KADA District Meetings:

Tuesday, October 10th
Embassy Suites by Hilton, Lexington

Wednesday, October 11th
Hurstbourne Country Club, Louisville

Thursday, October 12th
Holiday Inn, Florence

Tuesday, October 17th
Lake Barkley State Park, Cadiz*

Wednesday, October 18th
Holiday Inn University Plaza, Bowling Green*

All district meetings will begin with a reception at 5:30 pm and a dinner at 6:00 pm.
*Central Time Zone

Stay tuned for registration details.

kadet

Make Your Contribution Today



As you have seen in this Legislative Session, there are constant threats to our franchise system and our business. Whether it's industry changes, manufacturer demands, or economic influences, we face many challenges.

In order to confront these with a unified voice, we need your support and participation.

Building and maintaining relationships with the legislators that represent you in each of your districts is how we are able to protect pro-business and pro-dealer rights. Which is why we ask that you consider donating to our KADET fund today.

Melissa Peach
KADET Treasurer

Below is a list of KADA's President, Senate, House and Patron Club members as of the distribution of this newsletter.

President's Club - \$2,000

Joe Cummins
Nancy Sparks
Tim Sparks
Kim Huffman
David Moore
Joe Cross
Vickie Fister
Dan Renshaw
Bill Cole
Dwain Taylor
Ray Cottrell, Jr.
Dann Hughes
Tim Kanaly
Rob Marshall
Trey Marshall
Mike Hyde

Senate Club - \$1,500

House Club - \$1,000
Travis Flaherty
Mark Schaeffer

Patron Club - \$800

Tasarla Tudor

Jeff Eickholz
Fred Tolsdorf
Tammy Coats
Mark Pogue
David Daunhauer
Bob Hook III
Kevin Collins

Next Gen President Club \$1,000
Alex Pogue

[Click here to donate today!](#)

Check Out Our New Preferred Partners

AUTO
STORE SUPPLY

Quality products and industry-leading pricing for all your dealership supply needs.

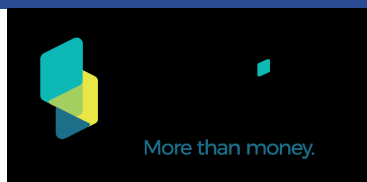
LABNation
DEALERSHIPS
Lawyer Accountant Brokerage Network

LABNation offers a customized program tailored just for KADA members who are ready to sell their dealerships.

vitu

With Vitu Interstate, you can seamlessly integrate out-of-state titling & registration transactions with their 50-state title and reg solution.

Financial Tips with Sqwire



Are you prepared for a financial emergency? A 2022 study by Bankrate showed that 56% of Americans are unable to cover an unexpected \$1,000 bill. If you haven't prioritized your emergency savings, now is a great time to start. Remember, your emergency fund is different than your retirement savings or personal savings plan (for the fun stuff). Keep your accounts separate to ensure that there's no risk of spending money that's intended as your financial cushion. This tip was brought to you by our preferred partner, Sqwire. Don't forget, you can save big with a members only discount on Sqwire's financial wellness platform for your team! Learn more by visiting www.getsqwire.com/kada/

Cox
AUTOMOTIVE™

Industry Update

New-Vehicle Sales Accelerate in July

New-vehicle sales, when announced next week by automakers, are expected to show big gains over last year and a slight improvement over last month. The key reason for these gains continues to be the market's healthy recovery from being supply-chain constrained over the previous two years. The July seasonally adjusted sales rate, or SAAR, is expected to finish near 15.9 million. This is an increase from June's 15.7 million level and May's 15.1 million level. Sales have been showing surprising strength this year in spite of large interest rate increases, and July is expected to continue that trend.

[Read full forecast](#)

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