

# Assurant Business Development Analysis

A comprehensive,  
data-driven dealership  
performance evaluation



ASSURANT®

Dealer  
Services



# Assurant Business Development Analysis

## Reimagine your potential



Today, dealership teams need to be firing on all cylinders to maximize every opportunity and avoid leaving money on the table. But reaching your full potential requires a clear understanding of where you are today and where you could be in the future. Assurant Business Development Analysis is a comprehensive, data-driven dealership evaluation that thoroughly examines every aspect of your operation to produce a highly detailed, actionable plan for performance improvement. But we don't stop with a plan. We work as part of your team side by side, leveraging industry-leading performance development skills to ensure you reach every goal. So you can outperform today while building for a better future with long-term profitability, a fully engaged team, and a lasting culture of success.

**Get a performance plan driven by data, powered by hands-on, proven industry expertise.**



**Sales Process Analysis**



**Manager Interviews**

**Assurant<sup>®</sup>  
Auto IQ**

**Auto IQ**



**Predictive Index**



**Production Analysis**

# Drive growth with a customized recruitment and retention program

Today, dealers face unprecedented pressure from the labor market. High turnover, a shortage of qualified applicants, and a lack of adequate training and retention can create a drag on performance. We leverage an in-depth dealership analysis, extensive personnel and manager interviews, and a personality-based hiring process to produce a customized recruitment and retention program that's proven to drive performance, lower dealership costs, and create a lasting culture of dealership success.



# Optimize your sales process and watch your business grow

A properly structured sales and F&I process is essential to dealership performance and profitability. We conduct extensive manager interviews to uncover valuable opportunities for growth in your revenue and to optimize your customer experience. We also measure your sales performance through a detailed deal jacket review, leveraging a proprietary data analytics and observation process powered by decades of automotive experience. So you can ensure your entire sales team is operating under a single, optimized sales strategy that yields improved product penetration along with higher PVR and overall profitability.

## Sales process review and optimization

### Sales Structure Deal Review

- Optimized, compliant deal
- Improved customer experience
- Increased sales and revenue



### F&I Process Review

- Improved product penetration
- Higher PVR
- Streamlined customer journey

# Assurant<sup>®</sup> Auto IQ

## Transform your data into a targeted plan for performance

Properly establishing current benchmarks and future performance goals takes a data-driven approach. Assurant Auto IQ is a proprietary, patent-pending digital tool that takes in your performance numbers to produce high-impact opportunities for growth. It measures your actual production versus targeted goals. It performs a cost-of-sales analysis of compensation, chargebacks, and product profit performance. The result is a performance opportunity index applied to help design a highly detailed dealership-wide performance plan for every member of your team.

### Auto IQ

Help drive more profit with advanced performance analysis



Production vs. targeted goals



Cost-of-sales analysis



Compensation analysis



Chargeback analysis



Product profit performance



Performance opportunity Index

# Unlock a high-impact plan for performance in every area of your dealership

Assurant Business Development Analysis provides you with a data-driven, comprehensive performance plan for your entire team by department and individual. It's based on your unique levers for performance and provides you with key initiatives designed to engage your personnel, and set performance benchmarks, expectations, and standards. It takes into consideration external market factors, dealer competition, and actual dealership performance, so you can practice and fine-tune the process, and make the most of every opportunity. As a result, your team can build more value into every transaction and provide a better customer experience.



**Engage your team with a clear understanding of goals and processes**



**Achieve improved product penetration, higher PVR, and overall profitability**



**Improve customer loyalty with more committed employees and a stronger culture**

## A comprehensive plan to increase performance

### PROCESS

- Dealership process review
- Set performance standards
- Monthly focus meetings
- Pre-interview
- Proper menu setup and presentation
- Behavioral assessment

### TRAINING

- Scheduling – calendar
- Field force – team approach
- Deliver deals
- Deal audits
- Profit development advisors

### ACCOUNTABILITY

- Production review
- Scorecard reports
- Facilitate score-a-deal meetings
- Menu reviews
- Dealer contact report or recap email
- Performance-based compensation plans
- Product and rate cap reviews

# Drive attachment and profit with F&I designed for dealer success

Assurant partners enjoy exclusive access to Assurant Vehicle Care, an innovative suite of F&I products and tools that offers customers more vehicle coverage, more flexibility, and more transparency, along with an easy-to-use digital car care and contract management experience. Dealers benefit from easy-to-manage products that come with a suite of value-building, needs-based marketing tools, full participation flexibility, and dedicated support from Assurant F&I experts.

- Industry benchmark coverage and intuitive customer experience
- Added flexibility with tiered coverage and deductible options
- Simpler contract terms with better coverage and optimized pricing
- Suite of needs-based, omnichannel marketing tools that help build value
- All 5 participation options on all products for improved profitability
- Dedicated in-dealership support from Assurant F&I experts
- Simplified F&I processes





## Maintain team performance in every scenario

Things change fast in automotive retail. Acquisitions, restructuring, or even high turnover can require a business to quickly pivot, adapt, and ensure their team is up to speed and aligned to a single process. Assurant Business Development Analysis helps build, execute, and enhance the performance plans and measurements needed to achieve long-term profitability and a lasting culture of success.

### Proactively solve for:



Changes in market approach



Business restructuring



High employee turnover



Adapting to personnel shifts



Level setting operations and performance



**Start driving better  
performance.**

**1-866-888-7977**

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