

# What Does Traver Do?

Helps you grow - Helps you slow turnover - Teaches critically needed skills  
Develops your leaders - Solidifies annual growth plans - Measures and quantifies growth

**W**e are the industry leader in growing dealerships and their people.

*Our partnerships extend from the smallest to the industry's largest organizations. Nearly two decades of track record exist as evidence of our passion, commitment, and talent.*

*Many hundreds of references from across North America signal we are a powerful resource for our partners' incredible successes.*

*Our consulting, training, and coaching represent the pinnacle of the industry.*

*Our expertise will improve sales, Internet, service, and other key areas in your business.*

*We guarantee impact where competitive training companies will not.*



TRAVER  
TECHNOLOGIES

Driving Front-End Solutions

An **ADP** Company



## OUR CONSULTING WILL...

Reunite fragmented departments  
creating continuity and synergy



## OUR TRAINING WILL...

Elevate core and critical skill level  
for all customer-touching roles



## OUR COACHING WILL...

Empower new thinking igniting  
both the business and your talent



## What Does Traver Do?

- Helps dealers and manufacturers grow in volume, gross, CSI, ESI, customer loyalty, and NOI
- Helps dealers and manufacturers address and slow turnover
- Helps dealers and manufacturers deliver branded and specialized critical skills needed to maximize their business
- Helps dealers and manufacturers develop leaders
- Helps dealers and manufacturers solidify quantitative and qualitative "Annual Growth Plans"
- Helps dealers and manufacturers leverage tools and increase system utilization and accountability
- Helps dealers and manufacturers know where they are competitive and where they are vulnerable

## Average Traver Client Experiences

- 25% Growth first year
- 10% Growth – subsequent years
- 30% Decrease in turnover
- CSI Improvement (2+ points average)
- 90% Retention (after two years)
- 30% Gain in daily service appointments
- 300%+ Improvement in daily sales appointments

## Training Impact Guarantee

- 5-Star Impact Guarantee

## Learn More About Traver

- 100+ References available

# HOW DOES TRAVER DO THIS?

1. Synergy Plans – Annual Curriculums
2. BD College® – Manager Training
3. Continuous Interactive Training (CIT)
4. In-dealership Training
5. Mystery Shopping – Competitive State
6. ASC/MNI – Fixed Operations Consulting

## Synergy Plans - TRAINING & CONSULTING

*For Business Development, Sales Path, Internet, Service Development, or your specific needs*

- Business Development with a BDC®
- Business Development without a BDC®
- Internet Lead Management
- Service Development
- Sales Path design and implementation
- Leadership Development

All Synergy Plans Include:

1. Assigned Retail Coach
2. BD College®
3. In-dealership Training (5-Star Guarantee)
4. Continuous Interactive Training (CIT)
5. Weekly Mystery Shopping
6. Monthly newsletter

**Synergy Plans**

**OUR CONSULTING WILL...**  
Reunite fragmented departments creating continuity and synergy

**OUR TRAINING WILL...**  
Elevate core and critical skill level for all customer-touching roles

**OUR COACHING WILL...**  
Empower new thinking igniting both the business and your talent

*We are the industry leader in growing dealerships and their people.*

*Our partnerships extend from the smallest to the industry's largest organizations. Nearly two decades of track record exist as evidence of our passion, commitment, and talent.*

*Many hundreds of references from across North America signal we are a powerful resource for our partners' incredible successes.*

*Our consulting, training and coaching represent the pinnacle of the industry.*

*Our expertise will improve sales, Internet, service and other key areas in your business.*

*We guarantee impact where competitive training companies will not.*

**TRAVER TECHNOLOGIES**  
Driving Front-End Solutions  
An **ACD** Company

**HOW  
DOES  
TRAVER  
DO THIS?**

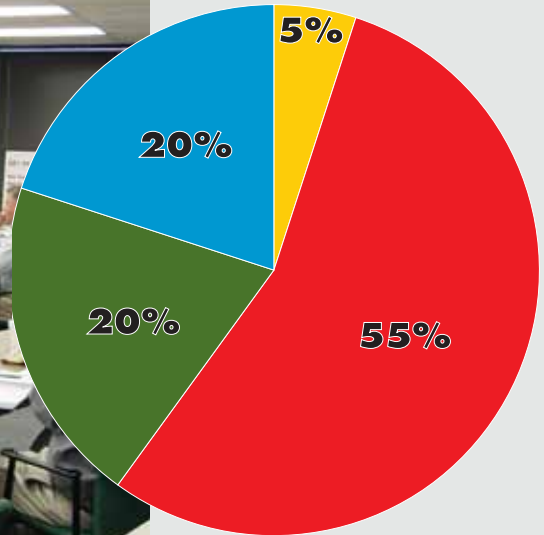
1. Synergy Plans – Annual Curriculums
2. BD College® – Manager Training
3. Continuous Interactive Training (CIT)
4. In-dealership Training
5. Mystery Shopping – Competitive State
6. ASC/MNI – Fixed Operations Consulting



