Dealing with Dealers
Motivating Electric Vehicle Sales

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About VEIC

• Mission-driven nonprofit
• 30+ years reducing economic & environmental costs of energy
• Over 300 staff; offices in Vermont, Ohio, & Washington DC
• “Think and do tank”
  • Energy efficiency
  • Renewable energy
  • Clean transportation

• Clients
  • Utilities
  • States
  • Regulators / Consumer Advocates
  • Foundations / Environmental Organizations
Overview

• EV sales issues
  • Dealerships
  • Salespersons

• Solutions
  • Training
  • Partnerships
  • Incentives
  • Automakers
Franchised Car Dealers by State

16,802 Franchised Dealers Nationwide

NADA Data 2017
Salespersons

- Average dealer employs about 70 people across all departments
- Compensation based on sales performance
- High turnover – 43% in 2016
- Selling most profitable vehicles in least amount of time
- EV knowledge generally low, but champions are growing
Solutions – Training and Partnerships

• EV certifications for salespersons
• Dealers can partner with local experts on questions related to charging
• Advocacy groups / utilities can partner with dealers on discount programs
  • Include leasing options when possible

Mass Energy

Chevy Bolt LT

Bolt lease deals start at $235 / month with $2,500 due at signing

Drive Green with MASS ENERGY
Solutions – Incentives and OEMs

• Incentive programs should consider dealers
  • Dealer incentives should direct a portion to sales team

• OEMs are increasing availability of EV models in growing market segments
  • Provide dealers with additional marketing support

![U.S. car market in April 2018, by segment]

- Crossover: 38%
- Pickup truck: 16%
- Small car: 14%
- Midsize car: 11%
- Sport Utility Vehicle: 8%
- Luxury car: 6%
- Van: 6%
- Large car: 1%

Statista 2018
Summary

- EV customer experience needs improvement and dealers are a critical link
- Salesperson EV knowledge is rising, but not there yet
- Dealer training, partnerships and incentives can support increased EV sales
- More crossover EV models needed from OEMs to support market growth