



CASE STUDY: ACCELERATING COMPANY GROWTH

SITUATION

A large family-owned Midwest dealership for a major automobile brand

The organization was losing market share.

Objective: To enhance the firm's vision, strategy, and operating systems in order to drive organizational strengths and marketing toward increased sales, market share, customer satisfaction, and long term growth.

APPROACH

1. Interviews with key family members to help identify opportunities to grow their leadership skills and impact.
2. Gained input from the leaders about what was/was not working as part of a broad strategic review.
3. Worked with the leadership team to develop the vision and strategies for meeting the business objectives.
4. Developed an orchestration plan to drive results, including ongoing communications and involvement with the dealership team.
5. Worked with leadership to develop and deploy a clear execution model for: a) how internal teams worked, b) how specific functions elevated their performance capabilities, and c) how functions focused their improvement steps.
6. Helped leaders and teams enhance their skills with regard to problem solving, execution follow through, and effective culture development.
7. Helped the leadership enhance and focus their marketing plans to drive additional customer acquisition and dealership brand differentiation.
8. Continuing to help with the firm's annual planning, with a focus on maintaining and growing the organizational capabilities, marketplace impact and the loyal customer base.

BUSINESS IMPACT

The dealership has grown its market share by over 20% with significantly enhanced organizational capabilities, an effective operating model, growing customer satisfaction, and revenue growth, all while undergoing a (smooth) transfer of family generational leadership.

“With the help of Julie and Larry Chandler from Solution Partners, our Lexus dealership has dramatically grown its capability, market share, and long term sustainable success. Their ability to help us strategically, organizationally, and through orchestration has been a valuable part of why our family dealership is achieving sustained success.”

Alan Nusinow
CEO

Lexus of Highland Park, IL

To learn more about Solution Partners, please visit our web site at www.solutionpartners.com or contact us:

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