## **BD College® - KNOWING VS. DOING**

*Never let lack of knowledge limit your ability to grow*

- BD College® - Unlimited License
  - Corporate Licenses available
- Approximately 1500 students annually
- 7 Workshops (1.5–3 days in length)
- Attend as often as needed



<b>OEM Participants</b>
<b>Senior Management (GM/Dealer Principal)</b>
<b>Business Development Managers (BDM®)</b>
<b>Sales Managers</b>

# HOW DOES TRAVER DO THIS?

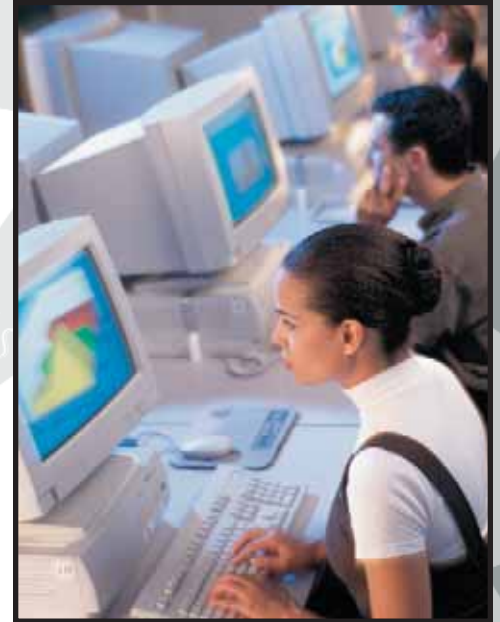
1. Synergy Plans – Annual Curriculums
2. BD College® – Manager Training
3. Continuous Interactive Training (CIT)
4. In-dealership Training
5. Mystery Shopping – Competitive State
6. ASC/MNI – Fixed Operations Consulting

## Continuous Interactive Training - CIT

*Proven high retention through repetition*

Designed with your Sales, Service, and Management personnel in mind, each module is 20-30 minutes, offered four days per week with the synergy to attend as many times as desired

- Easy web access
- Monthly attendance updates
- Practice and homework exercises reviewed and commented on by your facilitator
- Review sheets after each course
- Certification diplomas after course completion
- Coaching – one-one-one sessions available, by appointment, Fridays after the training week



### SERIES

1. Business Development (8 modules)
2. e-Commerce (8 modules)
3. Service Development (8 modules)
4. Sales Path (10 modules)
5. Leadership Development (8 modules)



# HOW DOES TRAVER DO THIS?

1. Synergy Plans – Annual Curriculums
2. BD College® – Manager Training
3. Continuous Interactive Training (CIT)
4. In-dealership Training
5. Mystery Shopping – Competitive State
6. ASC/MNI – Fixed Operations Consulting



## In-dealership Training - 55 CLASSES

*Never let lack of knowledge limit your ability to grow*

- Phone Skills Series - 10 classes
- Sales Path Series - 11 classes
- Management Series - 10 classes
- Hands-on Application Series (certification) - 5 classes
- Advanced Selling Skills - 4 classes
- e-Commerce Series - 5 classes
- BD College® Courses - 10 classes

### In-dealership Training Impact Guarantee

All in-dealership training days are backed by our 5-Star Impact Guarantee. Events will be surveyed randomly with the GM to ensure impact was recognized. If the event scores three (3) or less stars, then the training will be conducted again at no cost to the dealer.



# HOW DOES TRAVER DO THIS?

1. Synergy Plans – Annual Curriculums
2. BD College® – Manager Training
3. Continuous Interactive Training (CIT)
4. In-dealership Training
5. Mystery Shopping – Competitive State
6. ASC/MNI – Fixed Operations Consulting

## Mystery Shopping - COMPETITIVE STATE

Know your competitive advantage

- Weekly Mystery Shopping
  - Incoming sales calls
  - Incoming service calls
  - Internet lead opportunities

Our dealerships receive a “mystery call” and a “mystery Internet inquiry” from our Quality Survey Department each week.

