



**ASSURANT®**

**Business Development Analysis**

Create a high-impact  
performance plan for  
every area of your  
dealership

**Dealer Services**





## A comprehensive, data-driven dealership performance evaluation



Dealer Services

## Reimagine your potential

Today, dealership teams need to be firing on all cylinders to exceed their goals 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. The Assurant Business Development Analysis is a comprehensive, data-driven dealership evaluation that thoroughly examines every aspect of your operation to produce a personalized plan for performance improvement. But we don't stop with a plan. Our dealership performance experts work side by side with your team, leveraging hands-on expertise, retail-proven strategies, and industry-leading insights to ensure you reach every goal. So you can **hit peak performance, maximize profit, and create a culture of accountability** that enhances dealership wealth.

**Get a comprehensive performance plan that's  
personalized to your team and powered  
by hands-on, proven industry expertise.**



Sales Process Analysis



Manager Interviews

**Auto IQ**



Performance Analytics

Predictive Index



Production Analysis

# Bring out the best in your team with a proven recruitment and retention program

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 highly customized recruitment and retention program that's proven to **build a culture of performance, lower dealership costs, and improve customer retention.**





# Power up your sales process with personalized dealership support

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 retail experience. **So you can ensure your entire sales team is operating under a single, optimized sales strategy** that can help improve 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 revenue potential

### F&I Process Review

- Improved product penetration
- Higher PVR
- Streamlined customer journey





# Transform your current production numbers into a targeted road map to success

Properly establishing current benchmarks and future performance goals takes a data-driven approach from a partner with retail-proven expertise. Assurant Auto IQ is a proprietary, patent-pending digital tool that uses your performance numbers to uncover 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 used to **create a detailed performance plan for every member of your team.**

## Auto IQ

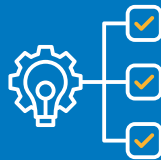
Fine-tune every revenue center with industry benchmark analytics based on data from 55 million annual vehicle sales and review of four million F&I deals.



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 built around your needs

The Assurant Business Development Analysis provides you with a data-driven, comprehensive performance plan for every member of your team — right down to the department and individual levels. 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 winning 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 and generate dealership wealth

### PROCESS

- Dealership process review
- Set performance standards
- Monthly focus meetings
- Preinterview
- 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
- Compliant sales and desking practices
- Dealer contact report or recap email
- Performance-based compensation plans
- Product and rate cap reviews





# Move your F&I numbers with products 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 a team of retail-proven F&I experts.**

- Industry benchmark coverage and intuitive customer experience
- Added flexibility with tiered coverage and deductible options
- Exclusive access to Technology Plus, a one-of-a-kind service contract featuring mobile device protection
- Simpler contract terms with better coverage and optimized pricing
- Suite of needs-based, omnichannel marketing tools that help build value
- All participation options on all products for improved profitability
- Dedicated in-dealership support from Assurant F&I experts
- Simplified F&I processes



# Increase 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. The Assurant Business Development Analysis helps build, execute, and enhance the performance plans and measurements needed **to reach peak performance and build long-term dealership wealth.**

## Proactively solve for:



Changes in market approach



Business restructuring



High employee turnover



Adapting to personnel shifts



Level-setting operations and performance







ASSURANT®

**Personalized F&I support. Unrivalled performance.**

Move your F&I numbers | Generate profit and wealth | Drive customer retention

**Maximize every opportunity for success.**

**1-866-888-7977**

**Get your free profit analysis**

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