

CASE STUDY



Increasing Profitability and Productivity by Putting the Right People in the Right Roles

THE CLIENT

AutoNation is America's largest automotive retailer, with 277 new vehicle franchises which sell 34 vehicle brands across 15 states. They offer a range of automotive products and services, including new and used vehicles, automotive repair services, and automotive finance and insurance products.

THE OPPORTUNITY

When General Manager (GM) Brian Kramer joined AutoNation's Clearwater, Florida Lexus dealership, the industry was facing several challenges that were impeding its growth. At Kramer's dealership, the negative perception of the job of "car salesperson," lack of formal sales training, and demanding schedules—dealerships are expected to be open seven days per week, with service available as early as 7 a.m.—were creating high turnover, recruitment difficulties and performance issues in the sales and service departments.

THE SOLUTION

To address these issues, Kramer decided to first determine if the dealership had the right employees positioned in the right roles. Kramer turned to the Predictive Index assessment to evaluate each employee's motivating needs and behavioral drives. Then, he compared this data with the behavioral requirements of the job using the Performance Requirement Options (PRO™) job analytic tool. By comparing these data points, Kramer could quickly pinpoint the fits and gaps between an individual and role.

“ I firmly believe that having workplace analytics at our fingertips made all the difference in the world. Without Predictive Index® and PI Worldwide's behavioral data we would not have achieved these results. ”

Brian Kramer
GM, Lexus of Clearwater
an AutoNation Company

After implementing the PI® system, AutoNation increased sales per associate by **167%** and increased the number of cars sold by **37%**