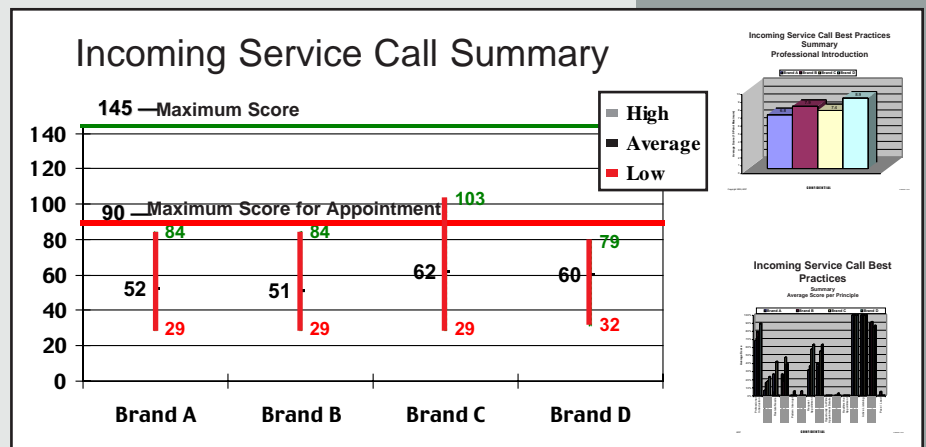
Every dealership has been studied for local businesses, landmarks, local flavor, and competitive dealerships. Applying this knowledge to the engagements allows for a realistic measurement of current process and places the dealership associate in as “real world” a scenario as possible.

Once a dealership is trained, the real gains in these areas are not only the immediate, but sustained growth. The difference between the dealership that can train and have temporary impact, compared to the dealership that can invest in their people and have continual growth, is “Conditioning.” Weekly mystery shopping is our tool for our partners to deliver the highest standards of conditioning to their employees.

Performance Area	Ford	GM	Chrysler	Toyota
Customer Service	95%	90%	85%	80%
Product Knowledge	85%	80%	75%	70%
Appointment Setting	90%	85%	80%	75%
Customer Satisfaction	95%	90%	85%	80%
Professional Introduction	90%	85%	80%	75%

- Retail Process Assessment
  - Internet Competitive Analysis<sup>SM</sup>
  - Incoming sales call best practice study
  - Incoming service call best practice study
  - Internet lead best practice study

There are considerable differences in how the best versus the average handle their Phone-Up, Internet, and Service opportunities. For over a decade we have developed and refined “Best Practices” – represented as principles – a game plan for converting these typically misunderstood and devalued “opportunities to do business” into appointments that show and do business.



# HOW DOES TRAVER DO THIS?

1. Synergy Plans – Annual Curriculums
2. BD College® – Manager Training
3. Continuous Interactive Training (CIT)
4. In-dealership Training
5. Mystery Shopping – Competitive State
6. ASC/MNI – Fixed Operations Consulting



## ASC/MNI - FIXED OPERATIONS CONSULTING

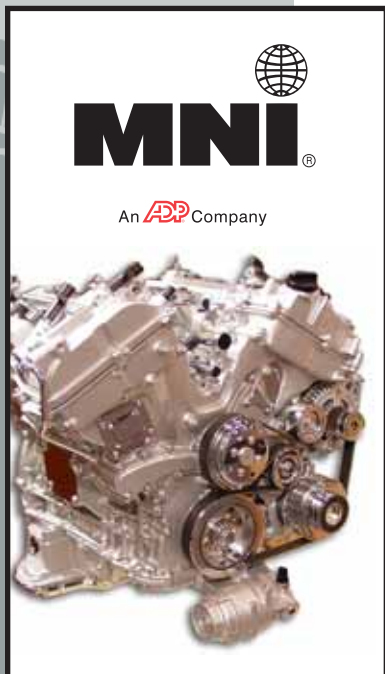
*Providing the standard in Fixed Operations Consulting*

- The Ultimate objectives

1. Improve profitability and departmental performance
2. Improve dealership customer retention

Offering customized solutions designed to provide a high level of customer satisfaction and dealership performance in the following areas:

- Service Department programs
- Body Shop programs
- Applied service management
  - Designed to provide your service manager and advisors with the skills and training necessary to effectively implement changes in your operations
- ASC 2-day Service Department process analysis
  - Complete evaluation of Service Department operations
- Applied Body Shop management
  - Designed to train dealership management on the details and procedures of proven management techniques for the body shop



2550 Gray Falls Drive, Suite 400 • Houston, TX 77077-6675  
Contact Deborah Monroe  
Direct: 281-886-1400 • Fax: 281-556-5400 • 800-929-8478  
deborah\_monroe@adp.com

**WWW.TRAVERTECH.COM**