

# HOW WILL DEALERSHIPS Evolve Past Covid-19

Process		Promotion	People & Performance	
What type of experience will consumers demand?	Are on-site Sales/BDC Reps still necessary?	How will my advertising & marketing mix change?	What skills are more valuable/ less valuable?	How will Success Metrics & Performance Expectations change?
How will Job Descriptions change?	How do we sell & service customers 24/7 365?	How will I determine ad budgets?	How will we recruit/teach/ develop and on-board new people?	How will profitability be impacted?
What is the best Sales/ Service delivery model based on customer type?	What level of commitment to current & future technology do we need to make?	How will our Value Proposition change?	How will we adjust/ address scheduling?	How will our organizational charts change?
Wet Signatures vs Electronic Signatures?		How will pricing & transparency evolve?		

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