

# AS SEEN IN



## FOCUS ON REMARKETING

### Eliminating the trivial to focus on things that matter



**Ian Reilly**  
FROM THE  
CORNER OFFICE

There are stories making the rounds on the Internet about how Facebook's Mark Zuckerberg and Apple's Steve Jobs adopted a "work uniform." Both men chose a solid-coloured shirt, jeans, and sneakers not for comfort or fashion, but as one more way to minimize daily decisions.

Eliminating the daily "what to wear" question is just one example of a decision-making approach these leaders applied broadly.

What they were really trying to do is reduce minor, routine choices, which then freed up time and mental space to deal with what's really important.

The dealers I talk to also are applying a similar approach to decision making in their business.

They want to be able to scrutinize every aspect of their operation and look at every metric that can help make their dealership processes more efficient, employees more productive, and the business more profitable.

But, they know they shouldn't look at every number, all of the time. So, a number of dealers I visit are

turning to newer digital tools built into the DMS to help them eliminate the trivial and tighten their focus.

These newer tools include management dashboards that are designed to handle routine data analysis and report only exceptions – those performance metrics that fall outside acceptable levels for their dealership.

What's more, the dashboards are updated in real time and can be configured to show users exactly what they want to see in the format they want to see it.

As a result, dealers have better information at their fingertips and more time to devote to improving processes, productivity, and profitability. For example, in the used vehicle department, dashboards enable dealers to monitor high days

in stock, missed daily goals for the sales team, and vehicles closed in F&I but open in accounting.

They also can use dashboards to keep a close eye on used vehicle finance penetration and used vehicle reserve in F&I.

These dashboards have become important time-saving tools to help the management team move beyond the routing of reviewing all the reported numbers and, instead, be able to spot and resolve issues before they become larger problems. In turn, they're making better business decisions that can lead to increased employee productivity and dealership profit.

How is your dealership simplifying decision making down to what matters? Let me hear from you. [AWI](#)

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