IMPROVING ELECTRIC VEHICLE SALES AT DEALERSHIPS WITH ASSESSMENTS AND TRIAGE

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“Lack of EV experience, expertise and motivation.”
The dealership “problem” is largely due to low allocation and inventory, which is largely determined by manufacturer (OEM) production and distribution.
DEALERSHIP EV ASSESSMENTS

• Inventory/Sales (40%)

• Staff Training/Motivation (20%)

• Website Presence (20%)

• Physical Presentation (20%)
TRIAGE AND PROGRESS HIGHLIGHTS

• Even one hour of training (in-dealer or offsite) can be effective for improving EV understanding, including incentives and charging.

• In Sacramento region, EV incentive to sales staff improves motivation and sales ($200 to salesperson, $100 to dealership).
## SACRAMENTO REGION
### IMPROVED MONTHLY EV SALES WITH TRAINING AND DEALER INCENTIVE:

<table>
<thead>
<tr>
<th>Dealership</th>
<th>Average Before</th>
<th>After</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>18</td>
<td>20</td>
<td>11%</td>
</tr>
<tr>
<td>#2</td>
<td>15</td>
<td>23</td>
<td>53%</td>
</tr>
<tr>
<td>#3</td>
<td>6</td>
<td>12</td>
<td>100%</td>
</tr>
<tr>
<td>#4</td>
<td>5</td>
<td>11</td>
<td>120%</td>
</tr>
</tbody>
</table>

**Mean** 71%