

## Tips for Navigating COVID-19 at Your Dealership

Below are some helpful handling tips for your dealerships to overcome hurdles during COVID-19 and keep your dealership OPEN for business.

This is actually *a great time to service a vehicle* as everyone is home, has limited requirements for use of their vehicle, and the vehicle still needs to be serviced.

- ✓ Offer contactless key drop offs all day including a call with the advisor instead of in-person drop offs.
- ✓ Offer to pick up and drop off the customer's vehicle.
- ✓ Offer a way to pay online and encourage its use, rather than having the customer come into the dealership to pay.
- ✓ Offer a mobile maintenance truck - specifically targeting those essential workers at hospitals, grocery stores, and delivery personnel. They are working around the clock for us; let's provide a way to make their lives a little less challenging.
- ✓ Offer detailed vehicle cleaning as part of their service visit.

This pandemic is changing the way customers buy a vehicle. Social distancing and forced showroom closures makes entering your physical dealership difficult. You do have a way to keep the "doors open": *your online dealership presence*.

- ✓ Potential customers will likely increase their sales research online. Make your website as warm and as welcoming as your physical dealership.
- ✓ Include video walk arounds: encourage your sales team to record a video walk around of any in stock vehicles. They can show the ins and outs of any vehicle and any unique features, plus add it to your website or email or text it to the customer directly.
- ✓ Offer home or office test drives.
- ✓ Using Sales team members to valet vehicles to and from customer's offices or homes for test drives (especially customers with a high-risk factor for the virus) is a great value-add.
- ✓ Offer the ability to purchase online plus contactless vehicle delivery directly to the customer.

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Let your customers know what you are doing at the dealership:

- ✓ Create new signage:
  - ✓ To inform people of the proper technique for hand washing.
  - ✓ To remind people to wash their hands.
  - ✓ To remind people to not shake hands for everyone's safety.
  - ✓ To let everyone know the maintenance company is doing very thorough deep cleans each night throughout the outbreak.
- ✓ Make sure there is additional soap in washrooms to ensure you don't run out.
- ✓ Ensure hand sanitizer has been distributed throughout the dealership (Reception, Cash Office, Parts, Lounge, Cafe, Accounting, Boardroom).
  - ✓ Keep hand sanitizer on each service advisors' podium.
  - ✓ Keep hand sanitizer in each sales office.
- ✓ Keep Lysol wipes, Lysol spray and other disinfectants visible and use them often to keep all areas clean.
- ✓ Disinfect the lounge, café area, and other high trafficked areas hourly (at a minimum).
- ✓ Disinfect service advisor podiums, the cashier area, sales office, F&I offices and reception desk after each interaction.
- ✓ Replace ceramic mugs with disposable paper cups.
- ✓ Unnecessary face to face meetings with suppliers or outside companies should be cancelled, rescheduled or completed virtually.
- ✓ Postpone all business travel.
- ✓ Require anyone handling a customer's vehicles to wear gloves - this includes the service drive as well as sales staff when doing appraisals.
- ✓ Require staff to wear face masks for their own safety, as well as the safety of coworkers and customers.
- ✓ Staff are to maintain a "safe" distance of approximately 2M (6 Ft) between co-workers and clients.
- ✓ Place social distancing marks on the floor to encourage customers and staff stay the appropriate distance away from others.