

CASE STUDY

Language KPIs Spur Growth At DeBoers Auto

Focusing on hidden Language KPIs and an internal competition focused on effective communication has created growth at DeBoers Auto.



CLIENT

DeBoer's Automotive

- New Jersey

INDUSTRY

Tire & Automotive

GOAL

Increase sales, improve customer loyalty, and expand business growth.

APPROACH

- Power Sales Training
- Advanced Language KPI's
- AI Practice Bots
- Dealer Competition Format
- CallMax Plus
- SalesMax Plus

Bill DeBoer is the 2nd generation owner of DeBoers Automotive in Hamburg NJ. I met Bill Sr. and Bill Jr. about 20 years ago while looking to buy a used car for my daughter to take to school in Buffalo, NY. Bill sold me a used Subaru which my daughter drove throughout her college days. At the time, Deboers was a small three bay repair and tire operation. And they bought and sold used cars. About 12 months ago Bill opened up a beautiful new six bay service center across the street from the original three bay shop and he began to grow with no end in sight.

Bill Jr. is a man for all seasons, that is, he works out all the time, hikes with his wife and two dogs. Then he pilots his own plane somewhere for fun. Most importantly, he's a student of business and a numbers guy to the max, so when I introduced him to our SalesMaxPlus platform he liked it immediately. Bill could see how SalesMaxPlus gave him access to a completely new set of KPI's that he never had. Bill is dedicated to growing his brand in the northern NJ market.

DeBoers is taking full advantage of what Molloy offers, most notably the 'Language KPIs', Power Sales Training and recently Bill decided to take advantage of our dealer competition format.

Measuring the communication

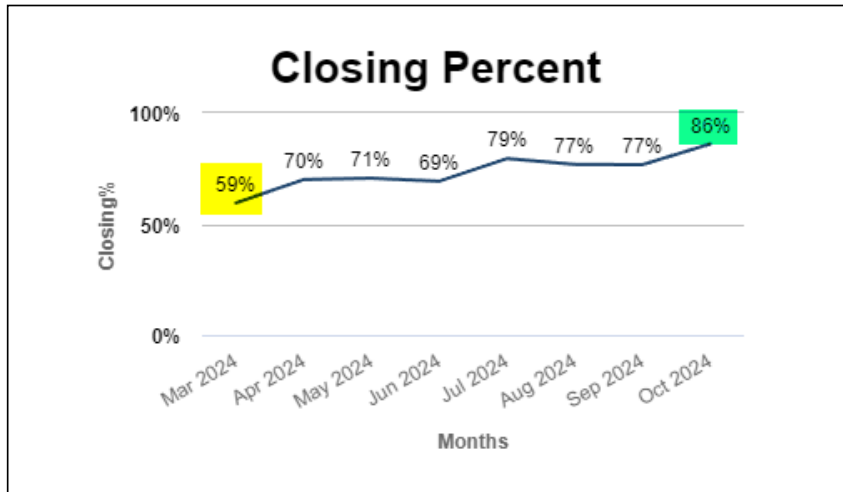
When we first measured Bill's appointment closing percentage, he was at 59% which is normal in the industry. The average shop closes 50% - 60% of the sales opportunities that arrive on the phone. You know, people calling for prices on tires, brakes, alignments and oil changes etc. Well, Molloy has ways to measure the closing percentage and here's what DeBoers team has accomplished under the leadership of GM Tina Ormond. They have gone from 59% to 86% in only seven months. This represents a 45% improvement:



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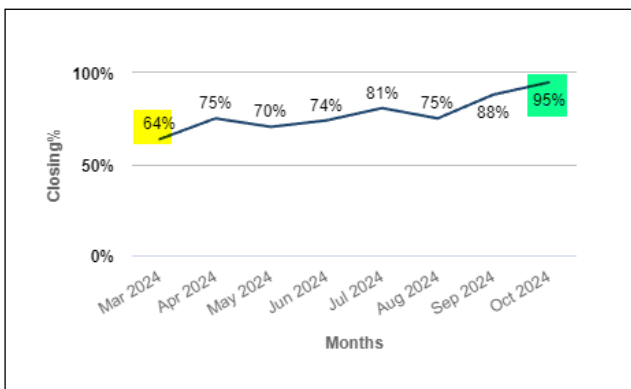
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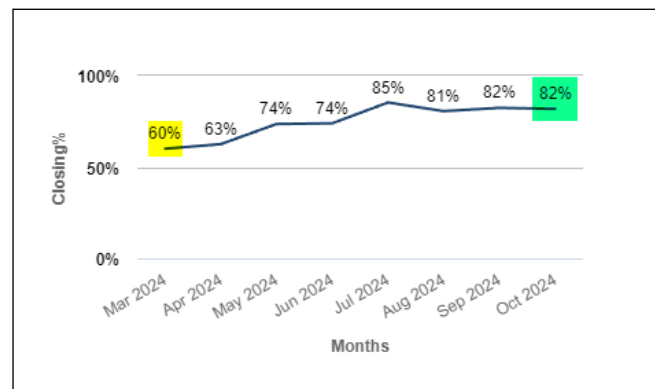


Service advisor Chris D. has moved his own closing percentage from 64% to an astonishing 95%. While Cassandra D. has improved from 60% to 82%:

Chris D. Closing Percent



Cassandra D. Closing Percent



DeBoers has very clear standards for effective communication, new service advisor Courtney B. is already at 84% in only three months. Courtney takes her communication skills and sales training seriously and it shows.

These closing percentage improvements are not magic. It takes dedication to a process and consistency over time as it relates to practice and implementation. Like I said, Bill DeBoer and his GM Tina, are both dedicated to the process and as a result the team is also. These improved closing percentages show up as improved car count, sales and profits for the business.

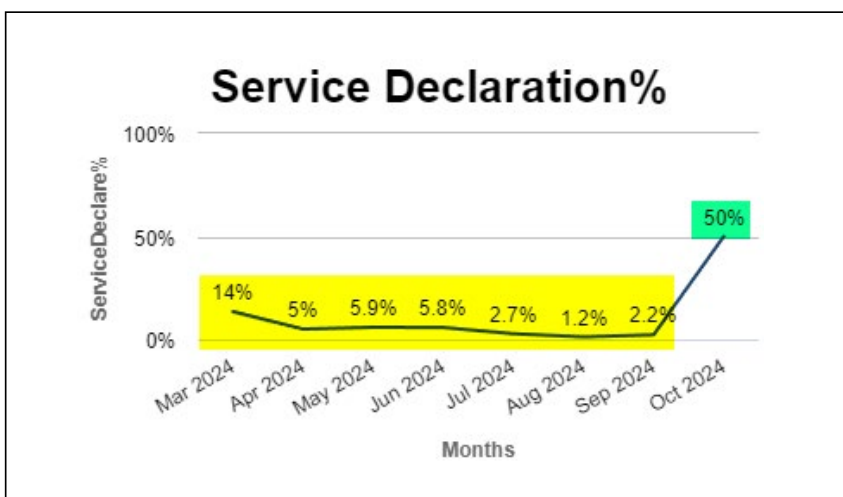
DeBoers enters a Molloy Competition

I floated the idea of DeBoers competing against another client for fun and Bill said, YES! LET'S DO IT! Due to the fact that Molloy measures language accurately, we design friendly competitions based on communication skills and we have the stores compete against each other for prize money. In this case the purse is \$5,000.

We designed a competition for DeBoers and J&J Tire from GA where four stores are competing based on how they communicate.

The competition is based on the following;

1. The appointment closing percentage for each store
2. How frequent each store declares, "Yes, I can help you with that!"
3. Rate at which employees are making commitments to help customers.
4. The rate at which employees make service declarations to customers.



Bill's major objective for entering the competition was to increase the rate at which his team made Service Declarations. The contest is for the Q4 of 2024 and here's how it is going so far.

Prior to the competition DeBoer's Service Declaration rate was very low as you can see in the yellow (this is normal in the industry). Now however, since they are all fierce competitors all their numbers are improving since the contest began in October, especially their Service Declarations percentage. It went from 2.2% in September up to 50% in October. Amazing!



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The Results

DeBoers has become hyper focused on the language occurring inside the business, because it's the language that drives the business and produces all the revenue.

Because of strong leadership, DeBoers has become a commitment based, I CAN HELP YOU WITH THAT company and the results are outstanding. This is just the beginning for Bill DeBoer as he's got his sights set on expansion.

You can learn more about Bill's dynamic growing company here: <https://www.deboersauto.com/>.

Check out the DeBoers Auto video below:



Are you ready to unlock your team's full potential and achieve similar results?

Let's talk about how communication analytics can revolutionize your business, please [schedule a Discovery Session](#) or visit us at www.molloysales.com.



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“The Molloy Team has helped me create clear standards for how we communicate with each other and with customers. The skills of my team are growing rapidly and it's having a major impact on our results”



Bill DeBoer

Owner -DeBoers Auto